



Open to innovation,  
always.

→ The call is now open.

[tastechbysigma.com](https://tastechbysigma.com)

Tastech by Sigma, a leading corporate startup program, is excited to announce the launch of its fifth edition. This year, we invite startups from around the world to participate in this unique opportunity to collaborate with us in shaping the future of the food industry in the following challenges.

 **Tastech** By *Sigma*

# Challenges 2025


# Be part of our future: Collaborate and connect.

## Four challenges to connect

- | New Business Models
- | Future Foods
- | Power Connections
- | Green Tech


## ★ New Business Models

Innovative business models that leverage Sigma's strengths and align with new technological trends and market opportunities.



### Digital Shopping Experiences

Digital solutions to improve customer relationships, enhance their experience, and streamline order management across different sales channels.



### Innovative Consumption

Product development aligned with healthy and sustainable consumption trends, including subscription models, dark kitchens, and food delivery.



### Fintech for Supply Chain

Financial solutions that drive growth in the traditional channel, including loyalty programs and personalized rewards for mom-and-pop stores, flexible financing options for businesses (leasing, revenue-based financing), and services that facilitate remittance sending and receiving at point-of-sale locations.

## \* Future Foods

Technologies to develop innovative food products aligned with consumer needs and emerging regulations.



Plant-based protein alternatives and less processed, nutritious plant-based products. We prioritize advanced plant-based cold cuts that are healthy, great tasting, and clean-label. We focus on products that are close to scalability and have exclusivity potential.



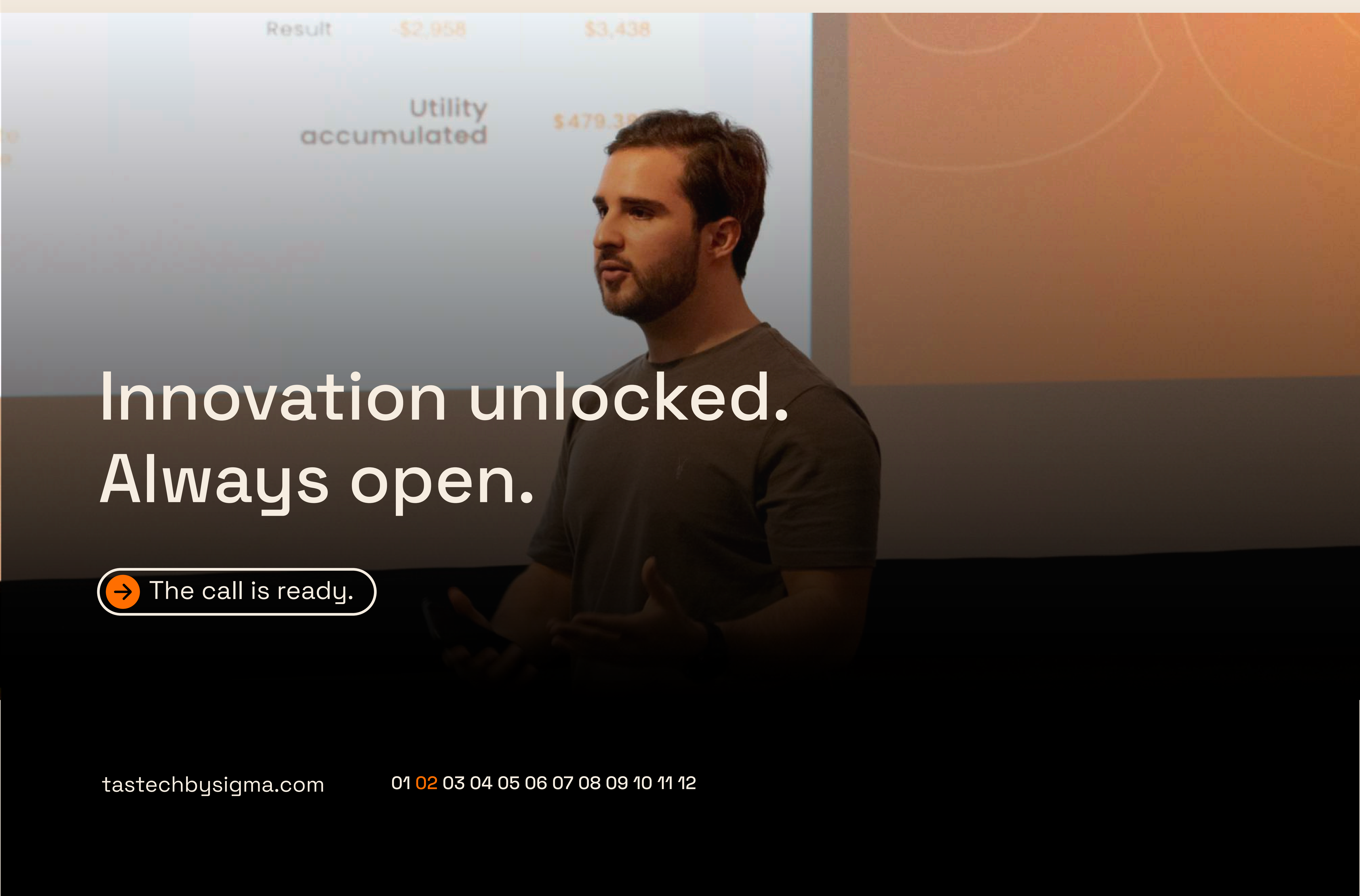
Innovation in healthy snacks made with real ingredients and additional benefits for consumers.



