



Blendhub

Our identity

September 2017

Our history

Blendhub is becoming a reference of innovation and technology in the agrifood sector.

Our origin can be seen in the founding of **Premium Ingredients**, created in 1997 by Henrik Stamm Kristensen, a Dane with considerable experience in the agrifood sector, who decided to be based in Spain. Today, the company combines the native transparency and confidence of Denmark, with latin character and agility.

His interest and consistent offering to food producers of a complete service, above and beyond formulation and blending raw material powders led to the creation in 2017 of an inclusive and relational business model that impacts the final product price and facilitates innovation: **#Cloudblending**.

Blendhub leads this bet, which questions the statu quo of the agrifood value chain, allowing faster access to new markets, reducing costs, and providing a whole service offering from how to design, optimize and supply powder based food.

Blendhub positions itself as a facilitator for the agrifood companies to help them internationalize producing locally and generating new business opportunities.

What do
we do?

Mission

Blendhub offers access to a global service, technology and knowledge platform that optimizes the production and supply of food powder blends.

*Where are
we going?*

Vision

We want to lead a change in the agrifood value chain that enables access to basic food stuffs to be more just and safer, reaching more people in more places.

*What
motivates us?*

Purpose

Feeding the global population, leaving hunger behind.

What
we are?

Values

We understand our values in a practical manner; they are the tools which allow us to manage and achieve our vision. They are present in all that we do, and guide our relationship with all our stakeholders.



Business model



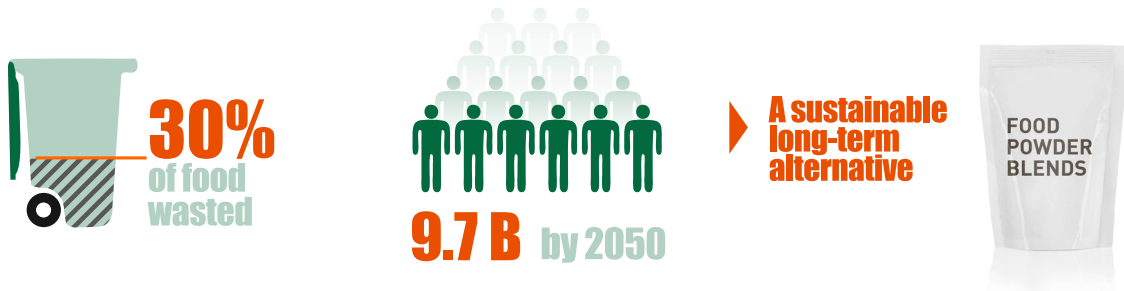
#CloudBlending

Blendhub has developed #CloudBlending, a business model that builds relationships and enhances agrifood industry collaboration to create shared value and impact the final price of food. It facilitates stakeholders collaboration in the agrifood sector to achieve our purpose: feeding the global population, leaving hunger behind.

It is a global solution that for the first time, will allow access to powder based food as a service, anywhere in the world, optimizing processes and costs.

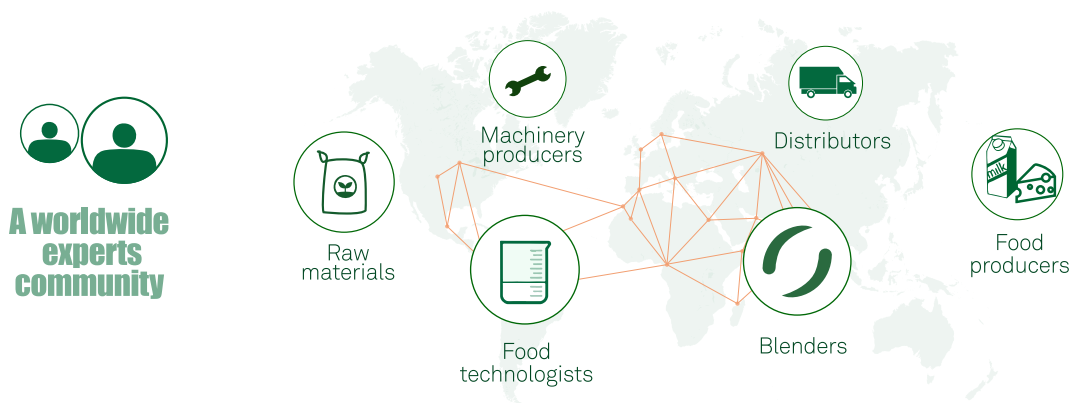
The Challenge

Feeding the global population, leaving hunger behind.



