



The fridges will be restocked each week and will change depending on the availability of stock in the Cheetah warehouse | Photo source Cheetah

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## STARTUP PROVIDES FULLY-STOCKED COMMUNITY FRIDGES TO ADDRESS HUNGER AMIDST COVID-19

 FOOD & DRINK

**In an effort to reduce help those in need of food and reduce food waste, Cheetah has set up a network of street fridges that anyone in need can take advantage of**

**Spotted:** Inspired by the community fridges that have popped up in New York City during the COVID-19 pandemic as a mutual aid solution to food insecurity, Bay Area-based startup Cheetah has set up fridges to give food directly to residents in need. The wholesale grocery delivery startup, which launched in 2016, delivers groceries to restaurants, with the help of an e-commerce app that digitises the distribution process. Referring to this effort as its #FoodGiving Campaign, Cheetah has installed fully stocked fridges, which have been decorated by local street artists.

Cheetah has always made efforts to reduce its food waste, regularly donating perishable items that are reaching their best-by date to local food banks, and were captivated by the idea of bringing food donation all the way down to the individual. The fridges will be restocked each week and change depending on the availability of stock in the Cheetah warehouse. The company is also encouraging members of the public and local restaurants to fill them with any extra food.

Cheetah has set up two community fridges so far, one in San Jose and another in Oakland, and are now looking for further locations. The company has not set a timeline on how long these community fridges will operate, but see it as a long-term project.

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### **Takeaway:**

About 870,000 out of 8 million people in the Bay Area are food insecure, which is **defined as** “a lack of consistent access to enough food for an active, healthy life”. This is because wages have not been keeping up with rising housing costs, and because of the COVID-19 pandemic worsening the situation. This solution shows how social issues like hunger can still be addressed despite the limits created by a global health crisis.