

TiffinTime – a zero-waste, fair solution for veggie meal deliveries in Brussels

Inspired by the centuries-old system of the Mumbai Dabbawalas, TiffinTime offers a zero-waste alternative for food deliveries in Brussels – a closed-loop system where delicious vegetarian meals are delivered to your home in reusable stainless-steel tiffin boxes by fairly-remunerated bicycle couriers. An eco-solution that draws on a tried and tested model from India.

A delicious meal delivered to your doorstep without the single-use waste and while fairly remunerating couriers: that's TiffinTime in a nutshell. Food home deliveries can be great option – one in four Belgians orders food home, and delivery companies has seen a 65% increase in customers since the pandemic.¹ But there seems to be no way around the pile of single-use containers that takeaways generate, and often the food simply doesn't hit the spot. TiffinTime solves both these issues with its wholesome vegetarian meals from India and beyond, which are delivered to your doorstep in zero-waste stainless-steel tiffins. A menu composed of a snack, a starter, a main dish and a side is published at the beginning of each week. Order your meal in advance, and when the courier comes by with your delivery, simply return your empty tiffins, so that they can be washed and reused for future deliveries.

An eco-solution from Mumbai to Brussels

TiffinTime draws inspiration from the Mumbai Dabbawalas, an ingenious network that has existed in the bustling city of Mumbai, India for centuries, delivering home-cooked meals to office-goers – always in reusable stainless-steel tiffins. “The Dabbawalas are a common sight in Mumbai, where I grew up, and **tiffins are an eco-hack for meals on-the-go that is more than 100 years old**. TiffinTime is my way of bringing this sustainable solution from my home city of Mumbai to my adopted home, Brussels,” says Zia Pappar, the 37-year-old founder of TiffinTime.

Fresh, seasonal, sustainable

“Sustainability is one of our core values,” explains Zia. “When it comes to the environment, we address two aspects: On one hand, our reusable stainless-steel tiffins prevent single-use waste and, on the other, the pre-order system allows us to minimise food waste. Customers can look forward to a different menu each week, packed with fresh, healthy ingredients, and our offering evolves with the seasons.” TiffinTime's recipes feature protein-rich legumes and pulses, nutritious nuts and seeds, warm spices, and fresh herbs, which ensures that every menu is a balanced treat. The menus are often (though not always) vegan and/or gluten-free as well.

Deliciously vegetarian

The decision to offer vegetarian menus is also a reflection of this female founder's Indian roots. “Growing up in India, amazing vegetarian meals were an everyday feature and something I took for granted. It was only when I moved to Europe that I realised that the understanding of vegetarian food was often limited to a salad or something made with plant-based meat substitutes. Of course, a lot has changed in the 15 years I've lived on the continent, but there is still so much to explore! With

¹ <https://www.retaildetail.be/fr/news/food/un-quart-des-belges-commande-des-repas-en-ligne-2/>

TiffinTime, I draw on my knowledge of Indian food and also showcase vegetarian recipes from other cuisines, to demonstrate that a vegetarian meal can be varied and delicious – it's **not just something you do for the planet.**"

Environmentally and socially conscious deliveries

TiffinTime is also mindful about social sustainability. "Food delivery apps often depend on the exploitative gig economy to offer their services. It's difficult to ignore the issues associated with platform work and its precarious working conditions," adds Zia. "At TiffinTime, we work with [Urbike](#), a cyclo-logistics cooperative that guarantees good working conditions for its peloton. We have taken this real delivery cost into account in the very conception of our business model. I'm convinced that if we want to change consumer behaviour, we have to offer products and services that align with these values. With TiffinTime, you can enjoy your takeaway guilt-free. We look forward to bringing you all the taste without the waste!"

PRACTICAL INFORMATION:

- Deliveries on Fridays, between 5pm and 7pm
- Postcodes included in delivery radius: 1000, 1020, 1030, 1040, 1050, 1060, 1070, 1080, 1090, 1210, 1081, 1082, 1083 (more details on our website)
- 45 euros for a meal for two, delivered to your doorstep
- How does it work? Pre-order your meal on www.tiffintime.be, and when the courier comes by with your delivery, simply return your empty tiffins so that they can be washed and reused.

FURTHER INFORMATION + CONTACT

www.tiffintime.be

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