

# JOY TO GO

Selecta's self-service  
Food Tech solutions for  
Healthcare Facilities: Cure



6 GLOBAL HEALTHCARE ISSUES

# REVIVE AND THRIVE

A collision of forces is proving to be the catalyst for the clinical, financial, and operational transformation that healthcare has long promised to the world.

1. A global pandemic of historic proportions
2. Exponential advances in medical science
3. An explosion of digital technologies, data access, and analytics
4. Informed and empowered consumers
5. Movement from disease cure to prevention and well-being
6. Aging population and exponential rise of health care costs



# UNDERSTANDING WHAT IS IMPORTANT TO YOU

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We conducted over 300 Joy Need Analysis with different Healthcare specialists. These are the most reoccurring topics:

- Environmental, social and governance
- Mental health and well-being
- Digital transformation
- Health equity
- Future of medical science
- Healthcare delivery model convergence
- Public Health Reimagined



## Environmental, social and governance

Climate change is impacting the conditions in which people are born, grow, work, live, and age, as well as the wider set of forces and systems shaping the conditions of daily life—the drivers of health.

Health costs related to climate change and pollution are estimated over € 750 billion a year. Leading organizations around the world officially recognize climate change as a health emergency.

Hospitals and health systems are uniquely positioned to advance practices and solutions to protect the health of people and the planet. Through their status as huge employers, major producers and purchasers of goods and services, they can lead and influence supply chains.

Mitigating and adapting to climate change presents a global opportunity to remake the foundations of healthcare and introduce new operational models for resilience and sustainability.



## Mental health and well-being

Covid has had a significant impact on the healthcare sector and its impact is here to stay. A high number of professionals suffer from psychological distress. A lot of emergency services have been forced to stop or reduce their capacity as they are struggling to remain appropriately staffed, either through resignations or difficulty in hiring. This causes operational challenges and financial strain for hospitals. Hospitals are seeing their margins shrink. Average operating margins fell from 5.6% in mid-2019 to 1.5% as of Q3 2021.

Your critical business issues are defined by a combination of different elements :

- The war for talent
- Being able to offer continued services to both staff, patients and visitors
- Taking care of staff well-being
- Adapting to digital transformation
- Reduce labour-costs and
- Acting upon climate

It's time to recharge and take charge!



YOUR BUSINESS ISSUES

# RECHARGE AND TAKE CHARGE

# UNDERSTANDING YOUR NEEDS

Whether you are a Hospital Director, Facilities Director, People Director or else, as a healthcare specialist, you have one goal and that is to deliver the best cure and service possible to both staff, patients and visitors.



It is key to equip your health care workforce with greater awareness and training to offset climate change's impact on the health ecosystem.

Introducing facility-level initiatives to, for example, reduce and dispose of clinical waste and personal protective equipment correctly will make a difference.

## **Mental health & well-being**

Enabling your staff, patients and visitors to take good care of themselves and improve mental health and wellbeing by providing fresh food solutions that are available to all, 24/7. Offering a wide variety of high quality, healthy food and drinks, in an attractive environment. Including personal discounts for your staff, will stimulate people's happiness and satisfaction.

## **Reduced labour costs**

Finance and Supply Chain Departments are looking for opportunities to cut costs through new synergies and contracts when possible. Self-service retail check out offer a significant cost reduction compared to traditional catering. Where offering good food service can be a satisfier across an organization, leading to improved retention rates across all departments in a hospital. By condensing the food offering, hospitals

gain control over food costs and create less waste. You can still meet the needs of patients while making use of optimised inventory. Through technology, we have a great opportunity to harness data and make informed decisions. Brining new savings and reducing food waste. With self-service technologies that reduce reliance on labor but deliver a high-quality consumer experience.

Reducing labour costs at the same time by using scalable solutions that are easy accessible through self-serve. Of course, hassle-free and theft-proof to service all: staff, patients and visitors.