Technologies that reformulate products without affecting taste, quality, or acceptance.



Seeking AI-based tools and solutions to speed up product creation, formulation, and improvement, optimizing R&D cycles while keeping product quality and consumer.



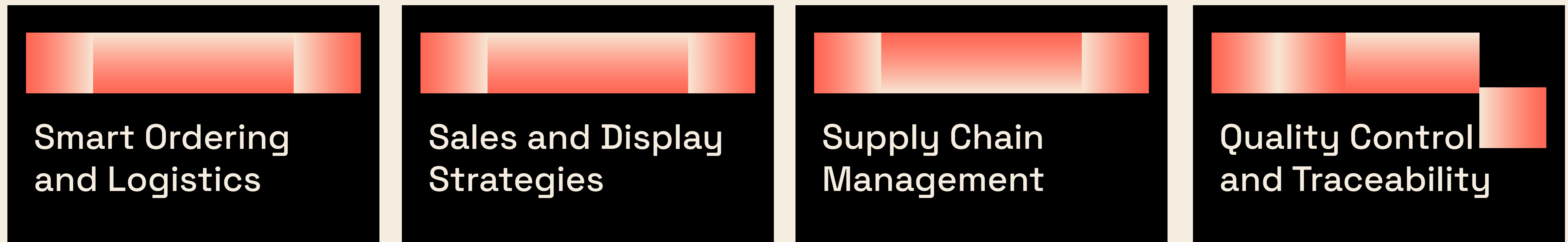
Result	-\$2,958	\$3,438
Utility accumulated		\$479.38

Innovation unlocked.  
Always open.

→ The call is ready.

## Power Connections

Technologies to enhance operational efficiency and optimize the supply chain (production, distribution, and internal processes).



**Smart Ordering and Logistics**

Digital tools that improve order management, optimize delivery routes, reduce costs, and increase logistics efficiency.

**Sales and Display Strategies**

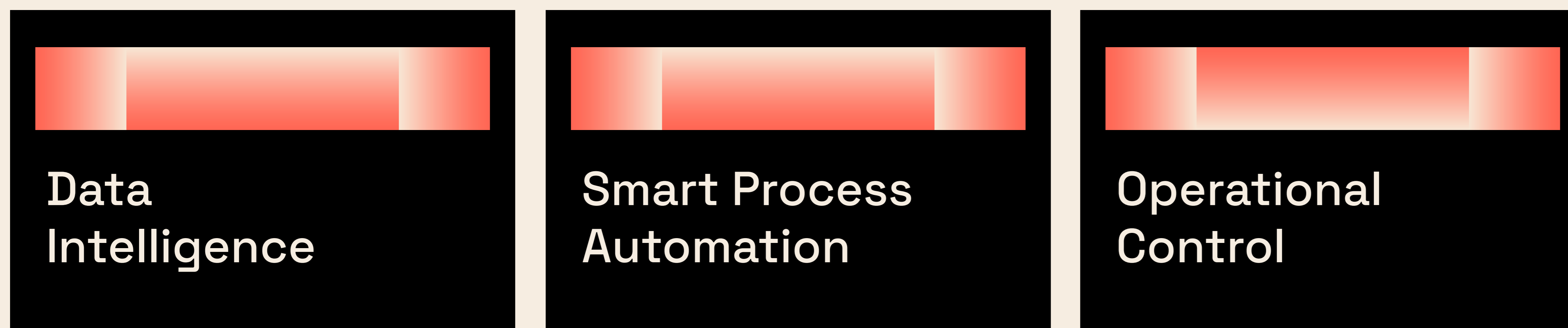
Solutions to optimize product management, display, and availability at points of sale.

