

GoMkt app unveils new food shopping platform

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GoMkt said, “With an estimated \$200 billion of edible food going to waste each year. It aims to help combat a mounting societal problem, while enabling businesses to recoup potentially lost revenue through its discounted ‘flash sales’.”

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GoMkt said that aside from the savings – and contributing to the reduction of food waste – “consumers benefit from the app by connecting with their favourite stores to easily find discounts and specialty items, as well as discovering new locations”.

Matthew Holtzman, founder of GoMkt, said: “The growing problem of food waste is difficult to solve for myriad reasons including logistics, the complexities of perishable items and the lack of a formal market, which is what we are working to help solve – with a simple system for buyers and sellers of surplus inventory to connect and transact.”

Available for download now in the US, the GoMkt app features an initial group of retailers including: Key Food, Oren’s Daily Roast, Butter Lane Bakery, and By Suzette.