



# EUROPEAN DELEGATION

**Agro Food Industry / Food Tech**

**USA, Chicago, Milwaukee, San Francisco**

**March 18th – 22th 2019**

**New Frontiers in Food operated delegation**



In collaboration with



San Francisco, March 21-22, 2019

# Notes

# NEW FRONTIERS IN FOOD

## Internationalisation of innovative agrofood SMEs



Vitagora

Anne-Céline RENAUD

Valorial

Adrienne GENTIL

Wagralim

Yuan CHAI

Clusaga

Eugenia MIJARES

Foodvalley NL

Jeroen Wouters



The “New Frontiers in Food - Fast Forward” (NF4) project is a fast track internationalization accelerator for innovation-intensive food SMEs.

The project is powered by a 5-Food Clusters alliance formed by **Clusaga** (ES), **Foodvalley NL** (NL), **Valorial** (FR), **Vitagora** (FR) and **Wagralim** (BE). It represents all together, more than 600 SME's and over 1000 members within which also laboratories & multinationals. The overall objective of “New Frontiers in Food - Fast Forward” is the operational development of the joint internationalisation strategy defined by the clusters partnership.

Within the project the activities specialize on 3 food industry value chains :

- Processed foods
- Health & nutritional food products
- And connected food (combination of food and information technology services).

The project provides a full package of acceleration services, aiming at boosting international innovation collaboration and business development of a cohort of European food SMEs.

Within the project 4 overseas target markets are selected in which the consortium is already strongly connected : Canada, USA, China and Brazil. The focus of the NF4-project is to shift from Intermediaries to end-users, our flagship food-SMEs.

NFIF has received funding from the European Union with COSME program (2014-2020).

Website : [newfrontiersinfood.eu](http://newfrontiersinfood.eu)



# BAÏA FOOD Co.

## Naturally functional berry

### Contact



**Loan BENSADON**

**Co-CEO**

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**Present in San  
Francisco events**



Baia Food Co. is a scientific company that has developed a unique novel food ingredient (Dried Miracle Berry) as a natural alternative to sugar and artificial sweeteners. We have come up with a calorie-free, powerful sweetness enhancer and sour masker that imitates the pleasant aspects of sugar without those horrible undesirable effects that can cause so much damage to our health. Besides, we offer a range of ethically sourced, organic superfoods and plant-based proteins that we sell via our website ([www.baiafood.com](http://www.baiafood.com)). Our mission is to upgrade the dietary habits of society through healthier tastier choices.

### Why the USA ?

We want to meet other companies and competitors to build commercial and/or collaborative bridges (coopetition), with the premise that Baia Food Co. has direct contact with the producing countries and USA is a targeted market for our products.

**Website: [www.baiafood.com](http://www.baiafood.com)**

# BRASSERIE DE BRUNEHAUT SA

## Alliance of tradition & modernity

### Contact



**Marc-Antoine DE MEES**  
**General Director**

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**Present in Chicago  
& Milwaukee**



We are a Belgian craft brewery, founded in 1890. We are the only 100% **organic** brewery in Belgium and we have developed a range of organic and "**gluten free**" beers, recognized worldwide as one of the best gluten free beer.

### Why the USA ?

The USA was our biggest customer after Belgium. Since our beer importer in the USA went bankrupt, we would like to find new reliable partners. The world of specialty beer is growing worldwide, and we would like to find beer importers and/or distributors who also focus on the organic and gluten free business.

Website : [www.brunehaut.com](http://www.brunehaut.com)

# BRASSERIE DU BOUT DU MONDE

## Craft gourmet beer

### Contact

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**Present in Chicago  
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At the origin of the « Brasserie du bout du Monde », there is the dream of one man, Olivier Lallemand, currently heading the brewery. A dream born from his numerous sailor stops around the world that made him discover the diversity and richness of craft beers.

Dedicated to create first choice tasting beers, our brewery has developed a unique trademark that our fans can recognize immediately: greedy and generous tasting beers, very round in taste, flavored and with little bitterness. Easy to drink beers valued by both connoisseurs and occasional drinkers.

And the results are here: after only 5 years of activities, Terenez beers are endorsed in all national and international competitions where they are presented with no less than 34 awards at this time. Gourmets are also amazed and the growth is here, with a production that is five times the one of the starting year.

Proud of this recognition, our range of beers is constantly growing from our traditional lager, white, amber, triple and porter stout to our high-end barley wine aged in barrels of Bordeaux or Cognac. And this year, our full range of organic beers is coming following our new production capacity.

### Why the USA ?

We are always looking for new distributors for our high standing beer.