**Supply Chain Management**

Solutions with predictive algorithms to improve inventory management, optimize demand planning, and increase visibility of processes and operational costs.

**Quality Control and Traceability**

AI solutions that detect quality issues, improve process control, and ensure product traceability while meeting the highest food safety standards.



**Data Intelligence**

AI-driven solutions for data analytics, including large language models (LLMs), vector databases, and tools to make AI more accessible throughout the company.

**Smart Process Automation**

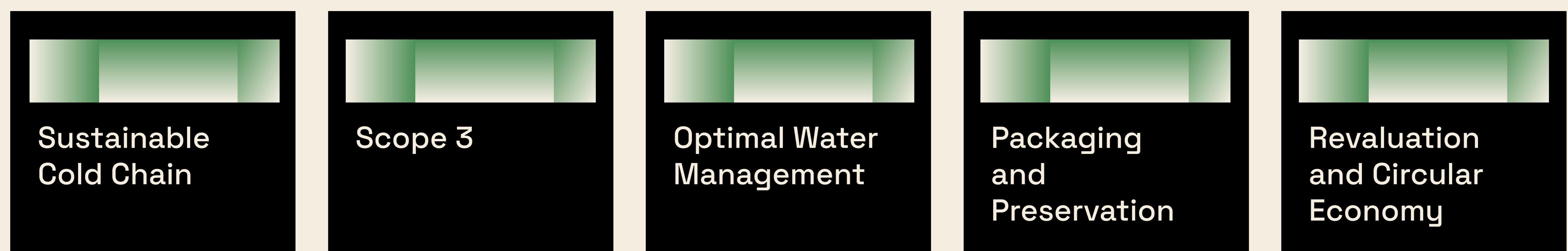
Automating administrative tasks and approvals to improve operational efficiency.

**Operational Control**

Solutions to optimize security in our facilities with advanced access control, smart monitoring, and attendance management, using artificial intelligence and digitalization.

## Green Tech

Technologies that minimize carbon emissions and transform Sigma's supply chain towards a more sustainable future.



**Sustainable Cold Chain**

Innovative technologies to make the cold chain more efficient, including low-energy refrigeration, clean energy transportation (electric vehicles, natural gas), and eco-friendly refrigerants, thereby reducing emissions in the last mile.

**Scope 3**

Advanced solutions for our raw material suppliers, focused on emission reduction (methane, enteric), regenerative agricultural practices that enhance animal nutrition, food consumption optimization techniques, and waste reduction (precision livestock farming).

**Optimal Water Management**

Innovative solutions to improve water reuse and discharge in our operations, reducing environmental impact while complying with regulations. We seek technologies that improve treatment efficiency, minimize consumption, and enhance the quality of discharged water.

**Packaging and Preservation**

Innovative packaging solutions that minimize environmental impact and extend the shelf life of products. We explore alternatives to plastic, such as recycled, biodegradable, or bio-based materials, without compromising the product's functionality or safety.

**Revaluation and Circular Economy**

We seek technologies that improve waste management and transform by-products into new raw materials or value-added solutions, contributing to a more efficient and sustainable production model.

| New Business Models  
| Future Foods  
| Power Connections  
| Artificial Intelligence

# Benefits

2025

# Tastech Benefits: What You Gain.



Startups participating in Tastech by Sigma can achieve the following benefits:

**a**

Entrepreneurs gain access to Sigma facilities from all over the world equipped with cutting-edge technology and resources necessary for the development of their pilot tests.

