Vytal Secures Multi-Million-Euro Growth Capital Injection to Bring Smart Reusable Cup Infrastructure to Stadiums and Arenas

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- **Stadiums, arenas and event operators are investing heavily in enhanced fan experiences, digital infrastructure, cashless payment and sustainable operations.**
- **Sports teams, venue operators and rights holders are looking for new ways to increase revenue through physical and digital sponsorship inventory.**
- **Vytal's smart reusable cup infrastructure is designed to increase Point-of-Sale throughput, create new sponsor touchpoints, improve fan engagement and help venues measure and reduce waste-related CO_2 emissions.**
- **Vytal's venue references include the MLB stadium of the San Francisco Giants, Los Angeles Memorial Coliseum, the SAP Campus in Walldorf, the University of Manchester, and it has already supported branded**

reusable cup programs involving brands and operators such as Coca-Cola, Pepsi, Warsteiner and Chick-fil-A.

- **The new capital will be used to further expand Vytal.ONE, the company's digital reuse platform powering scalable reuse across foodservice, stadiums, arenas and live events**

Cologne-based reuse platform Vytal has secured an additional multi-million-euro growth capital injection to accelerate the rollout of its smart reusable cup infrastructure in stadiums, arenas, large-scale event venues and campuses.

The fresh capital will be used to further develop Vytal.ONE, strengthen Vytal's international market position, and meet growing demand from sports and entertainment venues looking to combine sustainability, operational efficiency, fan engagement and commercial growth.

Today, Vytal is among the world's leading digital reuse platforms. The company operates in 20 countries, serves more than 7,000 business customers, and has already replaced more than 25 million single-use packaging items with reusable alternatives. Its average return rate in open-loop systems is above 99%.

Vytal's core proposition goes beyond helping venues adapt to new regulations. Through QR code and RFID-enabled reusable cups and food packaging items, the company turns every food and beverage transaction into a measurable, trackable and potentially sponsor-relevant interaction.

For stadiums and arenas, this creates value across four dimensions: faster concession operations, new sponsorship inventory, improved fan experience and measurable environmental impact.

"We are witnessing a historic turning point for the reuse industry," says Dr. Tim Breker, Co-Founder and Co-CEO of Vytal. "For many years, reuse providers had to carefully explain the business case for reuse to every customer. With our digital reuse platform Vytal.ONE, smart reusable cups and foodware, reuse becomes revenue-generating digital infrastructure for modern sports venues, arenas and live events. It can help venues serve fans faster, create new sponsor touchpoints, improve impact reporting and make circularity part of the fan experience. That is precisely why we founded Vytal: as the digital operating system for scalable reuse networks."

One of Vytal's fastest-growing markets is the sports and entertainment sector across Europe and North America. Vytal's venue and event references already include the MLB stadium of the San Francisco Giants, the Los Angeles Memorial Coliseum and the OMR Festival in Hamburg.

The growth comes at a time when stadiums, arenas and event venues are rethinking their infrastructure. Across the industry, operators are investing in cashless payments, faster concessions, connected fan experiences, waste reduction and more sustainable hospitality models. At the same time, teams and rights holders are looking for new sponsorship real estate that is measurable, visible and integrated into the physical matchday experience.

Vytal's smart reusable cups address this convergence. The cup becomes both packaging and platform: a branded asset in the fan's hand, a digital data point in the venue's operations, and a measurable interaction for sponsors and sustainability teams.

"Over the past two decades, solar transformed how we generate energy. We believe the next infrastructure revolution is circularity," says Kristýna Machová, Investment Director at INVEN Capital. "As stadiums, arenas and live entertainment venues invest in fan experience, digital infrastructure and sustainable operations, smart reuse is becoming a core part of modern venue infrastructure. Vytal has built the technology platform to turn sustainability into measurable operational and commercial value, which is why we are excited to support the company's next phase of growth."

Through Vytal.ONE, millions of reusable packaging items can be identified, tracked and analyzed using QR code and RFID technology. This enables partners to monitor return rates, usage patterns, circulation cycles, operational performance, as well as the environmental and economic impact of their reuse solutions.

With the new capital, Vytal will further expand its platform technology, invest in digital infrastructure, and accelerate its growth across Europe and North America.

"We believe the future belongs not to individual cups or food packaging, but to intelligently connected reuse networks that create value beyond packaging," adds Dr. Josephine Kreische, Co-CEO at Vytal. "Vytal.ONE is our platform to consolidate reuse solutions in order to make reuse so simple, convenient and economically attractive for businesses and consumers that single-use packaging becomes the exception rather than the norm."

For stadiums, arenas, concessionaires and rights holders, Vytal's message is clear: the next generation of venue infrastructure will be circular, digital and sponsor-ready.

About Vytal

Vytal is a digital reuse platform for food and beverage packaging. The company helps restaurants, caterers, event organizers, stadiums, corporations, and public institutions transition from single-use to reusable packaging. Using technologies such as QR codes and RFID, Vytal enables the seamless distribution, return, and tracking of reusable packaging items. The company operates in more than 20 countries and is among the leading providers of digital reuse solutions worldwide.

About Inven Capital

Inven Capital is a European venture capital fund with €500 million under management, specializing in late-stage climate technology investments. The fund is backed by the CEZ Group and the European Investment Bank. Inven Capital invests in innovative, rapidly growing scale-ups with proven revenues and significant decarbonization potential. Since 2015, Inven Capital has invested in eighteen companies, including Sonnen, Sunfire, tado°, Forto, Driivz, CyberX, and Taranis, and has achieved five successful exits.

Press Contact
press@vytal.org
Tel: +49 (0)221 66941561