

Innovative organic food brand from Finland looking for reseller partners in Europe

Summary

Profile type	Company's country	POD reference
Business Offer	Finland	BOFI20220629016
Profile status	Type of partnership	Targeted countries
PUBLISHED	Supplier agreement	• World
Contact Person	Term of validity	Last update
Satu Alapiha	29/06/2022 29/06/2023	29/06/2022

General Information

Short summary

Innovative organic food brand from Finland looking for specialty retail shop partners / distributors / importers / e-commerce platforms in Europe. Company is also interested in collaborating with food technology innovation hubs, example, connected to the network of EIT Food, food media, organic and vegan food influencers.

Core company value is sustainability. Company wants to find retail partners who share the values of promoting Sustainable Development Goals.

Full description

The company is established in 2017 as a startup. The company has over 50 organic certified consumer products. Company's product families are organic certified local food from Finland, organic spice mills, organic spices, and organic meat-alternative vegan bullion powders. Products are packed in plant-based sustainable packaging. The brand is first in Finland to pack organic vegan foods in plant-based designer cans for home kitchens.

Product labels are in Finnish, Swedish/English. It is possible to customize the labels to meet food regulations in specific market regions.

Products carry one or more of the following international certifications and value symbols: Organic, Fairtrade, Demeter, Vegan, FreeFrom, Made in Finland key symbol.

The company has the responsibility to practise environmental awareness in it's everyday operations. Their decision makings have power to contribute positive socioenomic changes in the livelihoods of farmers and producers. Company is committed to making the choice of sustainability products available to their customers; they are safely packed, easy to use and affordable.

Company's products have won European organic food awards, artisan food awards, food trend awards, as well as, featured in food shows in television and in food industry magazines.

Currently products are sold in specialty stores in France, Germany, Norway, Sweden, and in about 400 supermarkets in Finland.

Company is now looking for new retail partners in Europe. Ideal partner could be for example specialty retail or online stores focusing organ products, health food products, vegan food products. Company is also looking for resellers of gift products and interior design products for home kitchen.

Advantages and innovations

1. Products carry one or more of the following international certifications and value symbols: Organic, Fairtrade, Demeter, Vegan, FreeFrom, Made in Finland key symbol.
2. Company makes consumer products in plant-based bioplastic packaging. The packaging materials used are also BPA-Free. Company has conducted R&D in sustainable packaging in collaboration with top universities in Finland.
3. The products are organic food but designed also considering interior design of modern home kitchens. The products have Design From Finland mark. Products have been presented in the national Housing Fair of Finland.
4. The organic spice collection is chef quality. Tellicherry black pepper, freeze dried green pepper, to name a few. The innovative organic spice mill combinations were finalist in European Organic Food Innovation Award. Taking inspiration from the internationally known North-Karelia public health project, company developed spice mills using wild natural ingredients such as nettle, lingonberry, spruce spout, chantarelle mushroom, juniper, etc.
5. Company offers freeze dried quality organic certified wild berries. Organic certification of wild food is going through new regulations in Finland. The company is one of the first in bringing out products in this category.
6. Most meat-alternative foods in the market are sold as ready-to-eat products. These offerings are convenient, but come with a cost. The brand offers a range of vegan meat-alternative bouillon powders. These powders can give a chicken, meat, fish, or vegetarian flavor to your home-made vegan dishes. Consumers can make own meat-alternative vegan food at home with our flavours instead of buying read-made vegan food.
7. Company has been active in promotions through domestic and international trade fairs. With this experience, company is open to organize joint trade fairs with our partners to promote sales in specific markets.

Stage of development

Already on the market

IPR Status

No IPR applied

Sustainable Development goals

• **Goal 3: Good Health and Well-being**

Partner Sought

Expected role of the partner

Currently products are sold in specialty stores in France, Germany, Norway, Sweden, and in about 400 supermarkets in Finland.

Company is now looking for new retail partners in Europe. The ideal partner is a reseller who understand the market value and selling points of organic food, health food, vegan food, and plant-based sustainable packaging in their market region.

Ideal partner could be for example from a specialty retail chain or online stores focusing organ products, health food products, vegan food products. Company is also looking for resellers of gift products and interior design products for home kitchen.

The partner can introduce / resell the brand's products to specific market regions either through distribution platforms or directly to end-users. Product labels are in Finnish, Swedish/English. It is possible to customize the labels to meet food regulations in specific market regions.

The partner could function in the role of an importer / distributor / specialty store chain / organic food department in supermarket chains / e-commerce platform.

Company is also interested in collaboration partners in food technology innovation hubs, example, connected to the network of EIT Food, food media, organic and vegan food influencers.

Type of partnership

Supplier agreement

Type and size of the partner

- **SME 11-49**
- **Big company**
- **SME <=10**
- **SME 50 - 249**

Dissemination

Technology keywords

Market keywords

- **07003002 - Health food**

Targeted countries

- **World**

Sector groups involved

Media

Images



[Pramod_SpicesHouse](#)

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[Box.jpg](#)

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[Gift box.jpg](#)

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[Alternatives_aroma.jpg](#)

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[Spices](#)

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[Gift box2.jpg](#)

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[All8OrganicSpicesMills.jpg](#)

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