



BioHitech America Partners with Fairway Market to Harness the Power of Big Data to Drive Efficiencies and Increase Profitability

BioHitech America installs its robust proprietary cloud platform on the fleet of digesters installed at Fairway Markets throughout the tri-state area to improve efficiencies and minimize environmental impact.

Chestnut Ridge, New York, May 20, 2014 – BioHitech America is partnering with Fairway Market to help them take the next step toward fulfilling its self imposed objectives of eliminating the hauling of food waste to the landfill and lessening its ecological footprint. With its ongoing commitment to creating a healthier earth, senior management at the 80-year-old brand, has realized that reducing the waste generated is the true key to sustainability.

Ahead of the recent NYC legislation mandating organic waste diversion by 2015, Fairway has been one of the pioneers of food waste recycling with the implementation of BioHitech's Eco-Safe Digesters in 9 of their 14 locations. The introduction of BioHitech's new Cloud technology allows the digesters to stream data regarding the company's waste generation in real time to a management dashboard. Fairway management can now analyze waste added to the digesters by time, date, department, etc. providing them with the necessary data to benchmark facilities, optimize utilization and create best practices. The goal is to adjust purchasing and other operating practices accordingly to minimize the creation of waste, and ultimately providing a cleaner environment as well as improved margins.

With the BioHitech Cloud tool, food waste management is no longer complex across multiple locations. Remote access to the data in real-time provides visibility into Fairway's company-wide performance, machine-to-machine, day-by-day." Leveraging the data has also inspired competition and collaboration within the organization resulting in a positive change to Fairway's behavior and attitude towards waste.

Frank E. Celli, BioHitech's CEO stated, "We are thrilled about the continued development of our relationship with Fairway. Many people don't realize that they were one of our first customers and have been a pioneer in the food waste diversion space in NYC long before any legislation was contemplated. We are confident that our BioHitech Cloud will provide them with the valuable information they need to perfect their journey to sustainability while helping to create front of the house efficiencies and improving margins."

About Fairway Market

[Fairway Market](#) is a high-growth food retailer offering customers a differentiated one-stop shopping experience "Like No Other Market"®. Since beginning as a small neighborhood market in the 1930s, Fairway has established itself as a leading food retailing destination in the Greater New York area. By instilling and supporting sustainable environmental practices as a corporate value, Fairway is taking the steps that will help lessen their ecological footprint and will help to ensure that the Earth is around long enough for everyone on it to experience why they're really "Like No Other Market"®. For more information regarding Fairway Market, please visit www.fairwaymarket.com.

About BioHitech

[BioHitech America](#) is using smart technology to open new opportunities in an industry that has gone unchanged for almost 50 years. BioHitech America offers our customers an alternative food waste disposal method and big data that can be used to optimize their waste disposal process. The combination of the Eco-Safe Digester (an on-site aerobic digester) and the BioHitech Cloud (a technology platform hosted by Amazon) accurately summarizes what is wasted in order to offer opportunities to minimize the generation of the waste, eliminate it in a more efficient manner, and maximize savings.

Waste disposal management does not have to be complex across multiple locations or geographies, all you need is the proper tool, metric and reporting solution. For more information, please visit www.biohitech.com.

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<http://www.prweb.com/releases/2014/05/prweb11853144.htm>