

Winiary Nestlé Polska S.A. Customer Success Story

g-Xperts was selected to provide a state-of-the-art location finder based on Google Maps and Cloud for Winiary Nestlé Polska S.A., that will help the customer meet their sustainability goal of counteracting food waste.

The challenge

Reducing food waste revolves around minimizing waste throughout the food system. Without proper location services, connecting consumers to excess food becomes challenging. The absence of accurate and accessible information on surplus food availability and where to find them hinders efficient redistribution. The inability to efficiently connect consumers to surplus food leads to increased food waste.

The solution

g-Xperts integrated Google Maps API into Winiary's website. Leveraging the API's geolocation services, users can search for nearby locations where excess food is available or can be donated. g-Xperts provided the possibility to input and regularly update location data, allowing users to easily locate and connect with Winiary's center.

The result

Implementing Google location finder on the Winiary Nestlé Polska S.A. website helped to enhance accessibility, coordination, and transparency in combating food waste. Users could easily locate the center, streamlining surplus food redistribution. Accurate information could help raise awareness and encourage participation, reducing food waste effectively.

“ We have received positive customer feedback regarding the implementation of the location finder on our website. Our customers appreciate the improved accessibility and convenience in finding our location.

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Robert Kolacz, Digital & Social Media, Winiary Nestlé Polska S.A.



About Winiary Nestlé Polska S.A.

Winiary Nestlé Polska S.A., widely recognized as Winiary, is a prominent Polish food processing company situated in the Kalisz borough. Over the years, Winiary has established itself as a crucial part of the Nestlé corporation, specializing in the production of convenient and easily-prepared food items.

Vertical/horizontal solution: Food, Beverage & Restaurants

Primary project location: Poland



About GXperts GmbH

g-Xperts, as a Vienna-based company, has established itself as a leader in the development of geo-applications and powerful cloud solutions.



Products

Google Cloud Platform

Google Maps Platform