

FoodRec to Present New Products and Regional Expansion at Web Summit Rio 2025

FoodRec, a datatech specialized in data analysis for the delivery sector, will unveil a series of innovations during **Web Summit Rio 2025**, reinforcing its position as a market intelligence leader in the industry. Highlights include the launch of a mobile app for consumers, a new solution tailored for businesses, and an expansion into new cities in the Northeast of Brazil.



The **new mobile app** will be aimed exclusively at consumers and will offer a price comparison between delivery platforms, with analyses of fees, prices, and available options. The platform will begin monitoring new delivery channels and is expanding its operations beyond **Recife to now include Maceió and João Pessoa**. With this expansion, FoodRec aims to **double** the number of consumers

and businesses served by the end of the year.

In addition, the company will **launch an AI-powered solution for establishments**, providing in-depth analyses of the competitive landscape in the delivery market. The tool offers insights on competitors, consumption trends, industry news, and performs a supply-and-demand mapping by neighborhood using geotargeting resources to help businesses make more strategic decisions.

During the Web Summit, FoodRec will also **announce a new partnership with Harena Tech**, a startup specializing in software development, which will play a key role in accelerating the technological advancement of its solutions.

“We believe that quality data leads to quality decisions. We are entering a new phase for FoodRec—expanding our reach, increasing our impact, and investing in increasingly intelligent solutions”

Douglas Vêras - CEO

With these moves, FoodRec strengthens its position as an essential datatech for anyone operating in—or consuming from—the delivery ecosystem.



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