

"Piatto Sospeso": Order Delivery and Donate a Meal

Roberta Cutillo (December 04, 2019)



Food delivery app Just Eat is carrying out a solidarity campaign just in time for Christmas. Customers in Rome, Milan, Turin and Naples will be able to add an extra meal to their order, which will then be donated to welcome centers, soup kitchens and community centers.

Launched in 2017, "[Ristorante Solidale](#) [2]" is a project designed by food delivery app [Just Eat](#) [3] Italy to tackle food waste and promote social inclusion and solidarity. From December 2nd to the 15th, customers living in Rome, Milan, Turin and starting this year in Naples as well, will be able to add an extra meal - a "piatto sospeso" - to their order for the price of 3, 4, or 5 euro.

Very much in the same vein of the Neapolitan tradition of the "caffè sospeso" (pending coffee), whereby any customer in a bar can engage in an anonymous act of charity by paying in advance for someone else's coffee, these donations will then be used to distribute meals to those who need them.



At the end of the operation, Just Eat will double the total amount raised to put together meals for people residing in shelters, immigration centers, soup kitchens, and community centers selected by local Caritas branches.

Partner restaurants and logistical operators will then help deliver these meals throughout the day on December 17th, 18th, and 19th, leading up to the International Day of Human Solidarity on December 20th.

The issue of food waste is a very urgent one, in Italy and worldwide. Over 50 restaurants are participating in the initiative this year, demonstrating the growing sensibility and awareness on the issue. There certainly still is a long way to go, but it's a start.

"In 2018, we delivered over 700 meals on Christmas," commented Daniele Contini, Country Manager of Just Eat Italia. "We are very happy to repeat the Piatto Sospeso initiative. The growing participation from restaurants in our Ristorante Solidale project, the increase of participating cities, and the support of consumers who see the initiative as an occasion to do good, is for us a source of pride and motivation to keep doing more."

For more information on participating restaurants [click here](#). [4]

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Links

[1] <http://test.iitaly.org/files/piattosospesopng>

[2] <http://ristorantesolidale.it/#what>

[3] <https://www.just-eat.com/>

[4] <http://ristorantesolidale.it/piattosospeso2019/>