**📰** **How SmartFoodie is redefining the vending market–Interview at StartingUp**

**💡 SmartFoodie in focus: Our interview at StartingUp**

We are delighted that SmartFoodie was recently featured in the renowned startup magazine ***[StartingUp](https://www.starting-up.de/news/gruenderin-der-woche/gruenderin-der-woche-smartfoodie.html)***. In this in-depth interview, we had the opportunity to explain our ideas, our innovative technologies and how they differ from conventional food vending machines.

图形用户界面, 网站

AI 生成的内容可能不正确。

**📰 About StartingUp**

*[StartingUp](https://www.starting-up.de/index.html)* is a renowned German magazine aimed at founders and young companies. It offers practical tips, inspiring success stories and current trends from the startup scene. With in-depth interviews, expert insights and comprehensive guides, StartingUp supports its readers in successfully implementing their business ideas and achieving sustainable growth.

**📖 Innovation meets smart nutrition**

In this interview, Theo, our co-founder, introduces our smart concept and highlights our unique selling points: wholesome, fresh meals prepared from our fully automated vending machine with steam technology. You can find excerpts below:

***"Theo, when and how did you come up with the idea for SmartFoodie?"***

*"The idea of SmartFoodie actually arose in a very classic way during everyday university life. As students, we often had the same experience: After a lecture or a long study session, you were hungry–but either the cafeteria was already closed or you didn't feel like cooking yourself anymore. There were hardly any* ***affordable hot meals*** *on campus, especially in the evenings or on weekends. That's when the thought arose: Why isn't there a solution that works like an automatic chef–****around the clock, space-saving, affordable and without staff****? This need evolved into an entrepreneurial idea–and ultimately SmartFoodie."*

***"To sum it up: What distinguishes SmartFoodie from conventional vending machines?"***

*"Traditional vending machines usually only deliver cold snacks, sandwiches, or microwave meals.*

*SmartFoodie is breaking new ground: Our machines prepare* ***wholesome, freshly steamed meals fully automatically at the touch of a button–without any manual intervention.*** *No unpacking, no tearing, no microwave–the meal is* ***steamed directly*** *in the vending machine and is* ***ready to eat within 2 minutes****.*

*The gentle steam preparation ensures that* ***flavors, texture and vitamins are preserved****–and that's exactly what you can taste."*

We would like to thank [StartingUp](https://www.starting-up.de/news/gruenderin-der-woche/gruenderin-der-woche-smartfoodie.html) for the great opportunity to share our story and future plans and look forward to many exciting projects to come.

👉 Curious? Read the **[LinkedIn post](https://www.linkedin.com/posts/starting-up_founder-startingup-startups-activity-7360633741284732928-K39U?utm_source=share&utm_medium=member_desktop&rcm=ACoAAFTDCH4BY5VZdCMEl7vaTG0hIgNedZKhlbA)** and thefull interview now: **<https://www.starting-up.de/news/gruenderin-der-woche/gruenderin-der-woche-smartfoodie.html>** –and discover how SmartFoodie is redefining the future of nutrition.

👉 Stay smart and hungry – follow us on [LinkedIn](https://www.linkedin.com/company/smartfoodie-gmbh/" \t "_new) for exciting insights and fresh news!