**b**

Selected startups will receive financial support to conduct pilot tests to validate their technology within our supply chain.

**c**

Participants are provided with access to a diverse network of mentors, industry experts, corporate partners, and potential collaborators.

**d**

Tastech by Sigma provides entrepreneurs with access to potential investment opportunities from our corporate venture fund and other venture capitalists, angel investors, and funding sources.

**e**

Entrepreneurs benefit from continuous learning and skill development through workshops, seminars, and networking events organized by Tastech by Sigma.

**f**

Participation in the Tastech by Sigma program provides startups with increased visibility and credibility to potential customers, partners, and investors.

**g**

Through pilot tests and market validation opportunities facilitated by Tastech by Sigma, entrepreneurs can refine their products or services based on real-world feedback and insights.

**h**

The accelerator fosters a vibrant entrepreneurial community where participants can collaborate, share experiences, and support one another.

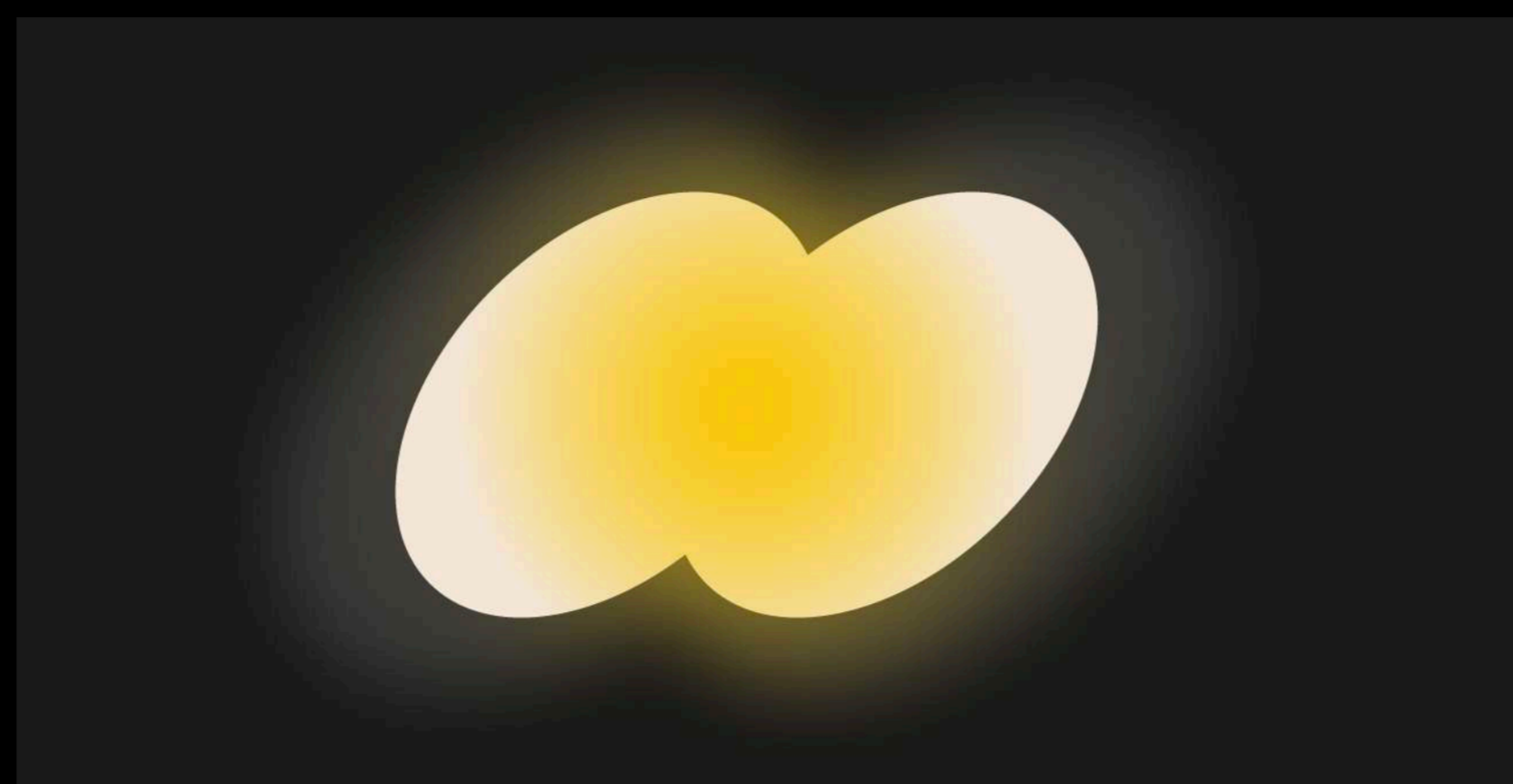
# Collaboration Stages at Tastech by Sigma