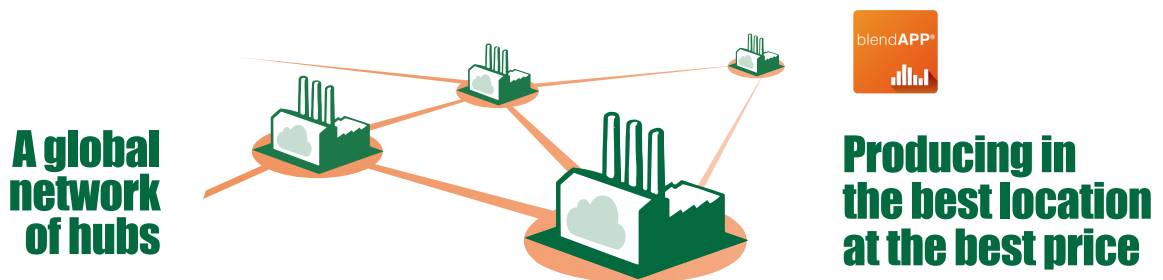
The Community

A collaborative model to design, develop and test ideas and products.



The Network

Where we make the ideas happen.



Value proposition



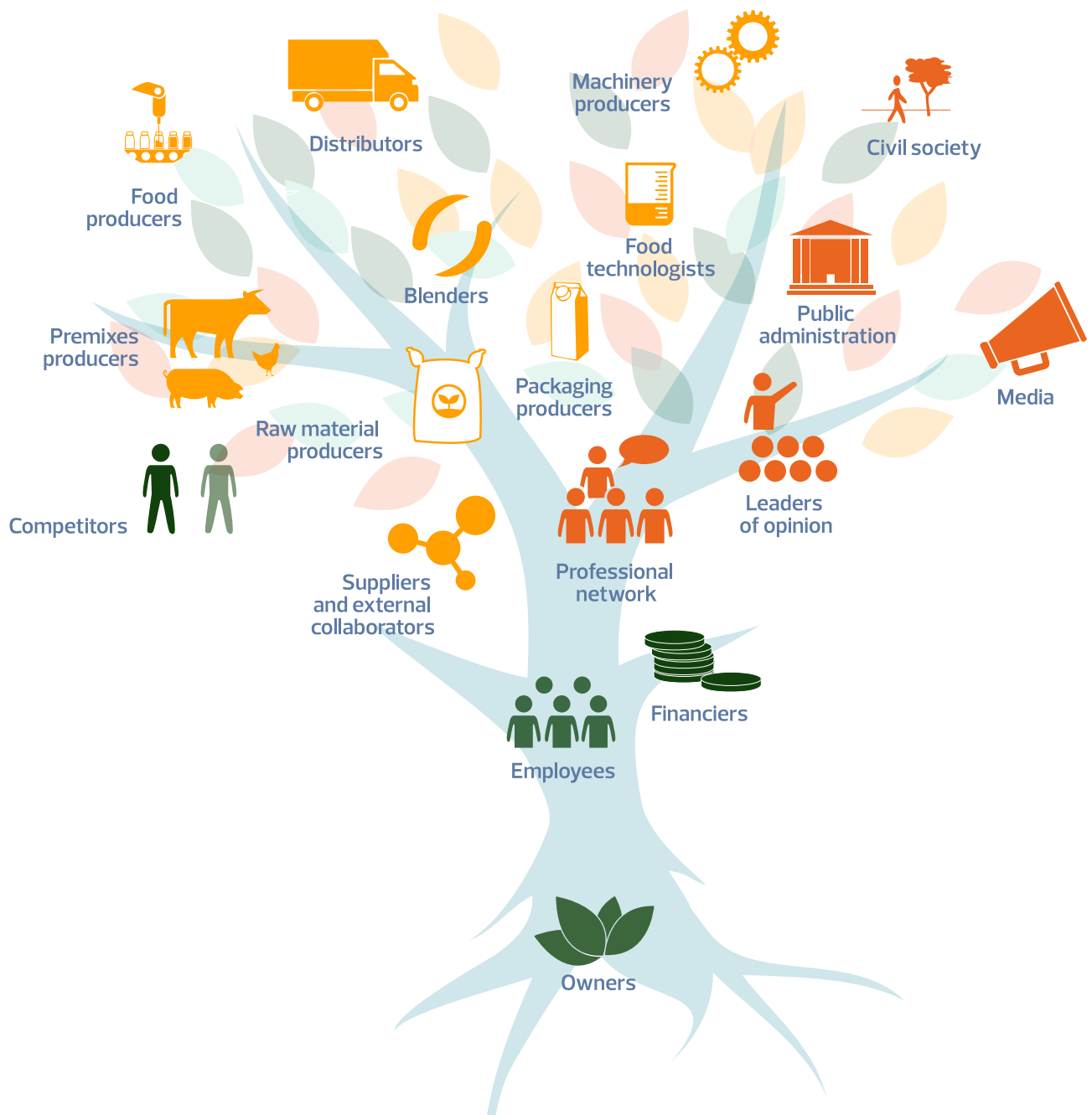
Our business model, our corporate identity and our value proposition can be resumed in:



We are **OPEN**, We are **ANYWHERE**

Stakeholders

We view our activity from an wide angle of vision, interacting with many types of public. We believe that for an organization it is as important to look inwards as it is to look outwards, know how to listen as well as communicate.





We are **OPEN**, We are **ANYWHERE**

DO YOU LIKE OUR IDENTITY? **TELL US:**

stakeholders@blendhub.com
employees@blendhub.com