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vanilla lunch becomes Holy Bowly—the world’s first packaging-free restaurant delivery service changes its name and starts expansion in Berlin

Since February 11, 2020, the packaging-free delivery service Holy Bowly (formerly vanilla lunch) has been supplying offices at lunchtime with freshly prepared dishes from selected restaurants. The highlight: the food is delivered in reusable boxes, which are simply exchanged during delivery. One year later, the first delivery service of its kind is already supplying a growing customer portfolio in Berlin and is completely revising its brand image.

Regensburg, Germany; 2/21/20—Holy Bowly originated from a crowd investing campaign at Companisto. Felix Bonnert, the new CEO of Grünzeug GmbH, explains why the name change took place one year after the launch:

“In the beginning, Holy Bowly was named vanilla lunch. Based on the award-winning, environmentally friendly restaurant guide vanilla bean, which is being developed by us as

well. Over time, however, this similarity of names turned out to be of little benefit: there was almost constant confusion and the user groups only overlapped to a limited extent. What we particularly like about Holy Bowly: The name has an ironic distance to a topic that is often fiercely discussed. It suits us well as a team and the kind of delivery service we want to develop.”



Not only the name changes but also the management team: Felix Bonnert becomes the new CEO of Grünzeug—from apnea diver to zero-waste advocate

The new managing director and CEO came to packaging-free delivery via apnea diving. Felix Bonnert worked for several years in Shanghai for an international cosmetics manufacturer. From there, he headed the brand management for 15 different brands in the Asian region. During his time in Asia, Felix also started diving.

As an apnea diver, he dived up to 30 meters deep. Thereby he not only got to know the depths of the South Asian coasts, he was also directly confronted with the consequences of our throwaway society: “On many of my dives I had to swim through layers of microplastic before I could see the beauty of the coral reefs underneath, and I realized that this pollution was not caused by previous generations but that my generation and I had caused the problem in the first place. One day, I even came across cosmetics packaging in the sea that looked almost exactly like the ones I was marketing. At the time I began to realize that I wanted to be part of the solution and no longer part of the problem.”

The new CEO replaces Fabian Kreipl, who will thus be able to devote more attention to product development. Fabian Kreipl says: “With Felix, we have completed our management team with an urgently needed business position. In record time, he has driven our business

development in Berlin forward and he enables us founders to focus on our core strength, which is in product development.”

The next challenge for Holy Bowly is the expansion of the service: With the help of the first 4,000 food deliveries, the system has been consolidated to such an extent that larger customers such as the co-working spaces Machwerk or WeWork can be reliably supplied. The connection of at least 8 additional customers is planned for mid-March. The list of prospects includes organizations such as the WWF and the digital division of Deutsche Bahn.

In order to be able to scale the service, the start-up is currently in a new round of financing.

Über Grünzeug GmbH

Grünzeug GmbH was founded in April 2015 in Regensburg by the app specialists Christian Hengl, Fabian Kreipl, Tobias Kreiß, and Bastian Schumacher. With its services, vanilla bean and Holy Bowly, the Grünzeug team pursues the dream of making a sustainable lifestyle as easy as a conventional one.

www.holybowly.co

www.vanilla-bean.com

More information about the worldwide waste problem

www.unenvironment.org/interactive/beat-plastic-pollution

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