## **Waste reduction**

Having a positive impact on climate change by reducing food waste in the supply chain and local sourcing are key items on the agenda. Organisations must put steps into place to monitor their food waste, manage any waste produced and take action to reduce the food waste produce for plate waste, production waste and unserved food.

# NOURISH AND (YOUR SOLUTION) FLOURISH

When it comes to your staff they want a delicious, fresh food experience that fits their schedule and brings them joy, whatever they want, wherever they want, whenever they want it. They need to take care of themselves, others and the planet too. It's important to keep them going, to keep them motivated, positive and productive. You also want to service patients and visitors whenever they can and feel like having a break, enjoying a fresh meal or snack or just a delicious cup of coffee.



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## The power of food as medicine

A nutritious meal or snack can have a profound impact both on our mental and physical health and on our ability to recover from illness or surgery.

Catering in hospitals is not always as good as it could be. There is a clear need for updated food and drink standards to ensure that patients, staff and visitors have good quality, healthy, nutritious food options. No matter what daypart, suitable food and drink solutions for all staff over a 24/7 service period is key. Food needs to be prioritised and treated as the integral part of patient care and services for staff.

## Food expectations

Consumer food expectations have evolved significantly in the past 10-15 years around the globe. Consumers are more and more aware of their health and want premium, new and innovative products that set themselves apart on ingredients usage, organoleptic profile, positioning and packaging.

Selecta has set clear targets and initiatives to enable people to buy healthy and sustainable products, supporting personal health and well-being.

## Nutri-score

The assortment is evaluated on Nutri-score. The Nutri-Score is a front-of-pack nutrition label that provides user-friendly information on the nutritional quality of food and beverages, using five different colours to classify food products into five categories: from category A (dark green), indicating higher nutritional quality, to category E (dark orange), indicating The awarded score is based on a scientific algorithm.



## Target

By 2025, 60% of the fresh assortment we offer in Selecta's fresh food solutions, will have a Nutri-score ranking A/B.

We support Nutri-score labelling on all pre-packed foods and we use programs as well as clear and engaging POS communication to increase consumer awareness.



## Claims

Additionally, we communicate additional claims clearly like: Healthy (Reduced ... , Less ...), Vegan, Halal, Free from, High in protein, etc. to inform both staff, patients and visitors in the best way possible to ensure they can make the right choices.

# (Y)OUR SOLUTIONS ANYTIME, ANYWHERE ...

We shape our solutions to meet your expectations and we exceed them, with solutions that give flexibility a whole new meaning. Small corner and big space. Compact offer and the widest choice. A coffee now and a bite later. Take five and keep going.

## Pick & Choose

Whether you are in a small-size hospital, a mid-size or large hospital, our offer can be assembled in any way possible. Whether you choose a Foodies Grab & Go fresh food solution with or without hot steamed food, a Starbucks™, Lavazza or Pelican Rouge Coffee solution, a fresh water solution, including sparkling and flavoured water, a waste station or other. It's always possible to add any element desired. Simply pick and choose the elements you need and together we build the solution that meet your needs in the best way possible.

Our goal is to provide you with a much-needed opportunity to engage and inspire your workforce, care for your patients and care for your visitors with an offer, experience and environment that's premium, fresh, innovative, convenient and safe.

