# PRESS RELEASE

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## BUILDING A BETTER COMMUNITY, ONE DESSERT AT A TIME: BAKE&BEV LAUNCHES ZERO-FOOD WASTE INITIATIVE

*Bake&Bev Launches Discounted Pastry Program and 'Too Good to Go' Partnership to Minimize Food Waste*

**NEW YORK, NY** — Bake&Bev, SoHo's newest destination for healthy, customizable desserts and an inclusive cocktail and mocktail experience, is excited to announce a new initiative to reduce food waste. In alignment with its mission to promote healthy experiential dining, sustainability, and community connection, Bake&Bev is proud to implement a zero-food waste policy by offering an end-of-the-night discount on pastries and partnering with the innovative food-saving app, *Too Good To Go.*

To minimize food waste while continuing to deliver delicious and health-conscious dessert options, Bake&Bev will now provide a special end-of-the-night pastry discount. Guests can enjoy the same high-quality, freshly made desserts with a reduced price tag in the final hours of operation, encouraging the community to take part in food-saving efforts and indulge in a responsible way.

As part of the zero-food waste initiative, Bake&Bev has partnered with *Too Good To Go*, the world's largest food-saving app, allowing customers to purchase delicious, unsold food at a discounted price. By using the app, Bake&Bev is making it easier for dessert lovers and eco-conscious consumers to access high-quality pastries and treats at a reasonable price, ensuring that no dessert goes to waste.

"Bake&Bev is more than just a dessert bar—it's a place where community, sustainability, and culinary artistry come together," said Grace Hyland, Director of Media Relations at Bake&Bev. "Our zero-food waste initiative is a reflection of our commitment to sustainability and creating a positive impact in our community. We're excited to partner with *Too Good To Go* and invite our customers to be part of this meaningful movement."

*Bake&Bev is a premier experiential dessert destination located in Soho, New York. Specializing in a wide selection of healthy, fully customizable desserts Bake&Bev offers a unique culinary experience where guests can decorate treats over beverages and beside loved ones. The restaurant features a full cocktail and mocktail bar, creating a space where indulgence, nutrition, and inclusion come together. Whether you're celebrating, hosting an event, or seeking a high-end dining experience, Bake&Bev offers a welcoming space for all. Bake&Bev — Where Art Meets Appetite.*

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