2025



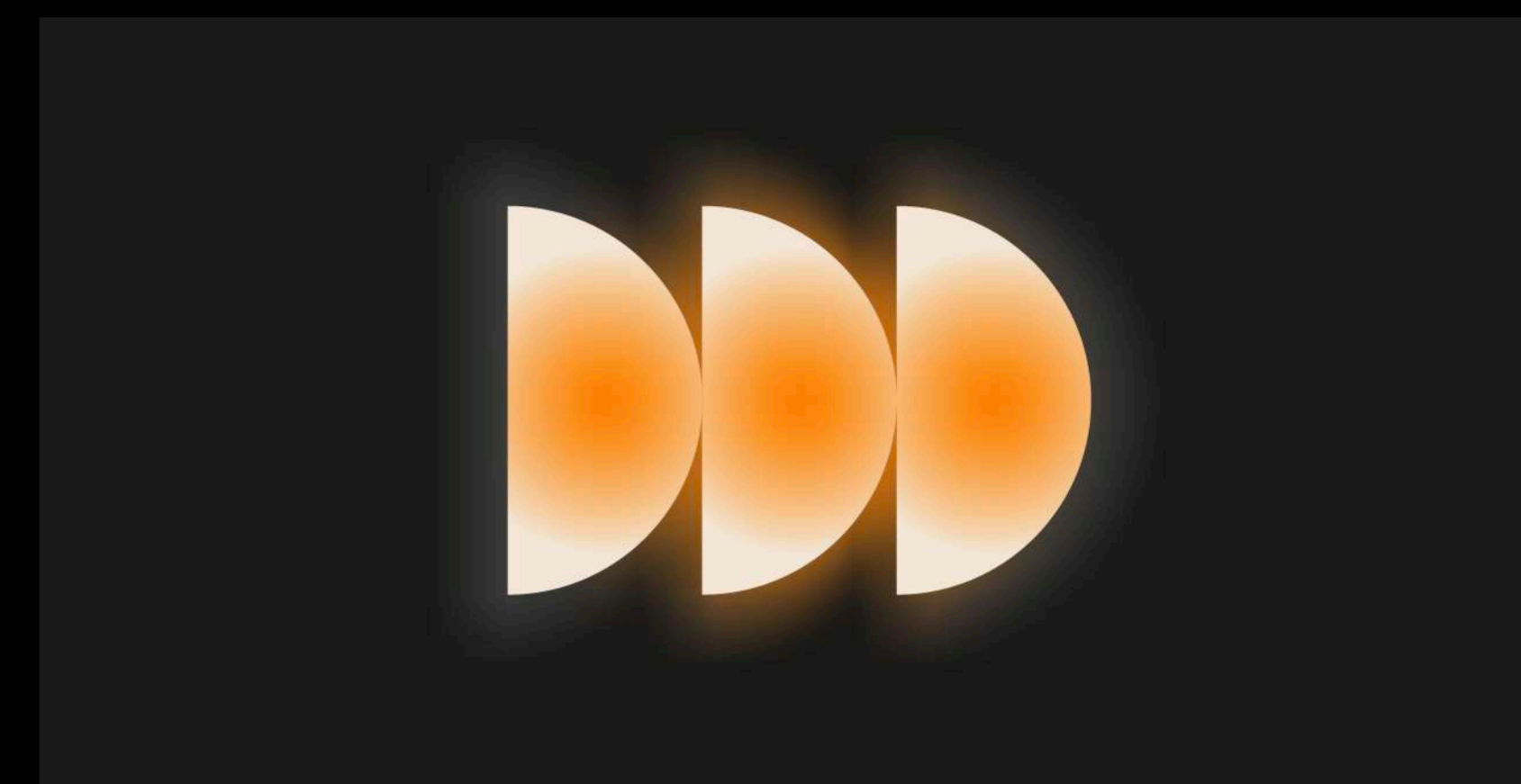
## Scouting

Annual call for applications from startups with solutions aligned with Sigma's strategic challenges.



