

# nicoya

Newsletter 2023-07-07

Hi,

Summer is upon us, and as this is being written rain is falling for the first time in a long while in Sweden. Let's hope this breaks the dry spell and the risk of bringing food prices even higher...

Luckily the fear of drought hasn't affected the productivity at Nicoya. We're very proud to have welcomed not one, but three (!) [new stellar members to our board](#); Kees Kruythoff, former member of Unilever's global executive team, Helena Hernander, Head of Private Equity Investments at AltoCumulus, part of Axel Johnson Group, and Anders Svensson, former CEO ICA Sweden, the largest retail chain in the Nordics. [See these interviews with Kees Kruythoff and Anders Svensson respectively](#), sharing their thoughts on the industry and why they chose to join Nicoya's board.

We continue to take every opportunity to push the message that the food system needs to change. Lykke Westgren spoke on the topic of consumer-centric innovation for successful scaling at Big Meet (Thank you [Sweden Foodtech](#) for a great event!) and [Caroline Janmark was interviewed by Breakt](#) on how foodtech investments have been affected by the recent macroeconomic changes. Many companies have been forced to adjust to prolong their runway, but the market is coming back as long-term there is no alternative but to transform the food system.

We've also been busy welcoming our newest investment, KIANO, into the family. For those that haven't acquainted themselves with KIANO yet, catch up on [this interview with three of the co-founders](#) on the importance of what we eat and the plans for KIANO. Use discount code NICOYAFRIENDS in [their webshop](#) for 20% discount. No reason not to load up on delicious nutritious boosters for lazy summer days!



**A snapshot of some things cooking in our portfolio:**

- Minimize junk with OATLAWS [Protein Oat Shake, now available at Mathem](#), in the flavors of cocoa, vanilla and strawberry. The perfect on-the-go-snack to refuel, or take with you on a busy day.
  - EL TACO TRUCK [hosted friends and investors for an amazing lunch](#) at their new, pink offices. Want to know more about El Taco Truck's plans ahead? Contact them at [contact@eltacotruc.se](mailto:contact@eltacotruc.se), or reach out to us at Nicoya.
  - Perfect your [BBQ with FARMERS & CHEFS bearnaise sauce](#), scoring on par with the other bearnaise sauces on the market in a test by SvD. Did we mention Farmers & Chefs was the only one 100% plant-based?
  - Want to get a great smile at what our friends in the UK are up to? Well, apparently [JULIENNE BRUNO is sampling to everyone's delight](#)
  - [FOODIQ helps customers reach plant-based 2.0](#), where plant-based products are not only sustainable and ethical but also healthier and better tasting.
  - Looking for a convenient, healthy, and homemade breakfast? Check out this inspiring reel of a [sun-kissed breakfast from INIKA](#)
  - Summertime means ice cream time! Pick NICKS next time rummaging around in the ice box, and scroll through [NICK's joyful visuals on Instagram](#)
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### Food for thought:

- At the FOODTECH FRONTIERS we've seen [gelato made out of captured carbon](#) and [Upside Foods](#) and [Good Meat](#), being the first to receive green light in the US to sell cultivated meat, also known as lab-grown meat. Will Europe be next? Read this blog post for the [status on approval in the rest of world](#). Then we also have the question of profitability... It's a [bumpy road ahead according to this BBC article](#), due to costly bio-reactors and operations at scale competing with ultra-efficient chicken farming.
- In the Better-For-You field, we are fascinated by the [gut-brain-health connection \(video clip from WEF\)](#)
- Should we worry about further increased food prices? [Listen to this program by Sweden Radio \(in Swedish\)](#)

- Tip! If looking for podcasts to tune in on when spending time away from your screen, we recommend [In Good Company](#) by Nicolai Tangen. In-depth interviews with CEOs of some of the largest companies in the world

## Meet up:

Time for summer holidays, but we look forward to September 19<sup>th</sup> when we are hosting Nicoya Live at Saga cinema in Stockholm for our investors and friends. Mark the date in your calendars and RSVP to [events@nicoya.se](mailto:events@nicoya.se) at your earliest convenience.

We're attending [Stockholm Impact Week 11-14 September at Norrsken](#) and [Future Foodtech in London 28-29 september](#). Reach out if you're going there too!

Don't forget to [follow us on LinkedIn](#) to get the latest from Nicoya and what's trending in the industry

Wish you all a wonderful, happy and healthy summer!

/Nicoya team

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Reach Out!



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