

# Bread for All

## Using vending technology to help those in need

Two custom screen areas display information and messaging in English and Arabic

Customers choose from a variety of local breads or to make a donation

Bread is freshly baked and delivered hot from the oven

Donations accepted via credit card or SMS

Robust and compact machine can be installed where it is needed most



Fully customized machine exterior and video screens are recognizable and make machines easy to find

LBX Food Robotics is pleased to partner with The Mohammed Bin Rashid Al Maktoum Global Initiatives (MBRGI) Foundation to leverage Bake Xpress technology to serve those in need. This unique initiative allows customers to receive free bread or make a donation to the program. With machines deployed across Dubai, the Bread for All machines are an important step toward ensuring food security in the region.

LBX worked with MBRGI to identify foods that could be easily transported and stored before being baked in Bake Xpress' combination oven. With customized baking settings and optimized recipes, we are able to deliver high-quality and nourishing bread around the clock and in locations where people need it most.

We also worked with MBRGI to customize our standard Bake Xpress payment system. In addition to using local currency, donors can easily contribute using credit cards or their phones.

Our collaboration has elevated vending to a new level—one that makes the world a better place. We are proud of this effort and look forward to extending this concept in North America in 2023.

**“In UAE, no one sleeps hungry or in need.”**

Sheikh Mohammed bin Rashid  
Vice President and Ruler of Dubai



مبادرات محمد بن راشد آل مكتوم العالمية  
Mohammed Bin Rashid  
Al Maktoum Global Initiatives

## Q&A

### How long has LBX been working with MBRGI?

MBRGI first approached LBX in 2020 with the idea that our high-end vending technology could be used to address their desire to serve hot, fresh foods to citizens who are in need.

### How many machines has MBRGI installed?

The first phase of the project, which opened in September 2022, includes ten machines. The second phase of the effort will open in the first quarter of 2023.

### Where are the machines located?

Phase 1 machines are located in retail sites throughout Dubai. Phase 2 locations have not yet been announced.

### What foods are being served in the machines?

Representatives from MBRGI identified several local breads and pita flavors that they thought would be appealing to their citizens as well as nutritious and easy to produce and transport.

### How else were the machines customized?

We developed a unique payment system that waives charges on free food and collects donations in local currency. Using custom graphics on the exterior of the machine with Bread for All and MBRGI logos makes the machines easily recognizable. All menu and video screen content is also translated into Arabic.



### How do customers choose their food?

As with all Bake Xpress machines, the 55" touchscreen has an interactive menu where customers can scroll through the options and select their item. They can opt to receive the food freshly-baked or cold (to take home and heat).

### How do customers make donations?

In the case of the MBRGI machines, one of the menu items is the option to make a donation. If the customer selects this option, they are prompted to choose the amount of their donation on the touchscreen before completing their payment on the integrated payment system. They can also make donations to the program using a custom app provided by MBRGI.

### How was Bake Xpress uniquely able to support the Bread for All program?

Bake Xpress is the only hot food vending solution in the world that actually bakes foods using infrared and convection in addition to microwave, so it is able to produce high-quality results for breads and pastries. More importantly, community support is a core value of LBX Food Robotics, and so we were delighted to focus our resources to support this effort.

### Is this program only in UAE?

Phase 1 is centered in Dubai. However, MBRGI has larger expansion plans across the region in 2023, and LBX is in initial phases of extending the concept to the US.

### Where can I learn more?

Please visit our website for more information on Bake Xpress, the MBRGI Foundation, the Bread for All initiative, and LBX's role in the program: [www.lebreadxpress.com/LBX-in-Dubai](http://www.lebreadxpress.com/LBX-in-Dubai).