

Interview with Moira, Mikael and Mattias - co-founders from KIANO, Nicoya's latest investment



KIANO

nicoya

Why did you start KIANO?

Moira: Growing up I had quite bad eczema and fatigue, so I've always sought for ways to heal my body. I've tried many different diets and realized I felt best when eating a plant-rich diet. I started experimenting at home, mixing superfood and plant protein powders to boost my meals in an easy and convenient way.

Mikael: I used to work as a chef and realized I wanted to support people with more conscious food choices and healthier lifestyle habits. I also became more health-aware when I got kids, needing to prioritize time and feeling good. I needed these life hacks and energy boosters for myself!

Why did you start KIANO? (cont.)

Mattias: For a long time I've been interested in how different foods affect our bodies. Many of us are not very conscious about what we eat and do not properly care for ourselves in this busy world. For the last hundred years, humans have been eating more processed foods than ever before. KIANO's powders are the opposite; clean, healing, and packed with nutrition.

Sustainability and raising consciousness are also a big part of starting KIANO. We are only in the beginning stages of massive global changes when it comes to organic food production and health awareness. We want KIANO to be a part of that change – to help people to feel better while also caring for the planet.

What's it like behind the scenes of KIANO?

It's definitely a bit chaotic at times! The kitchen at home is our R&D lab and we develop every recipe ourselves using organic ingredients. We mix, blend and cook - and sometimes our kids want to help out too – it feels good to inspire the next generation with what's nutritious & yummy.

What makes us really proud, though, of what we're doing, is reading the reviews people post online. Reviews saying that our products have helped them heal various issues: calming their acne or eczema, enjoying a less bloated tummy or simply feeling more energized. It gives us such a boost and motivation to continue!

What makes KIANO stand out?

You are what you eat - your body is always regenerating. After 3 months, the majority of all the cells in your body have been renewed, especially the skin and gut - so what you eat truly matters.

At KIANO we want to help people to live a healthier life. Our powder mixes help to transition from eating processed foods towards eating a cleaner, healthier and more nutritious diet. We want to encourage longevity and inspire people to take care of themselves, to incorporate better daily food habits. With KIANO's organic powders in your kitchen, you have year-round access to premium fruits, veggies and vitamins whenever you want.

What's the plan ahead?

KIANO is continuing to sell in Sweden, Germany, Netherlands, France in local language and in English to our worldwide customers. We are currently working on launching our Danish site and looking forward to expanding to the US in the future. There is so much potential for us there. We're working with good partners in 3PL and production that are set up for high volumes and expansion.

Further, we are focusing more on active and high-performing individuals looking to optimize their daily routines with efficient organic protein powders and meal shakes, helping them reach their goals. We are developing new products in line with being on-the-go and easy to consume for people who have busy schedules yet want to feel awesome! We are so excited about what we can offer people.

What's the best way to use KIANO powders?

For people with busy lifestyles, those looking to optimize recovery after a workout or transition to a cleaner diet, we recommend our nutritious meal shakes and smoothie protein powders. To get new habits going, you can even load your shaker or blender with powder and optional fruits in advance before you're off to work or the gym. Just add your choice of liquid when you're ready and enjoy!

There are many more ways to include our powders into your diet: Shake with ice & water or milk for a nutritious drink, boost your smoothies, yogurts, porridge, chia pudding, bowls - or enrich your raw food baking, hummus, and dressings.

Try out KIANO's ice cream recipe on the next page - perfect for warm summer days!

BERRY GLOW ICE CREAM

This Berry Glow ice cream is divine and so easy to make! The perfect way to cool down during the summer months. It's packed with antioxidant goodness and coconut cream to achieve that fluffy creamy texture we love.

Time to make: 10 mins prep-time / 1 hr in freezer

INGREDIENTS

- 4 ripe frozen bananas
- 1 dl (0.4 cups) coconut cream
- 2 Tbsp. Berry Glow

HOW TO MAKE

1. Mix the bananas and cream in a food processor or high speed blender
2. Add the Berry Glow powder & mix well
3. Transfer to a glass or aluminum container
4. Freeze for about 45 minutes - 1 hour if you want a softer consistency, or about 2 hours if you want it more solid. Delish both ways!

Optional Toppings:

Coconut, Berry Glow powder, agave syrup, fresh berries 🍓



Thank you KIANO and have a wonderful summer!

Try out KIANO's products here:

<https://www.kianolife.com/>

Sign up for their newsletter and get 20% off!