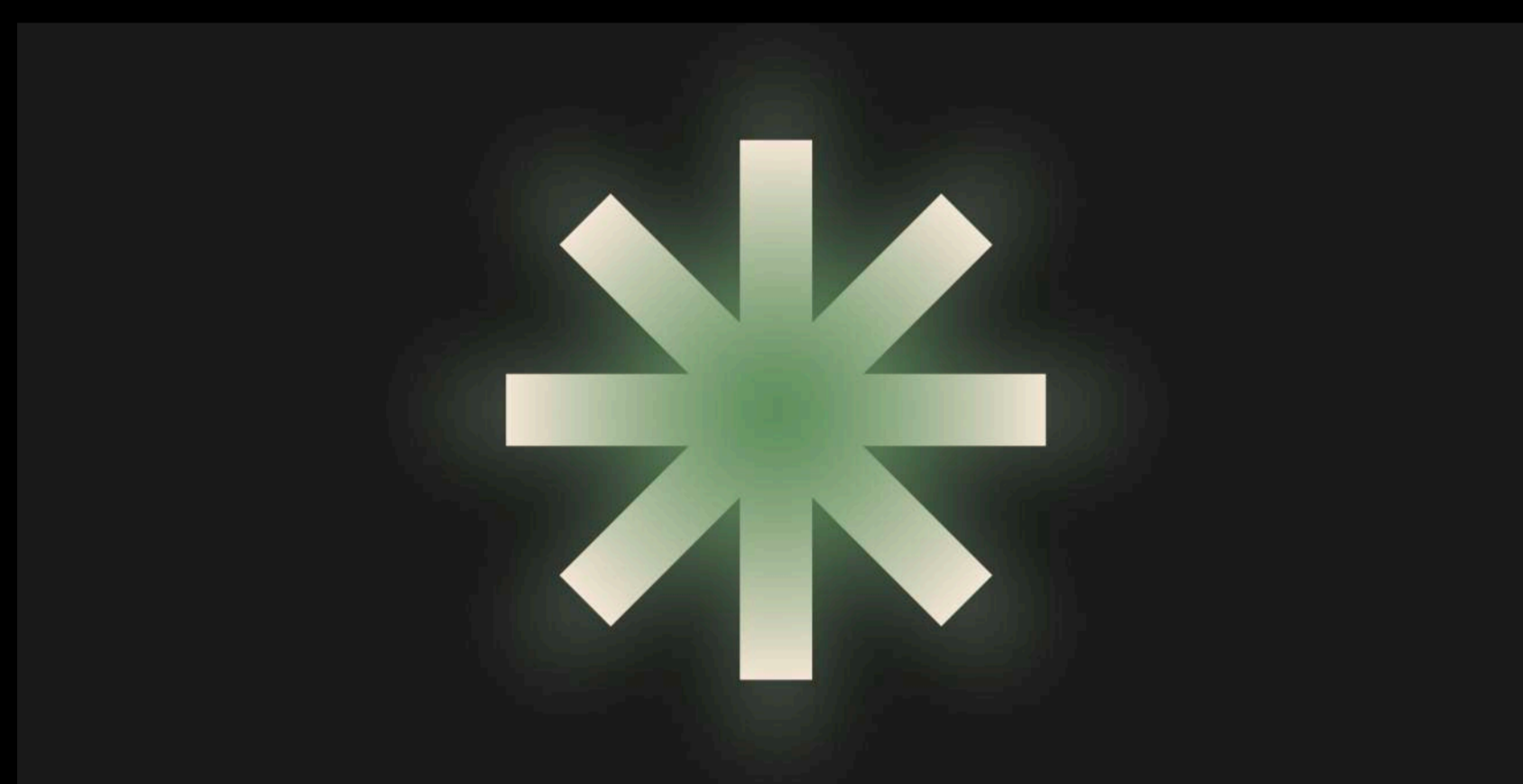
## Matchmaking & Selection

Connecting high-potential startups with internal teams to assess technical feasibility, strategic fit, and testing potential.