# BRASSERIE RAGNAR

## Craft brewery with Viking inspired recipes & concept

### Contact



**Benoît ROUSSET**  
**Strategic Director**

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**Present in Chicago  
& Milwaukee**



Inspired by a well-known historical figure popularized by the *Vikings* series on TV channel *History*, the *Ragnar Brewery* is a **craft beer production company based in Normandy**. Although it is the first region of beer consumption in France, Normandy does not yet have a reference mark in this field, as *BrewDog* for Scotland, *Guinness* for Ireland or *Goose*

*Island* for Chicago.

Our priority is to offer **authentic flavors inspired by ninth century recipes**, that include a hundred plants used at the time by the Vikings. We also have **our own bottle, unique in the world**, to distinguish us from our regional competitors.

We also want to be **a brand with a strong international opening**, with the export of our products but also taprooms themed in the colors of our brand. We are currently working on the development of new concepts, new events and also an iconic place, unique in France, to set up our brewery soon.

In short, *Ragnar Brewery* is :

- Tasty recipes with ancient roots
- A bottle with a unique shape
- An unusual future place
- Bold and new communication
- A highly present historical referent

### Why the USA ?

- To meet with other American brewers
- To contact American distributors
- To broaden our knowledge of the american consumers' degree of sensitivity to the Viking and Scandinavian universe
- Meeting potential partners & contacts for the future development of our brand in the USA

Website : [www.brasserieragnar.com](http://www.brasserieragnar.com)

# DELY WAFELS sprl

## The specialist of the frozen authentic Brussels waffle

### Contact



**Davy VAN POUCKE**  
**CEO**

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**Present in Chicago  
& Milwaukee**



Dely Wafels is the specialist of the frozen authentic Brussels waffle, known in the United States since the 1964 New York's World Fair as the « Belgian Waffle ».

The Brussels waffle is one of the delicacies of the Belgian culinary heritage along with chocolate, beer or fries.

This made in Belgium light waffle, crispy outside and soft inside, is easy to serve as a breakfast, quick afternoon snack or dessert and can be enjoyed with different toppings according to your cravings.

Dely Wafels offers adapted solutions for catering and retail.

### **Why the USA ?**

Dely waffles is looking for further opportunities to widen its portfolio of customers and getting the US customer acquainted with the Belgian waffles, this can be done from Belgium or from the States, all is possible.

**Website :** [www.dely.be](http://www.dely.be)

# FORTIFIED FOOD

## Ready to eat meals

### Contact



**Diederik BRUINS**  
Founder

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Present in Chicago  
& Milwaukee &  
San Francisco  
events



Fortified has developed a new, patented “drug delivery system”, containing 3 elements :

The core-product: collagen glaze; Enrichment of the ready meal with a nutrient Vital Blend; Application with the Fortified Food Printer. The Vital Blend contains DSM micro-nutrients and Rousselot Peptan & Collagen Peptides. The dedicated Foodprinter allows for printing 1.000 small drops per plate in 2 seconds.

Needs & objectives : to realize our proposition in the international arena we need ready meal manufacturers with a strong believe in high quality fresh (non-pasteurized) ready to eat meals. Our glaze provides > 15% of food nutritional value to this meals making them attractive for sports people, seniors and all healthy actives. Our objective is to partner with these ready meal manufacturers that embrace personalized healthy ready meals based on consumer specific data.

Profile : our partners have a large production of ready meals with an extensive distribution towards the consumers. Partners may also include large catering companies and food chains. A minimum of 100.000 meals produced per day is a relevant threshold. These companies need to be able to brand their products for customers (B-to-B) and consumers (B-to-C). Preferably they understand how to partner with home delivery organizations like Uber Eats, Deliveroo and others.

Partnership : realizing functional personalized food is a mission. It will require investments from both sides, trials with consumers, upgrading product propositions and establishing consumer preferences on healthy and tasty ultra fresh personalized ready meals.

Website : [www.fortifiedfood.nl](http://www.fortifiedfood.nl)

# FREGGIES

## Plant based Food

### Contact



**Mike MADURO**  
Founder owner

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Present in Chicago  
& Milwaukee &  
San Francisco  
events

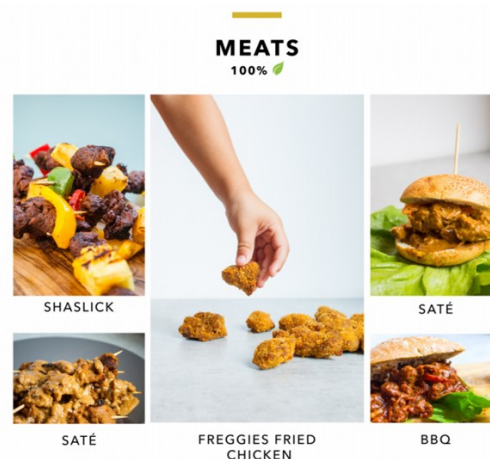


Freggies is a plant based food brand which makes tasty, sustainable and healthy food. We target to make it easy and fun to enjoy and follow a part time or full time plant based diet. Therefore we are always looking for innovation to apply in our products. For example we got a vegetable snack who exists of fibers from a residual stream of the organic juice production. For 2019 we have planned to expand our product range and our sales area, creating, producing and supplying plant-based food. Where possible our products are circular so we can reduce food waste.