## Foodies Grab & Go

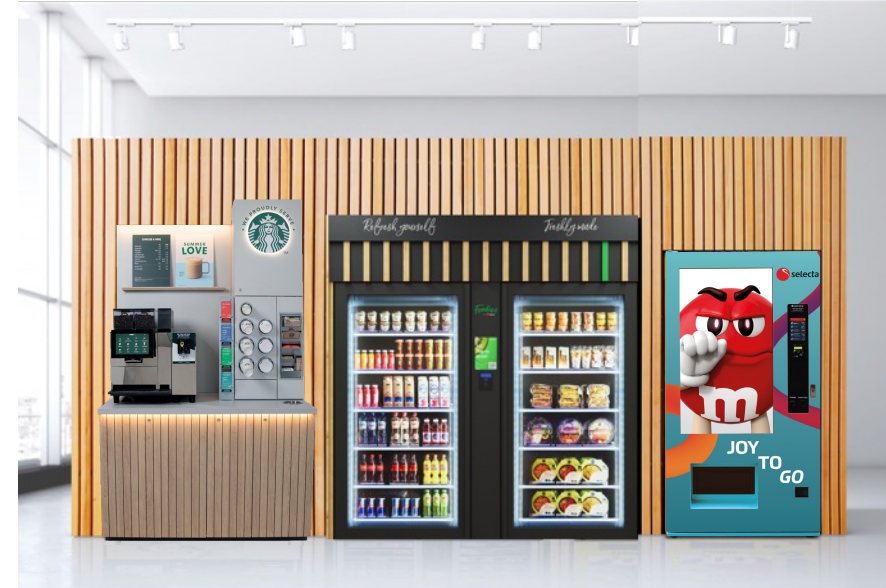
Selecta's Grab & Go concept is characterized by its unique, high tech smart technology – no open cameras -, based on intelligent vending. The fridge detects which product the consumer selects and accurately charges the consumer as the consumer closes the fridge. Even if you just want to browse, check the ingredients put the product back and prefer something different, it's all possible due to the high-tech, intelligent system. Delivering the ultimate, seamless consumer experience & increasing consumer happiness. We understand that people want faster service, more choice and the ability to pay digitally. We use technology to enhance people's experiences,

## Theft three

The solution is ideal for theft-sensitive environments as well as high-traffic locations. The risk reduction is significant.

## Tailored to consumer needs

Based on real-time insights and data we are able to analyse how many people visit the Foodies per location, what they buy, what the conversion rate is, etc. These relevant and distinctive insights enable us to tailor the assortment to your consumer needs. Maximising a healthy food and beverage offering at any time of the day at your locations(-s)..



*Image: From left to right; Starbucks™ coffee solution, Foodies Grab & Go, Smart Vending*

## Interactive & digital

The Smart Fridges offer digital interactive communication including promotions and exclusive staff reduced prices.

## Staff reduced prices

It also provides you with the opportunity to promote specific products and teach your staff, patients and guests on the best food choices; improved nutritional outcome, meeting their personal needs.



# (Y)OUR SOLUTIONS ANYTIME, ANYWHERE ...

## Hot Steam Food Solution

Selecta's hot steam food solution brings passion for premium food and next level technology together. With an advanced steam technique, over 20 delicious gourmet bowls are gently heated in less than 60 seconds. Different menus, from Asian, Fusion, Mediterranean, Tradition, Plant Based and Vegan and Vegetarian, are available.

## Unique technology

With the unique 'quick steam' technology, dishes are heated up within seconds with the care it deserves. By using the natural properties of water, the quality and taste of the dishes is preserved. Steamed food is healthy, tasty, quick, easy and safe. It retains more nutrients than say using a microwave. It locks moisture, eliminating the need for extra oils and fats to keep food moist. The taste, texture, and flavour is significantly better compared to a microwave meal.

**X8**  
times faster

**50%**  
energy savings

**30%**  
less packaging

\*Comparison made between the Hot Steam solution and traditional microwaves. Heating time may vary based on the system used and the bowl selected.

## High quality

Ingredients are carefully chosen and based on organic meat and free-range eggs. Dishes are of high quality: no conservatives, flavour enhancers, colouring or artificial flavours. Selected Italian pasta made with durum wheat semolina. 100% Natural ingredients.



# (Y)OUR SOLUTIONS ANYTIME, ANYWHERE ...

## Coffee solutions

Today, a quality coffee offer is seen as a key benchmark of a desirable, employee-focused workplace. At the same time, coffee is seen as a key networking facilitator, enhancing social cohesion.

## Positive impact

80% Of workplace stakeholders believe that better quality coffee has a positive impact on employee performance, improving productivity and aiding communication between colleagues.

