



# FRIZMIX

FRUITS & VEGGIES MADE EASY

## PROBLEM

### SWEDEN

Only 20% of adults eat the recommended 500g of fruits and vegetables per day

### UK & USA

Only 1 in 10 people eat the recommended amount of fruits & vegetables daily

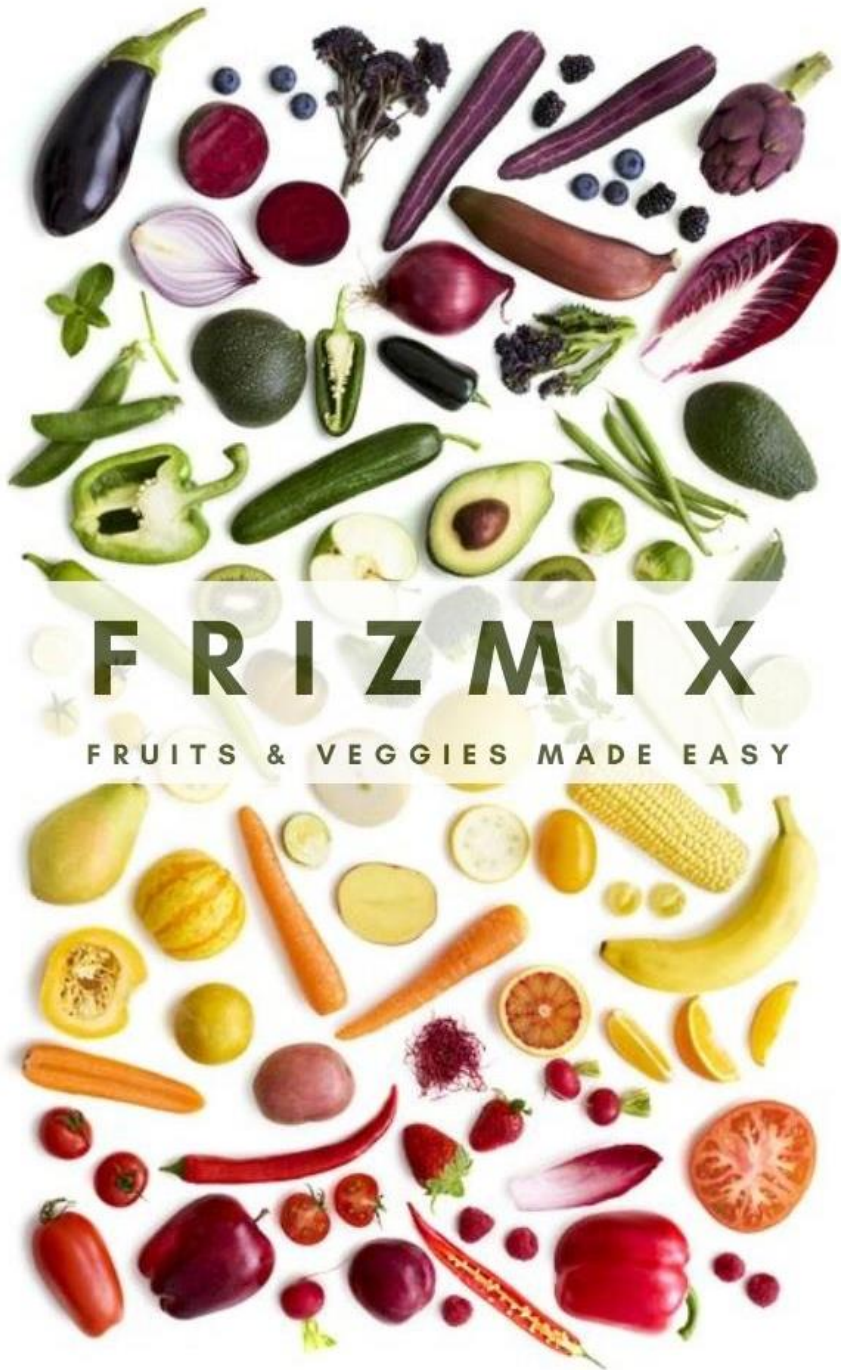
### EUROPE

1 in 3 people in the EU reported not eating ANY fruits and vegetables daily (that is 33%!) and only 12% consume the recommended 5 portions a day

## WHY IS THIS A PROBLEM?

*Because 70% of premature deaths cause by chronic illness could be prevented by people eating a diet rich in fruits and vegetables.*





## SOLUTION

A proprietary mix of 100% natural freeze-dried fruits and vegetables in powder format and neutral taste, to be sprinkled over a meal or blended during cooking.

No additives, no artificial flavours, no colourants, no added sugar. Just fruits and vegetables in a convenient format for everyday or occasional use at home and on the go. Fussy eater friendly.

Sustainable supply chain process incorporating rescued produce whenever possible.