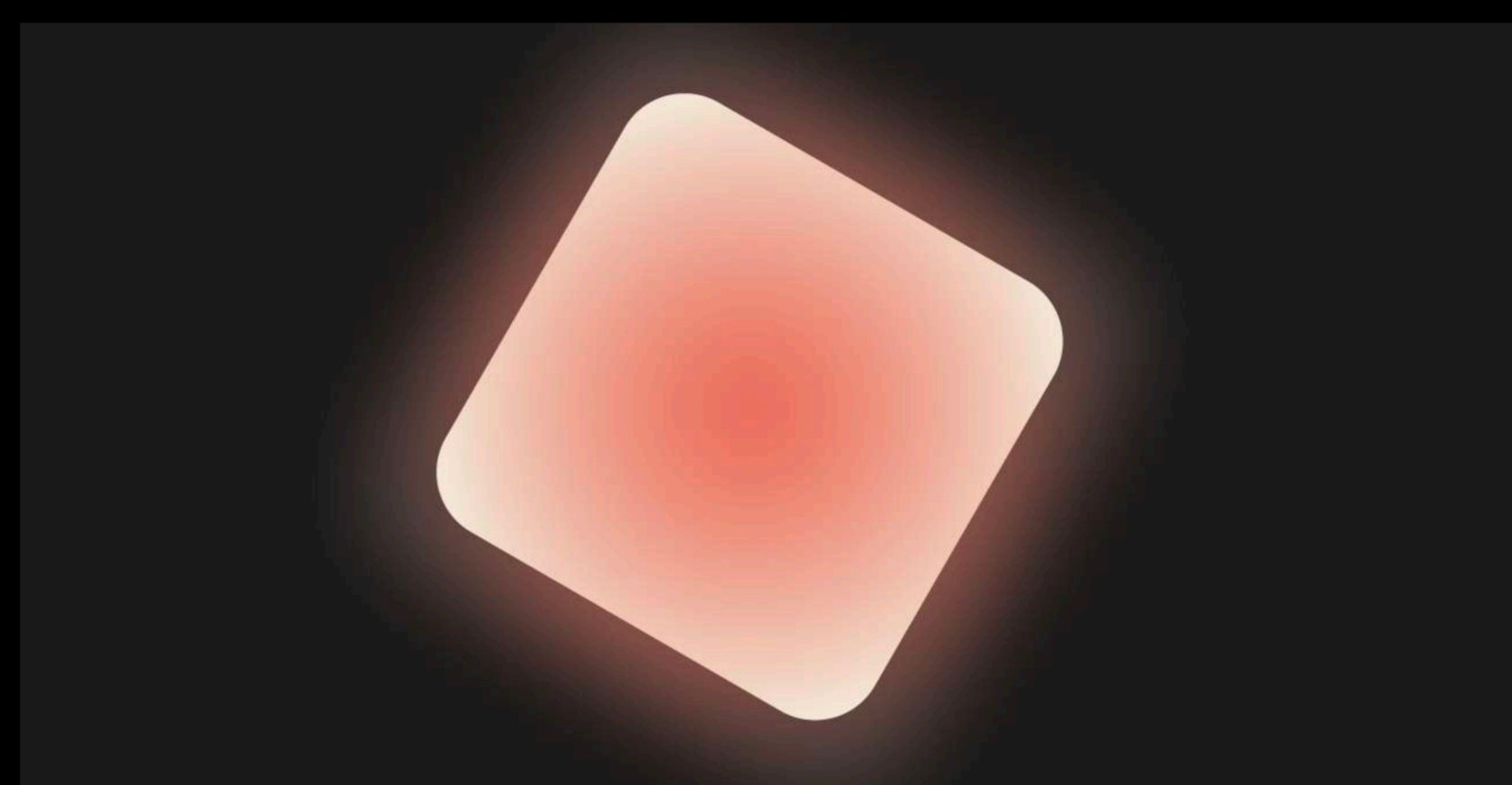
## Pilot Design & Execution

Annual call for applications from startups with solutions aligned with Sigma's strategic challenges.