- Facilitates interaction, communication and networking
- Suitable for formal and informal settings, clients and colleagues
- Increases productivity
- Encourages workplace to stay on the premises
- An option for staff working late or unconventional hours
- A break from the mundane
- Considered a treat, but also 'an essential'

## Consumer-centric

The coffee business is aimed at achieving a highly successful, high-quality, consumer-centric and sustained coffee business that meets the desires and needs of today's demanding and knowledgeable coffee drinker.

## Wide choice

Selecta offers different coffee solutions including the most famous A-brands like Starbucks™, Nescafé, ZOÉGAS, Lavazza and of course our full sustainable coffee brand Pelican Rouge. Each Pelican Rouge blend is the result of creativity, craftsmanship and plenty of attention. From mild to dark roasts, different blends have been tailored to local tastes to please coffee lovers around the world.

The recipes are created with specific drinks in mind, such as a mild roast for a satisfying cafe crème or a bold, dark roast for a perfect cappuccino.

You can now offer the right coffee at all times, taking into account local cultural differences and needs in different markets and sites.

## From table top to premium coffee corner

No matter how big or small the space, our extensive range of high-quality machines and furniture are made to deliver a sublime experience: from traditional espresso machines to fully operational machines serving freshly ground or instant coffee.



*Image: From left to right; Pelican Rouge Sustainable Premium Coffee Corner, Starbucks™ coffee corner*

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## Water

Water covers 60% of the human body, making it a critical element to all of life. 75% of all people are suffering from chronic dehydration that can lead to an immense amount of concerning health issues.



The human body is programmed to alert us when we are water deficient through the brain's sensation of thirst. When we feel this sensation of thirst, many of us will turn to sugary sodas or caffeinated beverages to cure our thirst; but the truth is, these beverages only serve to extrapolate the issue further. Many of us can confuse our brain's signal for thirst as a need for rest or food too.

*"People think that when they start to get weak, or they have a headache, they need to eat something" explains Grace Webb, Assistant Director for Clinical Nutrition at New York Hospital, "but most often they need to drink."*

People are looking at water as something more than a source of hydration. It's about appreciating the number one beverage we have on this planet. Water is an experience, it's a celebration, a lifestyle.

Keeping up with a healthy lifestyle requires safe and healthy water. With the health aspect gaining traction, we recognize water as more than something we need to stay alive – it's also essential for us to lead a healthy lifestyle.

For Selecta, water should be at the foundation of anyone's diet. Therefore Selecta offers a highly differentiated portfolio of sustainable water solutions.

As people are aware of plastic pollution and how water bottles contribute, more people change their habits from commoditized plastic bottles to being conscious about what they drink. The trend is tap water or filtered tap water for hydration.



Image: Water dispenser B&O B3/B4

# (Y)OUR SOLUTIONS ANYTIME, ANYWHERE ...

All solutions will support you in different ways on your journey to protect the health of people and the planet.



## Telemetry

All machines are fitted with telemetry. It records vend volumes and throughput enhancing operational and technical performance and aiding your corporate social responsibility. Utilising the most modern technology available not only yields reliability and productivity; but enables to produce your best and worst selling products aiding us to analyse your planogram making it a bespoke offering improving the overall service to your patients, staff and visitors.

The data we receive from telemetry alerts the merchandiser whenever a machine reaches 60% full. The machine will send a 'Re-Stock alert' for the machine to be replenished ensuring we are filling up the machine before they get critically low. This gives far more greater product availability around the clock 24/7 due to machines not running empty, maximising the financial return and our end user service experience and satisfaction whatever their need is anytime of day.

By 2025 food waste is to be reduced to max. 5% of sales.

## Smart bin systems

Smarter bin systems compresses waste up to 10% of its original volume. This lowers waste volume, resulting in a lower carbon footprint. Optional compost bins collect all organic materials and turn it into compost.

