



2022 Awards

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## Swag Australia – Veggie Saver

Swag Australia – Veggie Saver has been selected as an ABA100® Winner for Eco Innovation in The Australian Brand Awards 2022. The Australian Brand Award for Eco Innovation [ECO] recognises environmentally conscious products that offer point of difference from their competitors.

About

Veggie Saver is an intelligent, award-winning, patented, food storage and produce bag that is reusable, machine-washable, compostable, non-toxic and scientifically proven to keep fruit and vegetables fresh for two weeks or more in the crisper of the fridge. Its purpose is to provide households with a solution to reduce both food and plastic waste, and the cost of fresh produce to the household budget.

Swag Australia ideated, developed and produced the Veggie Saver brand and its single SKU (stock keeping unit) product in response to the global COVID-19 pandemic. After Swag Australia lost the entire wholesale arm of its business (The Swag), and was relying solely on D2C (direct-to-consumer) sales, managing director and founder, Peita Pini, realised that it was crucial to create a standardised product made specifically for retail distribution so that it can be manufactured faster, have shorter lead times, and cheaper manufacturing costs due to less manufacturing “down time”.

Food waste is a global problem. One third of all food produced is lost or wasted, and this equates to around 1.3 billion tonnes of food. In Australia alone, the nation wastes 7.6 million tonnes of food each year. On top of that, the world recycles less than 10% of plastic created. Veggie Saver was born out of demand for a global solution that could create a massive, positive impact, quickly and responsibly. It is important for founder, Peita Pini, to create a business that responded to these global issues and delivered meaningful and measurable change.

Veggie Saver is made out of multiple layers of 100% unbleached, unseeded cotton – cotton in its rawest and most natural state. While the product is designed to last years with proper care, Veggie Saver is made from natural materials, which allows the bag to be completely compostable, and is food safe.

Veggie Saver is an innovative product that is the perfect gate-way for those who are new to sustainable and natural products, and comes packaged in a box which highlights its unique selling points, gives instructions on how to use it, and includes a QR code which links to the explainer video. Veggie Saver sells itself at the point of purchase, and is an ideal wholesale product to be sold alongside fresh fruit and vegetables. The box can be merchandised on a clip strip which reduces shelf space and gives retailers incremental revenue.

With little market competition and intelligent product innovation, Veggie Saver is a trailblazer in reducing the cost of fresh produce to the household budget, food waste and plastic pollution.

For more information about Veggie Saver, go to [veggiesaver.com](http://veggiesaver.com)

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