## Business Case

Development of a deliverable document outlining the financial, operational, and strategic analysis based on pilot results, determining feasibility for large-scale implementation.



## Scaling

Evaluating investment opportunities or strategic partnerships with the startup.

Note: Our call for applications is open year-round. Startups can apply at any time and begin their collaboration process with Tastech by Sigma.

## The Program Journey



→ The call is ready.

[tastechbysigma.com](https://tastechbysigma.com)

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# Selection Criteria 2025

## Are You a Match? What We Look For

+ + + + + + +

The selection process for the Tastech by Sigma program follows a rigorous evaluation of startups based on the following criteria.

### **Innovation and Technology**

We assess the novelty, uniqueness, and technological innovation of the startup's solution. Preference is given to ventures with disruptive technologies or innovative approaches that offer significant advantages over existing solutions in the market.

### **Scalability of Business Model**

We analyze the scalability and sustainability of the startup's business model. This involves assessing the potential for rapid growth, scalability of operations, revenue generation potential, and long-term viability of the business model in capturing market share and generating profits.

### **Market Traction and Validation**

We consider the startup's traction in the market, including customer validation, revenue generation, user adoption, partnerships, and other indicators of market demand and acceptance. Preference is given to ventures that have demonstrated early traction or validation of their solution.

### **Market Potential**

We evaluate the market potential and size of the opportunity targeted by the startup. This includes assessing the attractiveness of the target market, the presence of clear customer needs or pain points, and the scalability of the solution to address broader market segments or industries.

### **Team Capabilities and Experience**

We evaluate the capabilities, experience, and cohesion of the founding team. This includes assessing the team's domain expertise, industry experience, track record of execution, leadership qualities, and ability to collaborate effectively to drive the company's success.

### **Potential for Collaboration**

We assess the startup's willingness and ability to collaborate with the Tastech by Sigma program, mentors, corporate partners, and other stakeholders. This includes evaluating the alignment of the startup's goals, values, and strategic priorities with those of the program and its ecosystem.

By evaluating startups against these criteria, we aim to select the most promising and high-potential ventures that are poised for accelerated growth, success, and impact through participation in the Tastech by Sigma program.



# Who is the program aimed at? Unlock Participation: Startup Essentials

The program is aimed at entrepreneurs who have a startup that meets the following requirements:

## Early stage startups

Seed startups with ideas developed into an MVP.

Seed startups with the need to validate their MVP on a larger scale.

Startups in the process of validating their business model.

Have at least a small investment or grant from angel investors, specialized funds or entrepreneurship hubs.

## Startups

2 years or less of creation.

It must be legally constituted in its country of origin and be in order with fiscal commitments.

Have recurring sales.

Have a cross-functional teams.

Have own production capacity or well-established suppliers.

It is important that startups and scaleups have the operational capacity to jointly develop and implement a test with Sigma as part of the program.



Sigma has a diversified portfolio of leading brands in various categories and market segments, highlighting: Fud, San Rafael, La Villita, Tangamanga, Chimex, Fiorucci, Navidul, Campofrío, Bar-S, Breaedt among others. We operate 70 plants and 210 distribution centers in 18 countries in four key regions: Mexico, Europe, the United States and Latin America.

## Numerals

**17 countries with Sigma**

**+100 brands**

**+680,000 points of sale**

**7,900 vehicles for last mile transportation and distribution**

**179 distribution centers**

**64 manufacturing plants**

**+46,000 employees**

Sigma continues its focus on innovation and new product development in each of its markets to meet growing consumer demand. We continually invest in consumer analytics to further understand consumer preferences and improve our product range.

We have a long and successful M&A track record that has allowed us to successfully execute and integrate 30 high-value M&A deals since 1997. Our extensive experience in post-merger integration has been key to identifying and executing strategies that generate significant synergies.



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