

Smartway

13 years of expertise in helping food retailers improve their profitability and environmental impact, by reducing food waste through artificial intelligence solutions dedicated to fresh produce and short-dated products

Founded in 2012

Based in France

100+ employees in 2025

€10M raised in 2021

Profitable since 2023

Operating in 12 countries



Our job: turning anti-waste into profit

A precise diagnosis:

01. Loss analysis of wasted products, lost margin, operational inefficiencies
02. Prioritization of a roadmap

Our proprietary solutions for waste reduction

Food Waste Management System

- Revaluing short-dated products with AI (maximizing margins and resale rates)
- Reduced operational time on shelf

Fresh Operating System

- Optimizing fresh produce, butchery and bakery department management through AI
- Improved order accuracy and precision

Success of change

Technology + Support + KPI

01. Structuring technology:

AI solution to guide operational teams, ensure consistent execution, and anchor best practices

02. Human support:

Expertise in complex rollouts combined with a presence on site to monitor performance and adjust strategies

03. Results-oriented management:

KPI monitoring, impact analysis, and implementation of measurable action plans to maximize the effectiveness and adoption of the project

Our results

420M

products saved

2000+

stores equipped

+€150M

profitability for retailers

500K

tons of CO₂ saved

490M€

purchasing power restored

