



Innovative Brazilian Food Delivery Business Helps Fight Hunger

Curitiba, Brazil — The Rangri Food Delivery Platform (rangri.com.br) launched in Curitiba, Brazil this week, in what is billed as the first venture of its kind in the world. The project partners the United Nations Children’s Fund (UNICEF) with Brazil’s Organic Agriculture Association (AAO).

With "*Hunger is one*" as its slogan, Rangri proposes to tackle two types of hunger — that experienced by hungry restaurant goers who would prefer to order in, and that of those who have nothing to eat or suffer from malnutrition. The site includes a growing number of local restaurants, including: *Armazém Dom Carmino*, *Sushiyama*, *Água Verde*, *La Polenteria*, *Giotto* and *Pizzaria Tortelli*.

The system works like this: restaurants agree to pay Rangri a 10% commission on every order placed through the site, and Rangri contributes half of its net profits to organizations that fight hunger and malnutrition in Brazil, giving customers the opportunity to choose which organizations receive their donation.

UNICEF has been working in Brazil since 1950, with programs to improve the lives of children, adolescents and their families. AAO has been promoting healthy and environmentally responsible practices in Brazil for 24 years, encouraging the consumption of food grown without pesticides and chemical fertilizers in soil that is alive and healthy.

Since the donations are made from Rangri’s revenues, none of the costs are passed onto customers, who pay only for their order and any applicable delivery fees.

"Rangri combines the efficiency of capitalism with a social mission, creating a new business model," explains Flavio Masson, founder and CEO of Rangri. "After all, not only are hunger and malnutrition complex social issues that directly affect people's survival, but they also represent a great creative challenge."

For Wim Desmedt, UNICEF’s Resource and Mobilization Manager, the partnership with Rangri represents an innovative strategy to mobilize people and resources for social causes. He explains, "People will have the opportunity to quickly obtain information on UNICEF's work and collaborate to help protect the rights of children

and adolescents. If they wish, they can deepen their knowledge and find other ways to help, without even leaving the house.”

"Everyone wants to eat well," says Guaraci M. Diniz Jr., an organic farmer and president of the AAO. "Our highest commitment is to produce healthy foods in organic and sustainable ways. Now, those who order through Rangri can learn more about our projects and help promote ecological agriculture in Brazil."

"Businesses such as Rangri, which follow the shared value model, define success in a new way," says André Masson, chief angel investor and Rangri Board member, who holds degrees in business administration from the Getúlio Vargas Foundation and entrepreneurship from Babson College. "Rangri uses the most current sustainability concepts," he says. "We don't understand profit as being gained through the exhaustion of common resources, but rather through the optimization and maximization of the returns for shareholders and society, in equal measure."

Rangri's innovation goes beyond its business model. The site's design and technology reflect an understanding of human behavior and the importance of cooperation among users. Speaking of the site's integration with social media, which goes far beyond the *like* button, Rangri's brand manager Artur Benchimol, says: "Eating is essentially social. We have developed a platform with the potential to catalyze change in our society over the medium and long term."

It was a desire to make a difference on a large scale that drove Flavio Masson to conceive of the project. Masson is the founder of 10012 (10012.com), a design & technology company he has headed in New York City for over ten years. Upon identifying the opportunity presented by Rangri, Masson quickly mobilized his staff and resources in New York to get the project off the ground. "We have a huge advantage. We applied all of the knowledge and insight we've gained by helping start-ups and developing projects for some of the most demanding brands in the world," he said, referring to work his company has done for Nike, Showtime, Kraft Foods, HBO, AOC, among other global brands.

Masson has been involved in all aspects of the project, from the macro level down to the smallest design details. The Rangri logo, for example, was inspired by the traditional Brazilian blue-plate special, the *prato feito*, "typically made up of rice, beans, meat, lettuce, tomatoes and eggs. The center of the dot on the letter 'i' was left empty, symbolizing the ongoing fight against hunger. "When hunger is over, we'll fill in the dot," he jokes.

Masson has been recognized for his work with prestigious awards like the Webby's (the "Oscars of the Internet"), and by the magazine Galileo, which named him one of the brightest minds in Brazil along with Miguel Nicolelis and Alex Atala.

Orders can be placed at www.rangri.com.br .

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