



# Blendhub

Sustainable multilocalized  
food production in  
transparent supply chains



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## Blendhub in a nutshell

Blendhub is a Spain-based company operating globally and deploying a global network of multi localized **Food-as-a-Service** hubs, self-financed until date, now on 4 continents and expanding.

The company's service model helps people and companies from idea to launch of new food products anywhere in the world, faster, safer and cheaper than ever before.

Our purpose is to make healthy and affordable food and nutrition available to all people in all places by implementing exponential technologies and localizing food production, closer to raw materials and final consumers, to produce more efficiently and sustainably on a collaborative platform model.

We have been recognized by significant international organizations, such as the **World Economic Forum, Sitra and Deloitte**.

Our next step is to accelerate the deployment of 50–100 network hubs in collaboration with value adding local, regional and global partners.

## Evolution

+20 years investing in a sustainable food industry

From company to platform  
From static to portable  
From product to service



1997

### Premium Ingredients

Offering recipe solutions with transparent supply chains to food industry.

**PPB** Portable Powder Blending

2011

### Portable Powder Blending (PPB)

A patented production unit to be deployed anywhere in the world in replication model.



2012

### AllFoodExperts

Open innovation platform for Food Industry professionals.



2014

### Blendhub

A global network of multi-localized food production hubs offering Food-as-a-Service.



2017

### #CLOUDBLENDING #PaaS

A collaborative platform integrating value aligned stakeholders for joint value creation.



2020

### Chemometric Brain

Digitized Food Quality

The background of the image is a dark, teal-colored globe. Overlaid on the globe is a complex network of glowing blue lines and nodes, resembling a digital or data network. The lines radiate from various points on the globe, creating a sense of connectivity and global reach. The overall aesthetic is futuristic and technological.

# **Smart Food Platform**

## Smart Food Platform

We are building a global platform based on empowering local business ecosystems to supply consumers directly with sustainable, healthy and affordable food products.

### **Multilocalization: the PPB**

Blendhub's business model is based on multilocalization, closer to raw materials and final consumers. By localizing food production, we decrease costs (by 20 to 50%) and increase efficiency of global supply chains.

The core of our network of production hubs is the PPB (Portable Powder Blending), portable factories that are developed and installed according to a unique replication model designed by Blendhub. The hubs are designed to highest local and global food safety standards and the PPB units are transported in a 40-foot container to the hub, plugged in and fully operational anywhere in the world in less than six months from agreement.

### **Food as a service**

Food-as-a-service is a new service to empower SMEs to detect market opportunities and launch healthy, sustainable and affordable food products anywhere. The access to first-hand multi-local market data that provides our Global Network is a main competitive advantage we want to share with the food ecosystem. Food retail prices, nutrition, ingredients availability, local trends... are key to facilitate thousands of SMEs and startups to design and launch successful food products anywhere in the world, supported by our network of production hubs.

### **Digitized quality control**

For a more efficient, sustainable and safe food production, digitizing food quality and creating transparent global supply chains is essential. We use proven NIR technology and novel software offered in a simple SaaS model to provide simple cloud solutions to certify origin, quality and prevent food fraud. Our unique software-as-a-service for food quality control, Chemometric Brain, became an independent company in 2020.

### **Community collaboration**

We have built a community platform for freelance professionals and companies sharing our purpose and values and willing to create shared value and make impact in the global food system. They participate directly in projects in close collaboration with local sales support labs and production hubs to develop new food solutions around circular economy principles.

### **New economy**

For achieving transparency in global supply chains and to insure nutritious and affordable food for everyone, we embrace #DAO principles including blockchain, crypto and NFT initiatives to build a new economic system around the agrifood value chain, where winner-shares-everything in direct proportion to individual value creation.