### Why the USA ?

Find partnerships or future licensed dealer (Freggies), type of business food related (restaurant chain, public places, etc.) with the role of reseller or licensed dealer.

Partnership : commercial



Website :  
[www.freggies.eu](http://www.freggies.eu)

# GREENFOOD50

## Innovative quinoa ingredients

### Contact



**Marc ARTS**  
**Founder & CEO**

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Present in Chicago  
& Milwaukee &  
San Francisco  
events



GreenFood50 based in Wageningen, is specialized in quinoa ingredients produced from low saponin quinoa seeds grown in The Netherlands without pesticides.

These sustainable ingredients enhance the nutritional value, taste & texture of plant based products such as burgers, cereals, bars, snacks and bakery products and are also used in Sports & Active nutrition.

Since 2014, GreenFood50 quinoa ingredients are used on a daily basis at the Dutch Olympic Training center at Papendal.

Looking for:

We are looking for innovative customers who want to enhance their products with our quinoa ingredients:

Food production companies with consumer/intermediate products;

Food service companies;

Partners with strong application/blending capabilities.

More info : <https://www.greenfood50.com>

# LR PHYSICS CONSULTING sprl

## Market and product data

### Contact



**Stephan PIRE**  
**CMO**

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**Present in Chicago  
& Milwaukee**



locations and leads/prospects.

### Why the USA ?

We want to grow the Market Data coverage for Foods & Ingredients, Food producers or R&D targetting Bakers and Retail Chains Commercial, Scientific and Technological (in that order)

Website : [www.lrdatascience.com](http://www.lrdatascience.com)

We provide Market and Product Data to companies willing to test their Market in USA and Europe. We gather data through temporary eCommerce B2B and B2C and we use it to qualify

# MOBEEFOX

## Communicate via packadging

### Contact



**Natacha MAGUET**  
**Commercial**  
**Representative**

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**Present in Chicago  
& Milwaukee**

# mobee**fox**

We are a manufacturer of cardboard packaging. With regulations on mandatory

information on packaging, there is less and less space to communicate with the consumer. We have transformed this constraint into a profit by proposing to extend this finite space into an infinite multimedia and interactive space. We have developed a web platform to easily create and modify interactive services, all customizable even when the product is at the customer. From the packaging with contactless technologies such as NFC or QR-code, the consumer accesses to your advices - recipes - videos. He can also pay, play a Quiz, contact your consumer service, geolocate the nearest store, share your services on social networks and increase your visibility ...

- All this in a wrist movement ! Without downloading an application !
- The same packaging offers on your customer's smartphone information and services that vary depending on geolocation and his language.
- You can decide that your same product in Tokyo will offer different services than in Paris or London.
- You modify at any time and in a few minutes the contents and services, even when the product is at your customer's place !
- You visualize and follow in real time on a map your catchment area.
- Since your product is geo-localizable, we know its local weather - the level of air pollution and the UV index.

### Why the USA ?

We are looking for

- an industrial partner who would use our product for his own purpose
- a partner in charge of developing the business in the states
- an investor, has we do have more to develop and innovate in terme of smart packaging

Website : [www.mobeefox.eu](http://www.mobeefox.eu)

## Private contract research

### Contact



**Ben VAN DER DEEN**

**Business**

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Present in Chicago  
& Milwaukee &  
San Francisco  
events



The world's leading company in contract research for better food and health.

NIZO is a private and independent Contract research organisation. We are one of the most advanced R&D centres in the world and bring the latest food technologies to life in our food grade processing centre.

Our focus is on the development and applications of innovations for the global food industry and related markets. Our customers value their gains in product quality, sustainability, cost effectiveness and speed to market.

We are continuously looking for new ways of improving food products, and at the same time quality of life. Our headquarters are in Ede, the Netherlands.

### **Why the USA ?**

Looking for startups, food techs and companies who are in need for external research for quick results which they can not find at Universities.

Focus on alternative proteins, fermentation, flavour & texture issues, usage of our pilot plant in Ede to go faster to the market with samples or scaling up from lab.

