

# nicoya

Newsletter 2023-10-13

Hi,

First of all, we'd like again to express our gratitude to those who joined us at Nicoya live on September 19<sup>th</sup> and helped turn it into a success. Also, a big shout out to our portfolio which did a great job showcasing themselves. We hope you all had a good experience.

To recap some of what was shared during the event, super chef Niklas Ekstedt taught us to eat more greens. This is something that Farmers & Chefs have picked up and together with Niklas Ekstedt, they have developed "[Eat More Greens](#)", a new range of products that makes it a whole lot simpler to cook yummy vegetable dishes. This is very exciting as it is something completely new in the category and the response from retail has been great so far. You can find them at ICA, Coop and [Mathem.se](#). Make sure to try them out!

N!CK'S CEO, Stefan Lagerqvist, also shared the recent developments at N!CK'S and the progress they're making in the USA with their ice cream now selling in more than 14,000 stores across the USA. A very impressive development. Stefan also shared some photos of the great campaigns they've done recently. If somebody knows how to make ice cream and chocolate even more joyful, it's N!CK's.

There are a lot of good things cooking out there, and we really find our portfolio in the right position to take the opportunities given and leverage on the current food trends. Given this situation, Nicoya has opened a new round of fundraising. Please contact David Karlsson at [David.karlsson@nicoya.se](mailto:David.karlsson@nicoya.se) to learn more about participating in this opportunity.

Finally, we're very excited to invite you all to the launch of *The Frontrunner Report*. A report developed by Nicoya together with portfolio company, InsightMe, a self-service consumer research platform tailored for the food and beverage industry. *The Frontrunner Report* is a quantitative study of consumer drivers and behaviors, demystifying what the frontrunners, the trendsetters, within food and health, are motivated by so that we can better understand and predict the future. The report also investigates the flexitarian journey, capturing the nuances of consumers' preferences and openness to meat alternatives and how this changes over time. *The Frontrunner Report* will be launched with a webinar to which you all will be invited. A calendar invite will be sent out separately.



## A snapshot of what's cooking in our portfolio:

- **Oatlaws** are continuing to fuel us with clean energy. The latest members to the family are [crunchy energy bars](#) in the flavors of Mocha, Peanut and Caramel, enriched with caffeine, guarana and vitamin B respectively. Here we go!
  - **El Taco Truck** has run a very [successful campaign](#) in collaboration with the Swedish Cancer Society ("Cancerfonden") and their campaign "Rosa bandet". On their website you can also buy the beautiful and joyful posters from the campaign.
  - **Farmers & Chefs** has launched a new product range of [Eat More Green](#) helping us all become master chefs preparing tasty vegetable dishes in no time
  - **Inika** has entered a new category having launched Alchemy of Wellness, an exclusive line of natural nutrient [supplements; Joy, Calm and Flow](#).
  - **KIANO** has gotten their stocks filled up and all their [best-sellers are now back in shelf](#). Make sure you get hold of these goodies before they sell out again.
  - **N!CK'S** up their marketing game securing great partnerships with [the successful Barbie movie](#) as well as [Minecraft](#), one of the best-selling video games in history.
  - **Foodiq** continues to raise the bar with what consumers can expect when indulging in plant-based products. [Check out this beautiful video](#) for a look into their factory and the importance of eating plant-based.
  - **InsightMe** is as excited as us about the launch of *The Frontrunner Report*. Meanwhile, check them out [here](#) or contact their [CEO Maria Björklund](#) directly.
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## Food for thought:

- Looking for more consumer insights on an international level? This McKinsey article looks into [new consumer shopping behaviors](#) such as trading down and splurging selectively.
  - Is crowdfunding still an option worth exploring for start-ups raising money? Well, this company proved that when [raising €1M in just over an hour](#)
  - WWF has updated [the Fish Guide for 2023 \('Fiskguiden'\)](#), giving a red light to herring caught in the Baltic Sea and the Gulf of Bothnia, meaning they advise consumers against buying and eating herring from these sea areas.
  - Curious to understand how what you eat affects the planet? Try this [informative and easy-to-use tool](#) from WWF to better understanding of your impact and actions you can take to improve.
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## Meet up:

There's lots happening in the world at the moment. Both good and bad forces that are having an impact in the near- as well as the long term. Although we might not know, or want to know, the implications of all this, we at Nicoya are convinced we're doing the right things to contribute to necessary solutions. We're so grateful for everyone's support in this pursuit and your belief in us.

Reach out to talk more about how we can partner up to accelerate change and make a more sustainable and attractive food system.

All the best,  
Team Nicoya

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Reach Out!



CHANGING  
FOOD  
FOR GOOD

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