

nicoya

Newsletter from Nicoya, 2023-04-18

Hi,

This is our first newsletter going out to you, our investors and other friends of Nicoya (to unsubscribe scroll down). The aim of this newsletter is to share with you a light snapshot of what is going on in our company and portfolio, and also provide some insights into the latest developments in our industry.

What's new in our portfolio? We're very happy to welcome a new company; [Welcome Kiano!](#) Kiano is active in the wellbeing space and with it comes three amazing founders highly skilled in e-commerce, performance marketing and product development. Further, [portfolio company, Kavall, was acquired](#) by online retailer Mathem to continue the offering of ultrafast grocery deliveries in urban areas.

As investors with a sustainability mission, we've conducted a [sustainability review of our portfolio performance 2022](#). In 2023 we're continuing building on this work, so watch this space!

We are proud that Nicoya's expertise is continuously asked for in the industry. The food system's need for change and how to do it, is a message we take every opportunity to spread. We've attended as panelist at [DI's Future Food Forum](#) and key-note speaker at asset manager [COELI's Stella Network](#). Also, watch co-founder Sara Arvius Heidenwall interviewed by [Orkla series: Next is Now](#) (40 min. in) and read [interview with co-founders David Karlsson and Sara Arvius Heidenwall](#) on the importance of consumer-centric innovation.



A snapshot of some things cooking in our portfolio:

- Nick's was named one of the [industry's best ice cream companies globally](#). We couldn't agree more

- El Taco Truck is on top of their mission of letting their food truck "[park at the taco shelf at the grocery store](#)"
 - Oatlaws is powering on having [launched a Protein Oat Shake](#) as well as run a successful "snack-on-the-go" campaign in connection to Pressbyrå (Swedish convenience stores)
 - [Farmers and Chefs](#) has developed together with master chef and partner Niklas Ekstedt a new concept to eat more greens to reach the shelves later this year
 - Peas of Heaven has launched a [collaboration with Nordic Sea Farm](#) to develop plant-based products containing seaweed
 - Vertical Harvest's CEO Nona Yehia [shares in this video](#) her inspirational story on why Vertical Harvest was founded and what drives it today
 - Julienne Bruno's mouth-melting dairy-free cheese is since March, [available at Ocado](#), UK's largest online retailer
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Food for thought:

- [IPCC 6 Assessment Report published March 20](#) summarized in 10 key-points by World Resource Institute
- McKinsey on [consumers caring about sustainability when grocery shopping](#)
- Synthesis Capital on the key milestones for [alternative protein adoption](#) by the mass market
- [Recommended book: Net Positive: How Courageous Companies Thrive by Giving More Than They Take](#) by Paul Poleman, ex Global CEO Unilever
- [The Swedish Food Agency updated dietary guidelines, "Tallriksmodellen"](#), to include more vegan products, nuts and pulses. Hurray! (OBS! Article in Swedish)
- [Plant-based meat reduces the risk of heart disease by 25%](#), new study published in Dietetics finds.
- [Niclas Luthman, founder of N!CK's](#) on his entrepreneurial journey and the global need for sugar free snacking as sugar's negative effects continue

Meet up:

We'll be at [Food Hack Meetup in Stockholm 19 April](#) and also [Food Hack Summit in Lausanne 11-12 May](#). 31 May-1 June, we're attending [Sweden FoodTech Big Meet](#) and [Nordic Future Food](#), both in Stockholm.

...Or [reach out here](#). We're always hungry for the next food talk!

/Nicoya team

Reach Out!



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FOR GOOD

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