Website : [www.nizo.com](http://www.nizo.com)

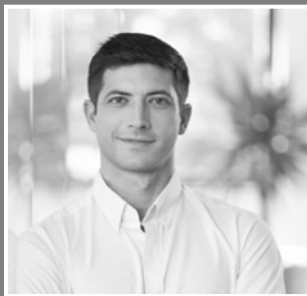
# PROTIFARM

## Functional ingredients from insects

### Contacts



Tom MOHRMANN  
CEO



Lee CADESKY  
Head of Processing

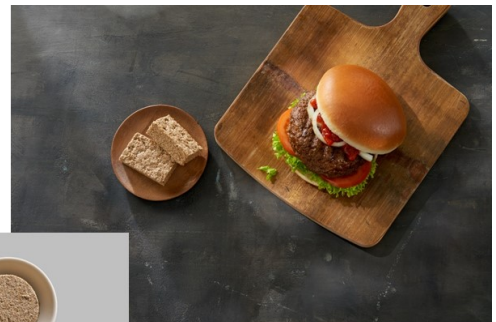
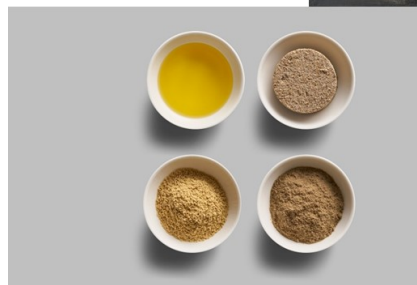
Present in Chicago  
& Milwaukee &  
San Francisco  
events



Protifarm is an Agri-Tech company producing functional, nutritionally-dense and sustainable ingredients for the food industry from ecologically friendly, food grade, farmed Buffalo Beetles (*Alphitobius diaperinus*). Our unique and fully automated breeding and rearing facility uses a revolutionary vertical farming model to produce nutritionally dense, food-grade buffalo larva while our innovative processing technology platform converts them into high-quality functional food ingredients that can add protein, nutrition, and value to applications in sports nutrition, meat alternatives, bakery, and more.

### Who are we looking to connect with?

- Ingredient companies with strong application teams
- Distribution partners for North America
- Processing know-how to further develop our innovative ingredients
- Food companies that are interested in unique, nutritious, and sustainable ingredients



Website: [www.protifarm.com](http://www.protifarm.com)

# SAINT-FERNAN

## French premium cider

### Contact



Jean-Philippe  
COQUELIN  
CEO

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Present in Chicago  
& Milwaukee



SAINT-FERNAN is a cider maker based in Brittany. A long tradition of cider making, started in the mid 30's by Fernand, the grand father of the creator of the SAINT-FERNAN company and

brand.

SAINT-FERNAN has created in 2016 unique and innovative recipes of ciders. Made only with fresh juice (no reconstituted juices), we have selected only 'acidulous' varieties of apples and pears, with lower level of tannin (polyphenol). We process a shorter fermentation than traditional ciders in order to get elegant, fruity and fresh beverages.

- Unique recipe made of acidulous varieties of apples and pear
- No sugar/sweeteners added
- No flavouring, no artificial colouring
- Low alcohol : 2%
- Directly made of fruits (no reconstituted juices)
- Produced and bottled in France
- Shelf life : 24 months.

The range SAINT-FERNAN is a set of 3 recipes :

**SAINT-FERNAN Nature** : acidulous cider apples with a touch of pears, light yellow color.

**SAINT-FERNAN Hibiscus** : infused hibiscus flowers are added to the 'nature' recipe. Brings a slightly bitter taste and a perfect balance with apples and pears. Pale pink color.

**SAINT-FERNAN Perry** : cider made only with pears, naturally tartish and tasty.

Why the USA ?

The US market for craft ciders has been very dynamic for a few years. We believe our unique and natural recipes can bring to the US cider consumers an elegant and sophisticated French touch.

We are currently exporting in Europe and are willing to meet importers and/or distributors for the US market.

# VALRHONA

## Let's imagine the best chocolate

### Contact

Sandrine CASTAN

Chief Innovation Group

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Valrhona, we are the partner of the craftsmen of the taste since 1922, and we think that we can imagine, together, the best of the chocolate.

-We imagine the best by selecting and growing rare cocoas to promote diversity.

-We imagine the best in chocolate by widening different aromas with our wide range of chocolate candies, decorations and chocolates for gourmets.

-We imagine the best to promote gastronomy through our Valrhona School and its offer of training in pastry techniques, as well as our major events in the world of Gastronomy.

As part of our activity of chocolate producer, we mainly works business-to-business. Our products are also destined to consumers as well as professionals of the food sector.

### Why the US?

Our approach is oriented toward food service in the broad sense, products but also products-services and services for customers of gastronomy, mainly in business-to-business (hotel, restaurants, caterers, pastry chefs, ice cream and chocolate manufacturers, etc.).

**Website:** <https://fr.valrhona.com/>

Present in Chicago  
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# YOUR CONTACTS



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Co-funded  
by the COSME programme  
of the European Union

# Notes



wagralim  
Appetite for Innovation



[www.newfrontiersinfood.eu](http://www.newfrontiersinfood.eu)