

## Unsold Bread and Meals Go on Sale as Platform-Based Closing Discount Service Launches

- Smartphone app- and web-based service for sharing unsold food inventory information and offering closing discounts
- Consumers benefit from convenient, affordable purchases, while businesses can reduce food disposal costs

The Ministry of Climate, Energy and Environment (MCEE, Minister Kim Sungwhan) announced that, in cooperation with platform operators and the food retail industry, it will officially launch and operate the smartphone app- and web-based “Unsold Food Closing Discount Service” from June 15. The service shares information on food items at food establishments, such as bakeries and restaurants, that are nearing the end of their consumption period or remain unsold at the end of the day, and offers them to consumers at discounted prices.

This service was introduced to curb the generation of food waste by sharing inventory information on food items at risk of being discarded and promoting their sale. Prior to launching the service, the MCEE signed a memorandum of understanding (MOU) with platform operators and the food retail industry on December 30, 2025, at SpaceAde CBD, located in Jung-gu, Seoul.

\* Organizations participating in the memorandum of understanding (MOU): Delivery platforms (Coupang Eats Services; Wesang Co., Ltd.; Woowa Brothers Corp.); dedicated closing discount apps (Ecoeats Inc.; Miro Co., Ltd.; Monandol Company Co., Ltd.); and the food retail industry (CJ Foodville Co., Ltd.; Korea Association of Convenience Store Industry; Korea Bakery Association; Korea Foodservice Industry Association; Paris Croissant Co., Ltd.)  
☞ Company and association names are listed in English alphabetical order.

Since then, the MCEE has worked with participating organizations to prepare for the operation of the Unsold Food Closing Discount Service, through which food establishments provide inventory information on unsold food via platforms operated by participating companies, including delivery apps and dedicated closing discount apps and websites, and consumers can order and purchase those items through the platforms.

Under the agreement, the three delivery platform companies, Woowa Brothers, Wesang, and Coupang Eats Services, enabled participating food establishments to register and manage closing discount items by creating dedicated closing discount sections and related functions within their existing delivery apps (Baemin, Yogiyo, and Coupang Eats) to implement the platform-based closing discount service.

The operators of the dedicated closing discount app and website services Lucky Meal and Magu Market, Monandol Company and Ecoeats, respectively, have also worked to revitalize the closing discount service by promoting participation and conducting outreach efforts to expand the number of participating establishments.

※ For detailed information on how to access and use the closing discount services offered through each platform, please refer to the attached material.

In addition, two bakery franchise headquarters (CJ Foodville and Paris Croissant), and three food retail-related associations (the Korea Bakery Association, the Korea Foodservice Industry Association, and the Korea Association of Convenience Store Industry) recruited participating establishments\* by providing guidance and promotional support to their affiliated stores, including franchise outlets and independently operated businesses, on how to participate in the service and register products. They also made preparations to ensure that information on closing discount items could be provided smoothly when the service officially launched. Going forward, they plan to continue supporting the expansion of participating establishments and promoting greater use of the service.

\* The number and composition of establishments offering closing discounts may vary depending

on same-day inventory conditions and sales trends.

The MCEE expects that this service will allow participating establishments to conveniently provide consumers with information on unsold food inventory, enabling them to reduce disposal costs and generate additional revenue. Consumers, meanwhile, will be able to easily check information on closing discount food items available at nearby establishments through their smartphones and purchase them at lower prices. Furthermore, the service is expected to deliver environmental benefits, including reducing the approximately 5 million tons of food waste generated nationwide each year and lowering greenhouse gas emissions.

The MCEE plans to continue working with participating industries to provide guidance and carry out promotional activities aimed at expanding participation among both establishments and consumers. It also intends to pursue administrative and institutional support measures, including the designation of exemplary establishments offering closing discounts.

Kim Goeung, Director General of the Resources Circulation Bureau at the MCEE, stated, “The launch of this closing discount service will mark an important turning point in expanding the use of food closing discounts.” He added, “We will continue to provide support so that closing discounts can become established as an eco-friendly practice in people's everyday lives.”

- 붙임 1. 플랫폼별 마감할인 서비스 접속·이용 경로
- 2. 홍보 포스터 및 안내문. 끝.

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