## WHY NOW?

- ✓ BLUE OCEAN / LACK OF COMPETITION
- ✓ GROWING SUPER FOODS MARKET & HEALTHY EATING TRENDS/CONCERNS
- ✓ GLOBAL HEALTH & WELLNESS FOOD MARKET POISED TO BE WORTH US\$232 BILLION IN 2030
- ✓ GROWING EVIDENCE OF IMPACT OF BAD EATING HABITS
- ✓ GROWING NEED TO ADDRESS THE ISSUE BY GOVERNMENTS & HEALTH PROFESSIONALS



## ANNA XAVIER

CEO

- ✓ Experienced Entrepreneur
- ✓ Strategy & Vision
- ✓ Sales & Marketing
- ✓ Product development
- ✓ E-commerce, B2B & B2C
- ✓ MBA Executive

[LinkedIn Anna](#)



## FRANZ ROTHSCHILD

COO

- ✓ Food supply chain expert
- ✓ Sustainable supply
- ✓ Super foods importer
- ✓ MSc in Supply Chain Management
- ✓ MSc in Sustainable technologies
- ✓ [LinkedIn Franz](#)

## TEAM

EXPERIENCE, PASSION  
AND DRIVE



**HYPER ISLAND**



ORIFLAME  
SWEDEN

**PHILIPS**

# MARKET

\*GLOBAL HEALTHY FOOD  
MARKET BY 2030 WITH  
CAGR OF 9,3%



# SCENARIOS

## POTENTIAL OUTCOMES

### BEST CASE SCENARIO

- ✓ Scientifically proven to improve people's health and reduce chronic disease death risk/outcomes
- ✓ Create a new product category and become the global leader
- ✓ Become billion US Dollars company in 5-6 years

### REALISTIC SUCCESS SCENARIO

- ✓ Contribute to improving people's health and lifespan
- ✓ Become a leading global brand in the healthy eating category
- ✓ Become a billion US Dollars company in 10-12 years

### WORST CASE SCENARIO

- ✓ Success restricted to niche groups like parents and elderly
- ✓ Become the leading global brand in these segments
- ✓ Become a billion US Dollars company in 15-20 years



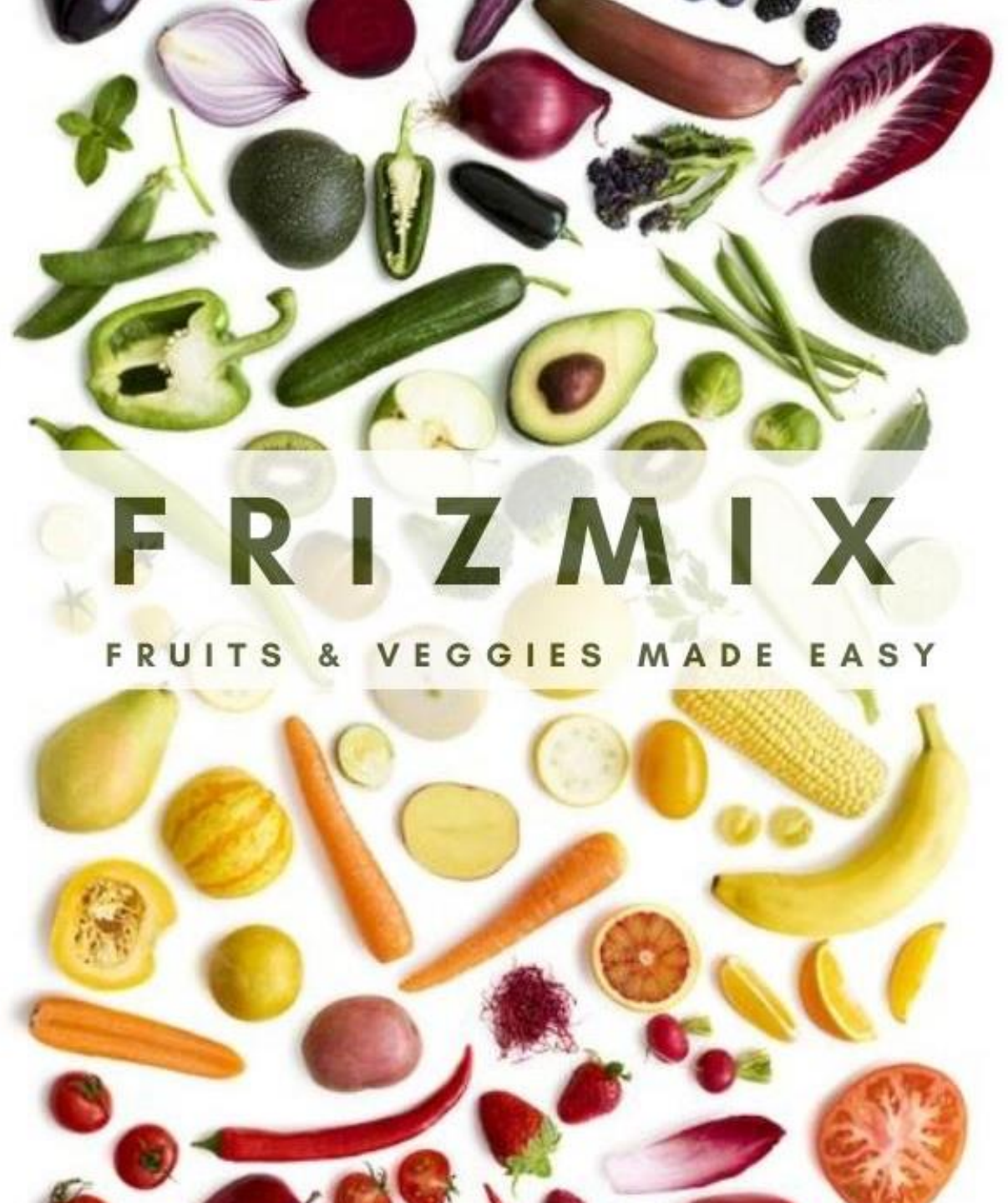
**THANK YOU**

**THIS IS A TEASER ONLY.  
FOR THE FULL PITCH  
DECK, GET IN TOUCH!**

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