## Packaging

For the total assortment, Selecta will use 50% of recyclable packaging by 2030

## Recycling

Cups, coffee bags, and coffee grounds are recycled.

## Consumer awareness

Food waste solutions such as improving planograms and consumer awareness.

(Y)OUR BENEFITS

# PERSONAL CONNECTION

We bring you more than *'just'* a healthy food offering. We enable 24/7 accessibility to healthy food and beverages, for everyone. Safe and theft-proof through advanced technology. Increasing people well-being and satisfaction through optimised, tailored assortments. Enabling you to act upon climate change through significant waste reduction and data-driven decisions. Reducing labour costs with unmanned, scalable and highly innovative solutions. Creating a welcoming environment. Supporting staff to stay productive and feel appreciated at the same time. So they are connected to the business and embrace the company's culture, being a real ambassador for your organisation. We simply bring you joy. We are passionate about keeping your staff going, raising their spirits and bringing them joy. Every day. It's why we are here. It's our purpose.



# A SELECTION OF OUR HIGHLY VALUED CLIENTS

At Selecta, we have nearly 3.000 clients in the healthcare – hospital sector that we are committed to bring joy to with our self serve food tech solutions on a daily basis.

## Our passion

Our heritage means we're passionate about great quality, wholesome food in welcoming environments where people can connect, pause and enjoy. While our leading technology provides an easy user journey.

## Your business

We're international, with Selecta's world-class service network and partner brands. We're never far away and we adapt our offer to local eating habits. Our solutions are not only safe, hygienic and attendant-free, but also sustainable. We source our ingredients responsibly and keep plastic to a minimum with recyclable packaging wherever possible, so you can be confident you're doing the right thing. One snack, one meal and one smile at a time. Meaning your business can do, deliver, achieve and enjoy more.



# BRINGING MILLIONS OF MOMENTS OF JOY TO THE NR. 3 HOPITALS IN SWITZERLAND

HUG, CHUV and Inselgruppe urgently needed to improve staff wellbeing after Covid. The premium Lavazza coffee solution and high-tech Foodies Grab & Go solution provided a technology driven, cashless, unmanned service of qualitative, premium healthy and local snacks and drinks, 24/7 available for everyone, at any given time. This resulted in a large increase in utilisation rate, increased income – and employee, patient & visitor happiness.

*Image: Old situation*



## The Challenge

Faced with staff fatigue and absenteeism after two years of intensive and hard work due to Covid. Experiencing difficulties in attracting talent and retaining them. Suffering financially from the Covid crisis and bound to cantonal ordinances, made the hospitals review and reconduct their existing contracts.

## The solution

A completely new Foodies Grab & Go Lounge set-up was installed to service not only the hospitals staff, but also patients and visitors. In combination with the qualitative and premium, fresh milk Lavazza coffee solution, this provided the hospitals with regional, on-trend, high quality and healthy food and drinks, available 24/7, for all tastes.

The unmanned Smart Fridges are safe and theft-proof. Driven by technology, consumer behaviour is analysed and the assortment is optimised accordingly. Staff received exclusive promotions and discounts, while generating more revenue at the same time. People can now browse, pick & choose and put back when they change their mind without any problem.

The assortment offered went from 'snacks only' to fresh food covering all dayparts, to increase people's wellbeing and support a healthy lifestyle.



*Image: New situation*

The fact that it's compliant with the cantonal ordinances was the real 'icing on the cake'.

## The result

It has proven to be a successful transition. Not only has the utilisation rate gone up significantly and new income is gained. Staff happiness increased and people feel more appreciated and recognized. Both staff, patients and visitors can now enjoy the service on site and have a drink, lunch, snack or dinner, whatever they want, whenever they want it, 24/7. The choice of qualitative, regional and healthy food options fits their needs and preferences and support their well-being.

# REFLECT AND CONNECT

With challenges come opportunities. Hospitals have an opportunity to innovate and find new levels of efficiency that can create sustainable operations. Together, we can drive change and deliver life-changing care for your staff, patients and visitors.