# **Key facts**

## Key facts

Shareholders:

Henrik Stamm Kristensen, founder, 75%  
Inma Illán Gil de Vergara, founder, 25%

Employees: 150

Turnover: 50 million euros 2022

+50 million euros invested to implement a multilocalized service platform

Headquarters in Murcia (Spain)

A global network of food production hubs in:

### Europe

- Murcia I (Spain) ●
- Murcia II (Spain) ●

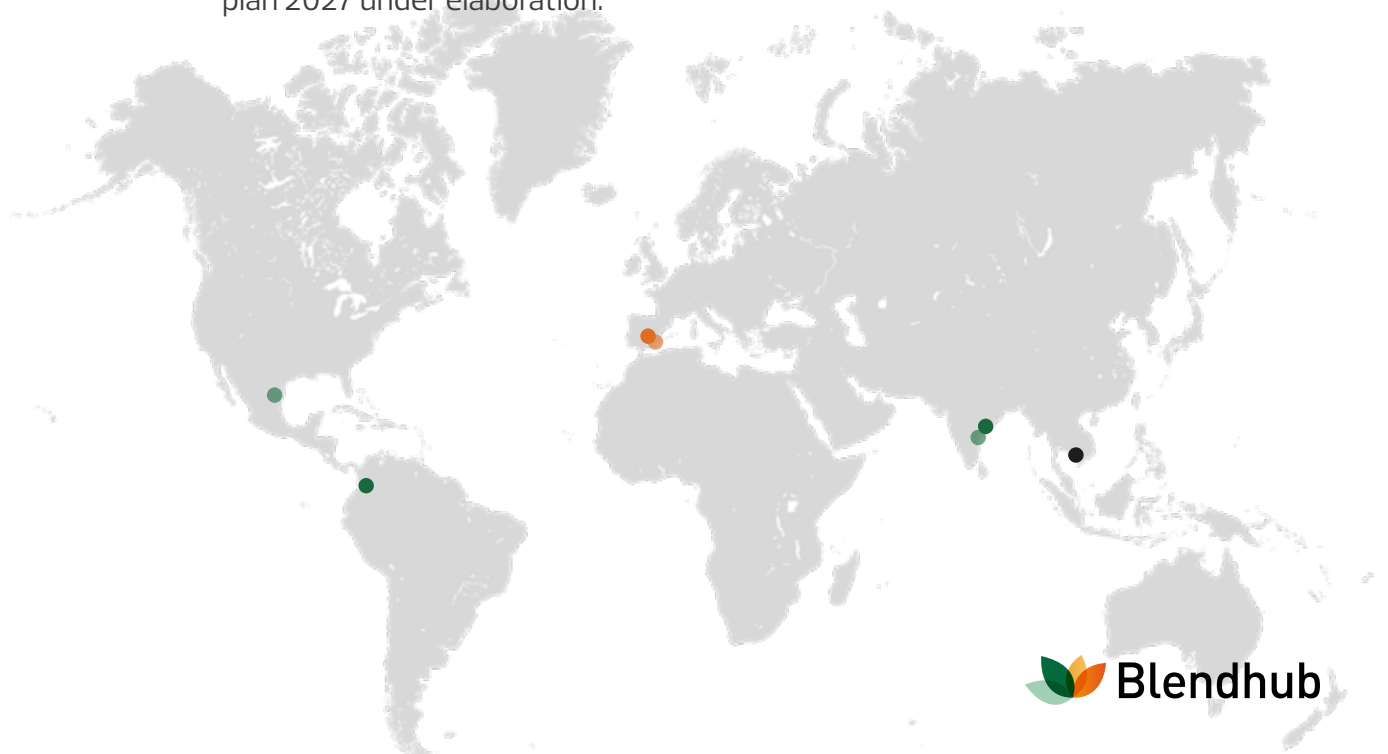
### America

- Lerma (Mexico) ●
- Bogota (Colombia) ●

### Asia-Pacific

- Sri City Special Economic Zone (India) ●
- Sri City Domestic Tariff Area (India) ●
- Bangkok (Thailand). Licensee ●

Expansion: 1 new hub UAE 2023 and strategic expansion plan 2027 under elaboration.





