

Egypt's foodtech Brotinni raises \$600,000 Seed round

Brotinni, a foodtech and dark butcher' solutions startup bringing innovation to the meat industry, has raised \$600,000 in a Seed funding round led by Innlife investments.

Founded by Dalia Abou Omar, Brotinni offers a platform to order hand-cut, farm-sourced and vacuum-sealed fresh meat and poultry. Its offerings also include flash-frozen and ready-to-cook products. It provides delivery services through its own fleet of drivers.

The startup came into being in late 2020 with the aim to solve the problem of quick fulfillment, saving its customer's shoppers precious time in selecting quality fresh meat.

To ensure streamlined product flow and fast shipping, Brotinni has recently opened its first warehouse to serve its clients across Cairo, marking the completion of its "dark butchery" model, the first of its kind in Egypt and the entire Middle East and North Africa region (MENA).

Driven by demand, it further plans to maximize the storage spaces to scale up to meet the needs of a wider section of potential clientele.

"Local food and grocery delivery sector has seen tremendous growth over the past few years; however, the raw meat delivery segment has not really gained adequate attention. Through Brotinni, we are set out to shape the future of the meat ordering sector and transform the user experience by taking full control of the cold chain and supply chain operations behind the meat delivery process," Dalia Abou Omar said.

"We are thrilled to receive our very first round of funding, which will enable us to scale our operations, invest heavily in marketing to increase awareness as well as expand the size of our fleet to keep up with customer expectations around speed and accuracy," she added.

In keeping with its vision to build a moat for its business in the ever-growing foodtech space, Abou Omar said they are currently working on developing vacuum seal bags that can extend the life shelf of the fresh meat up to 45 days.

Users can place orders using the startup's website and mobile apps available on both android and IOS devices. Besides, its products are sold on several leading digital grocery ordering platforms across its home market.