



# Blendhub

A network of multi-localized food production hubs promoting local entrepreneurship and sustainable global supply chains



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## **Blendhub in a nutshell**

Blendhub operates a global network of multi-localized food production hubs, self-financed until date, now on 4 continents. We are opening for expansion of new hubs with value-aligned partners and investors.

We are accelerating our unique Food-as-a-Service business model with the objective of helping entrepreneurs and food companies from idea to market launch of new food products anywhere in the world – faster, safer, and much cheaper than ever before.

Our purpose is to make healthy and affordable food and nutrition available to all people in all places. Through a technologically enabled and connected localized food production network, operating closer to the origin of food ingredients and to final consumers, we produce more efficiently and sustainably while creating shared value with all stakeholders participating in the value chain.

Our approach has been recognized by many national and international organizations, including the World Economic Forum, World Circular Economy Forum, SITRA, Deloitte, EIT Food, and Siemens

We believe we can only make the world a better place for all people and the planet by working closely together.

## Evolution

+20 years investing in a sustainable food industry

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



1997

### Premium Ingredients

Offering recipe solutions with transparent supply chains to food industry.



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

Collaborative platform integrating value aligned stakeholders for joint value creation.



2020

### Chemometric Brain

Digitized Food Quality

The image features a dark teal background with a glowing cyan network overlay. The network consists of numerous nodes connected by thin lines, forming a complex web that covers the entire frame. The nodes are more densely packed in some areas, particularly in the upper left and lower right, suggesting a global or interconnected network. The overall aesthetic is futuristic and technological.

# Smart Food Platform



## Smart Food Platform

We are building a global platform with the objective of empowering local business ecosystems to supply local consumers directly with healthy and affordable food and personalized nutrition from sustainable supply chains creating shared value between all participating stakeholders.

### **Food as a Service: Accelerating food innovation**

Food-as-a-Service is facilitating entrepreneurs and food companies fast and agile innovation cycles from ingredients selection to final food recipe design, efficient detection of new market opportunities and the launch of healthy and affordable food products containing powder-based food ingredients, anywhere in the world.

Through our global network and real time access to local market data like available protein sources, food retail prices, nutritional values and necessities, food ingredients availabilities, local trends, just to mention a few, we provide our customers and partners a unique competitive advantage.

### **Products and services: solutions for the food industry**

Since 1997 we have offered tailor made food recipe solutions for the global food industry, while at the same time working on a unique toolbox and global replication model helping our customers from cheese, beverages, dairy, alt protein, bakery, confectionery, meat and many more food industry segments from idea to success.

We also put our global network of production hubs at the service of our customers for blending, packaging and quality control services.

### **From Portable Powder Blending: to a global network**

Blendhub Portable Powder Blending Hubs are powder blending factories that can be deployed anywhere in the world in a matter of weeks.

With all hubs connected in the cloud, every single ingredient and any final product can be authenticated and monitored, enabling the perfect replication of recipes, anywhere.

All modular hubs are internationally certified and share the same standards, processes and equipment.

By deploying production hubs nearer to raw material sources and final consumers, Blendhub can optimize global supply chains end-to-end.

### **Digitized quality control and testing with Chemometric Brain**

To ensure a efficient, sustainable and safe production, we digitally control quality of every raw material sourced and final product manufactured.

We use near-infrared spectroscopy and analyze each product's fingerprint using an innovative software to verify origin, quality and prevent food fraud.

Chemometric Brain offers software and services for cheaper, faster and more exhaustive quality control for the food industry. In 2021, it was spun out into an independent company.

### **Community collaboration**

We believe in the power of collaboration, which is why are building a community of freelance professionals and companies sharing our purpose and values to create shared value and make an impact on the global food system. Everyone can participate directly in projects in close collaboration with local hubs to develop new sustainable food products and solutions. We call it the Food-as-a-Service movement.



# Key facts



## Key facts

Shareholders:

Henrik Stamm Kristensen, founder,

Inma Illán Gil de Vergara, co-founder

Employees: 166 in 2022

Turnover: 50 million euros in 2022

+50 million euros invested to implement a multi-localized service platform

Headquarters in Murcia (Spain)

A global network of food production hubs in:

### Europe

Murcia I (Spain) ●

Murcia II (Spain) ●

### America

Merma (Mexico) ●

Bogota (Colombia) ●

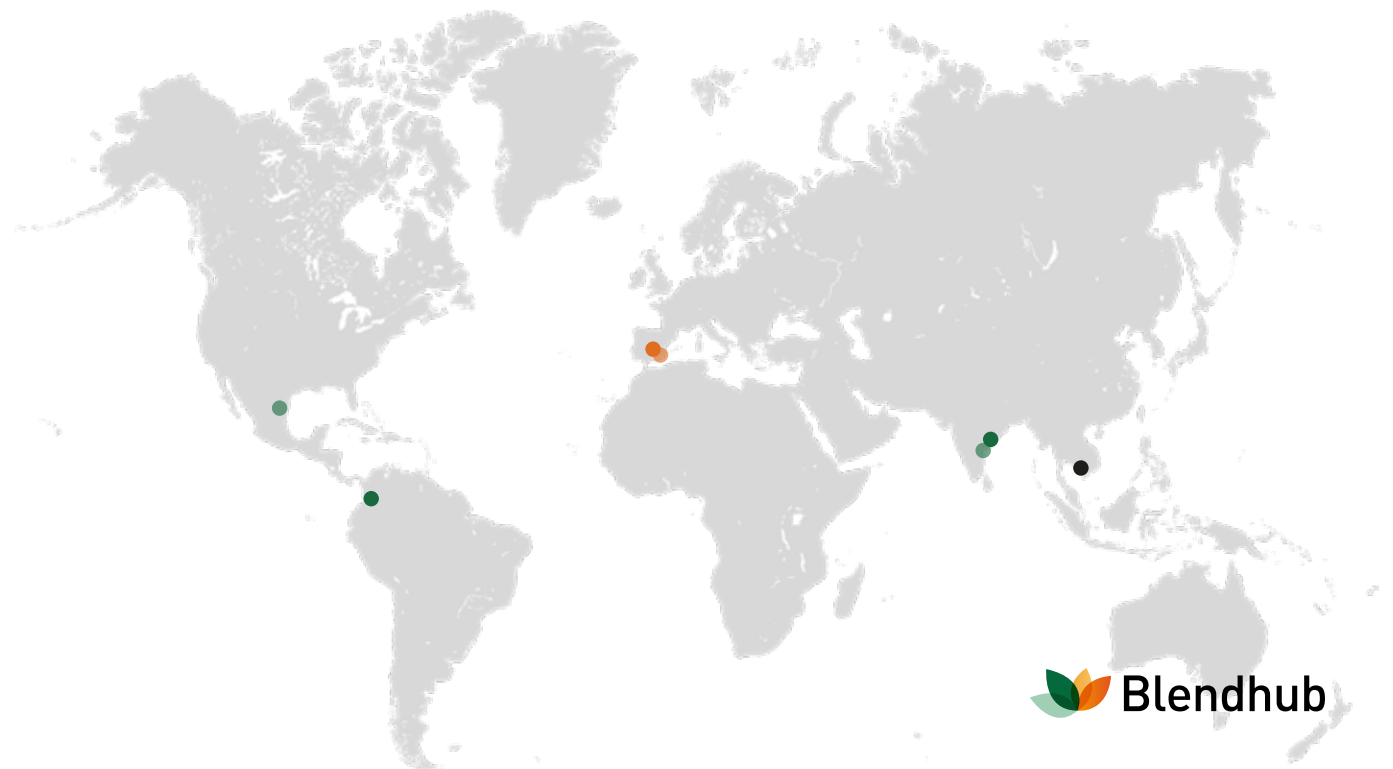
### Asia-Pacific

Sri Lankya Special Economic Zone (India) ●

Sri Lanka Domestic Tariff Area (India) ●

Bangkok (Thailand), licensee ●

Expansion: new hub in E 2022 and strategic expansion plan 2023 under elaboration.





**Team**

## **Advisory Board**

Hans Hjorth – Executive Advisor

Juan Antonio García Guerrero – Executive Advisor

Inmaculada Illán Gil de Vergara – Co-founder

Jacob Kristensen Illan – ChemoMetric Brain

## **Management Team**

Henrik Stamm Kristensen – Founder and Chief Moonshot Officer

Raúl Fernández – VP Shared Services

José Luis Fernández – Chief Financial Officer

Víctor Núñez – Corporate Development Managing Director

Juanjo Valderrama – Innovation Manager David Torres – Regional Manager EMEA

Marcos López – Regional Manager Americas

Ravi Menon – General Manager INDIA

José Francisco Fernández Serna – Regional Manager Middle East

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 in a white lab coat and hairnet 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**
- **PepsiCo**
- **Unilever**
- **Oriental Yeast**
- **Almarai**
- **Gloria**
- **Alpina**
- **Lala**
- **Frosty Boy**
- **Azucarera**

We also help startups to tackle new markets. Small and medium-sized enterprises produce 80% of the food consumed in the world and will lead 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)

### SDG 2 Zero Hunger

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

### SDG12 Responsible consumption and production

We tackle SDG 12 by fostering a more efficient and sustainable food production through multi-localization, closer to raw materials and final consumers. 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 organization Feed a Billion, we have been providing Yuma's female soccer team with basic nutrition. More than 400 girls have benefited from basic and regular nutrition every day during years.

## **Ragi**

In collaboration with various local organizations that supports farmers in India, and with humanitarian development organizations, 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 protein and fiber source.

## **Metaverse for SDGs**

Blendhub is sponsoring the design of new, creative an immersive project 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: Catalyzing 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.

### **Humanitarian Impact and Resilience Challenge by UpLink**

In 2023 Blendhub was selected as one the 10 Top Innovators in the Humanitarian Impact and Resilience Challenge by UpLink, the open innovation platform of the World Economic Forum, for empowering employment and entrepreneurship in vulnerable communities and contributing to a positive social impact worldwide by leading the way in a global food system change.

