



TRUE TRADES BLN PRESENTS

# IFOOD - A SWEDISH FOOD INNOVATION

*- Something Completely Different*

# OUR STORY

## AND HOW WE ARE WORKING TODAY

The flavours behind iFood were invented by the successful food innovator and "delicacy king" Christer Ridderheim, after selling his previous company "Ridderheims" for a whopping EUR 25 million.

These distinct flavours are now ready to be spread across Europe. Our main office and factory is in southern Sweden. The local team office and distribution for the rest of Europe is based in Berlin. In Sweden, our ready made consumer packages are already being sold in over 150 stores of the biggest grocery chain in the country - ICA (equivalent to Germany's EDEKA).



# OUR CORE VALUES

## TASTE

Unique recipes of a diverse range of nutritionally balanced meals packed with natural ingredients and colourful flavours. Rich and filling - perfect for hungry people.

## SUSTAINABILITY

Sustainability is the foundation of everything that we do. With every vegan plate that we sell, we decrease the number of dishes of mass produced meat and dairy. Our top priority is to spread our plant-based tasty food across Europe. We have therefore signed up for the same mission as our friends at ProVeg International - which is reducing the consumption of animal products globally by 50% by 2040. Other issues are on our radar as well: we currently work on solutions to use greener packaging, lower emissions transportation and organic ingredients.

## ACCESSIBILITY

Our food should be close to the consumer at all times, whether it is at a lunch restaurant, at a canteen at work, at events, at a local grocery store, or online. It should always be easy to enjoy iFood. We are aiming to cater to a broad spectrum of customers, not only the "already convinced" vegans.



100% plant-based ready made food loved by everyone - vegans, vegetarians and meat-lovers alike. Of course, GMO free and free from palm oil.



# IFOOD GERMANY

## OUR CURRENT OFFERS

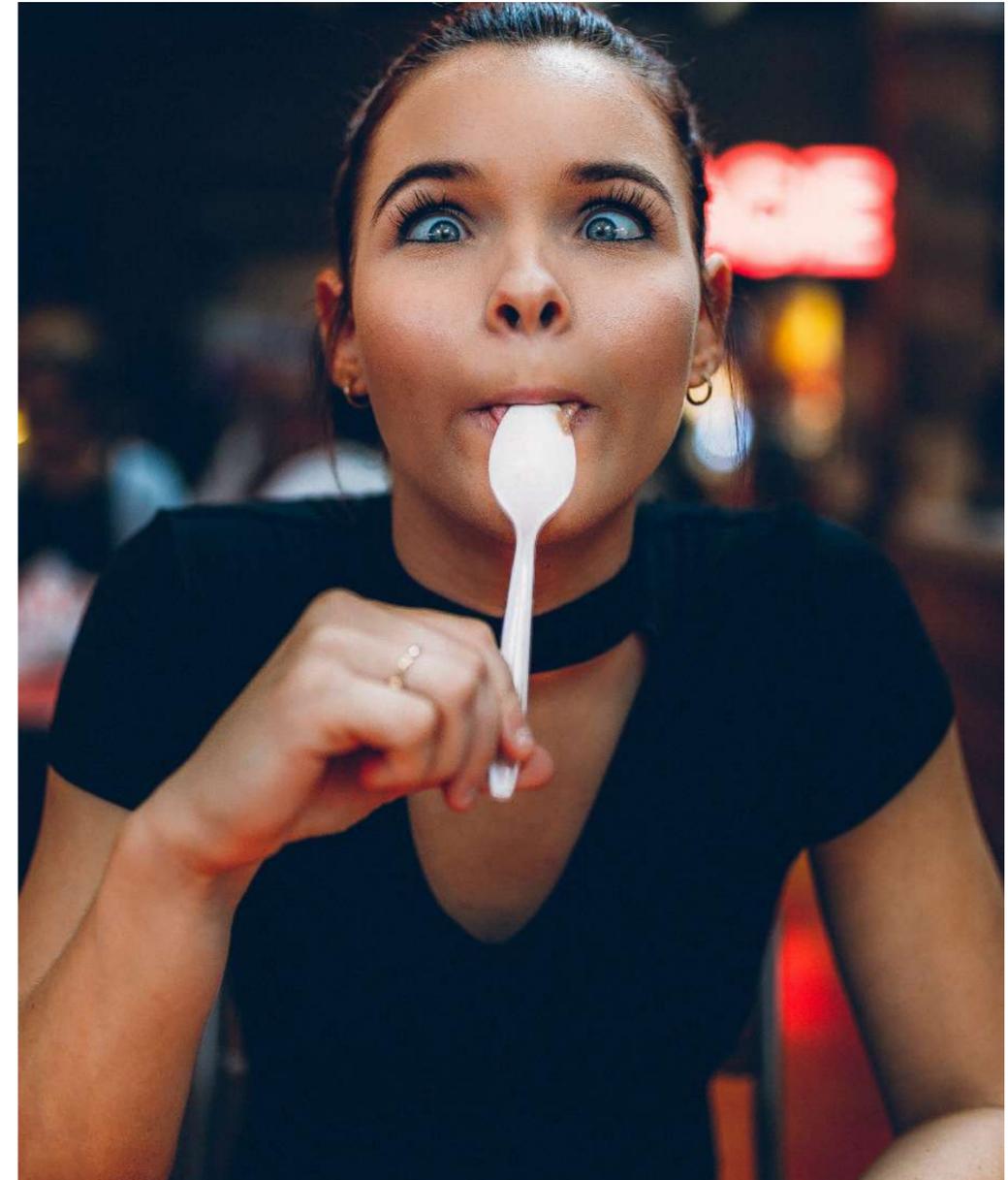
For the Berlin market we focus on:

- **canteens, lunch restaurants, caterers and other large kitchens**

These types of businesses are being offered to buy our big-pack foods (not available to consumers). Check out our current product range below.

We are also working on offering our consumer packages to grocery chains around Germany, as well as selling them online.

Our food is fully scalable thanks to our high tech facilities in Sweden, this is why we can also offer higher volumes (i.e. tons per week) to our different types of buyers.



# 13M VEGETARIANS

+ GROWING 2000 PER DAY

# 1.3M VEGANS

+ GROWING 200 PER DAY

The numbers above apply to the German market. As you can see, the demand for plant-based food is a big topic. This is where we come in - we want to address the growing numbers of consumers that want to cut down on meat. But the majority of consumers is still meat-lovers - and they make up for 87% of the market. We believe that fancy non-plastic packages and only bio ingredients alone are not the way to attract these consumers. We believe that the best way to reach this market is through interesting flavours, amazing taste, easy access and affordable prices. After facilitating the consumers that want to cut down on meat, we then want to focus on sustainable packaging and organic ingredients.

**This is the smart way to get to the masses. This is how we can decrease the mass production of meat and dairy. This is how we create impact.**

# EATING VEGAN FOOD SHOULDN'T BE A CHORE.

WE'RE HERE TO MAKE IT EASY AND FUN.

We all know that the number of people that want to eat healthy plant-based food is increasing. It is no longer a trend, but a transition. However, many of these people still find it hard to become vegans or vegetarians, and for some even to become flexitarians. This is often due to the current vegan alternatives being too expensive, hard to get, too small packages, not filling enough or, most importantly, flat in taste. We are here to change just that.



# Current Product Range



## RED THAI CHAY

Our Thai stew in a fresh red curry sauce. This is our top seller. Ready to be heated and to be served with rice or noodles.

EUR 12 per kg



## INDIAN CHAY STEW

Our Indian flavoured stew with curry, lentils and a bean-mix. Ready to be heated and to be served with rice or noodles.

EUR 12 per kg



## MANGO/CHILI SKEWERS

Our red thai skewers are perfect for hungry people that love spicy food. Comes in a sweet chili/mango sauce with garlic, ginger and coriander.

EUR 14 per kg

# Current Product Range



## BBQ SKEWERS

Skewers in an Asian bbq sauce with an exciting flavour composition consisting of plum, chilli, orange, lime, whiskey, curry, fresh ginger and garlic

EUR 14 per kg



## WOKED NOODLES

Egg-free noodles mixed with veggies and wokked in a Japanese sauce. Flavoured with fresh ginger and coriander.

EUR 10 per kg



## LONG-GRAINED RICE

Boiled white non-sticky rice that is a perfect combination to our various chay and skewer dishes.

EUR 4 per kg



# What Our Customers Say

The food is flavoursome and spicy like what I am used to from my home country (South Africa). I am happy to find such delicious food in Berlin.

- LECIA NEL

Really amazing! It had the same consistency and flavour as meat. Will definitely come back!

- MARC

The food is very tasty, if I didn't know this was a plant-based dish, I would have not know the "meat" was not actually meat. Great job guys!

- KIARA HORMAZABAL

A healthier competition to Berlin's currywurst and for vegans!

- STEPHANIE H

The food was tastier and more filling than I ever thought. I hope more people will try and see for themselves.

- ALEXANDER MAIN

# TEAM GERMANY



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iFood Germany



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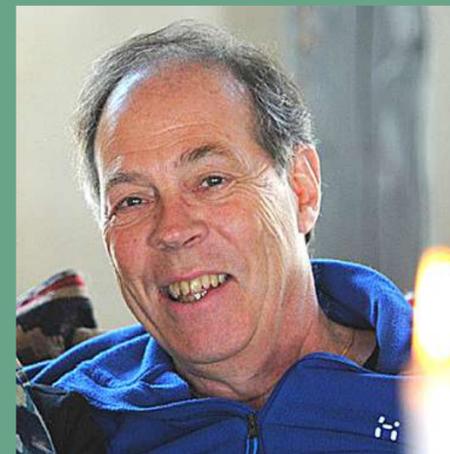


# TEAM SWEDEN



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