**Team**

## Advisory Board

**Hans Hjorth** – Executive Advisor

**Juan Antonio García Guerrero** – Executive Advisor

**Inmaculada Illán Gil de Vergara** – Executive Advisor

## Management Team

**Henrik Stamm Kristensen** – Founder and Chief Moonshot Officer

**Jose Luis Fernández Blanco** – Chief Financial Officer

**Raúl Fernández** – VP Business Services

**Vicente Palanca** – VP Sales

**Victor Nuñez Espinosa** – Corporate Development Managing Director

**Guillermo Batiz Molina** – Global Key Account Manager

**Juanjo Valderrama** – Innovation Transfer Director Innovation

**David Torres** – SPAIN General Manager

**Marcos López** – General Manager MEXICO

**Ravi Menon** – General Manager INDIA

**José Francisco Fernández Serna** – Managing Director – Middle East

**Harvey Castañeda** – General Manager Colombia

A photograph of two scientists in a laboratory setting. On the left, an older man with glasses and a white lab coat is looking down at a tablet. On the right, a younger woman with a hairnet and a white lab coat is also looking at the tablet. The background shows laboratory equipment and shelves. The entire image has a warm, yellowish-orange tint.

**Customers**

## Customers

Blendhub works for food brands on five continents and is vetted and approved by large global brands, such as:

- **Cargill**
- **Yum!**
- **Nestle**
- **Corbion**
- **Ingredion**
- **Roquette**
- **McDonalds**
- **Unilever**
- **Oriental Yeast**
- **Almarai**
- **Aujan Coca-Cola**
- **Gloria**
- **Alpina**
- **Lala**
- **Frosty Boy**

We also help startups to tackle new markets. Small and medium-sized enterprises produce 80% of the food consumed in the world and are leading the change in the food industry.





# **Social commitment**

## Social commitment

Blendhub's purpose is to lead a change in the agrifood value chain that enables access to basic nutrition in a safer, easier and more efficient way, reaching more people in more places, according to the UN's sustainable development goals (SDG)

### **SDG12 Responsible consumption and production**

We tackle SDG 12 by fostering a more efficient and sustainable food production through multilocalization, closer to raw materials and final consumers.

### **SDG 2 Zero Hunger**

Our purpose is to make nutritious and basic food products available to all people in all places.

By localizing food production and empowering local farmers and entrepreneurs we can bring affordable food products to the market and help communities in need.

### **SDG 17 Partnerships for the goals**

Our platform is open to all stakeholders in the global food supply chain who share our values and purpose and are willing to create value for the food industry, for consumers and for society.

Community collaboration is key to tackle SDG 2 and SDG 12 and the basis of our humanitarian and local value creation projects:



## **Yuwa**

Through a partnership with the non-profit organisation Feed a Billion, we have been providing Yuwa's female soccer team with basic nutrition. More than 400 girls have benefited from basic and regular nutrition every day in the last 3 years.

## **Ragi**

In collaboration with eKutir, a local organization that supports farmers in India, and with humanitarian development organizations enabled by Partnerships for Change, we have enabled the reevaluation of the Ragi (finger millet) supply chain to foster basic and healthy nutrition and local development around a highly undervalued raw material.

## **Metaverse for SDGs**

Blendhub is sponsoring the design of new, creative and immersive projects in virtual reality around SDG2 Zero Hunger at the Metaverse for SDGs prize competition organized by Exponential Destiny and Marcus Shingles.

## **Awards**

### **World Economic Forum – May 2022**

Blendhub has been featured in the paper Cultivating Investment Opportunities in Fragile Contexts: Catalysing Market-Driven Solutions to Strengthen Community and Economy Resilience released during the annual meeting of the World Economic Forum in Davos as one of the world organizations with the capacity and strategic thinking needed to develop sustainable solutions to make a difference to nearly 1 billion people living in fragile and conflict-affected settings worldwide.

### **Food 4 Future – June 2021**

Blendhub won The Best Sustainability Project Award at the Foodtech Innovation Awards, in the context of the first edition of Food 4 Future, the largest innovation event in Europe for the food industry.

### **Deloitte – Sitra – September 2020**

Blendhub was selected by Sitra, a Finnish innovation fund that promotes and supports sustainable development projects, in collaboration with Deloitte, as one of 39 inspiring solutions in circular economy from around the world to be presented at the World Circular Economy Forum.

