



Blendhub

The first global network for
food production through
multi-localised production hubs.



The company

Food-as-a-Service

Blendhub is the heir company to Premium Ingredients, created in 1997 and dedicated to the manufacture and distribution of powdered ingredients for the food industry.

Blendhub is the result of five agro-technological companies founded by Henrik Stamm Kristensen, a Dane based in Spain and linked throughout his career to the agri-food sector.

Blendhub's activity goes beyond the simple production of ingredients and food powders for the food industry. The company has evolved from a food company to a technology and now services company for the food industry.

Today, **Blendhub** is a platform for pay-per-use services to help food companies and brands develop and launch products more quickly, tackle new markets and compete in innovation without the need for investment or their own infrastructure, through services such as innovation, research and development, advanced technology for data analysis and a network of multi-localised hubs:

- Production of food and powdered ingredients
- Customized ingredient design
- Service and technology platform to manufacture all types of ingredients anywhere in the world through a network of hubs

Blendhub operates in many segments of the food industry, including:

- Dairy and processed cheese and cheese alternatives
- Bakery
- Drinks
- Vegetable drinks
- Meat and meat alternatives (vegan products)
- Confectionery
- Functional ingredients
- Personalized health
- Ingredients for cooking



Differentiating aspects

Multilocalization

Blendhub currently has 6 hubs + 1 licensee:



Europe ●●

- Murcia I (España)
- Murcia II (España)

America ●●

- Lerma (México)
- Bogotá (Colombia)

Asia-Pacific ●●●

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

Manufacturing-as-a-Service

The company aims to create and add to its network 12 new hubs over the next 4 years, add franchisees as well as branch to over 50 hubs and hundreds of franchisees in the coming decade.

The hubs are built based on portable and modular production lines (Portable Powder Blending Units or PPBs) that are integrated and transported in 40-foot containers. Hubs are typically built and operational within 6 months, while the PPBs are essentially “plug-n-play” and operational within days of arrival. It is a replicable system that ensures the same high global standards anywhere in the world.



The investment needed to develop, install and operate a hub is 3–5 million euros. With a utilized capacity of around 40% of its production capacity, it is already in break even, typically within 18 months from installation.

Advantages of the portable and localized production model: 10X faster, cheaper, safer.

- Speed to deploy a production hub anywhere in the world in a replicable and identical model.
- Greater capacity to develop commercial strategies in response to new consumer trends, tariff wars, as well as contingency plans in case of climate disasters, epidemics, etc.
- The client does not need to invest in Capex neither in operating.
- It makes it easier for startups to internationalize and compete in innovation with the big brands.
- It makes it faster and easier for large corporations to innovate, launch, start small and scale while also optimizing their global end-to-end supply chain (production across the globe) without additional Capex.
- The localized hub can help customers from around the world to enter and play as “locals” and keeping the global standards using with the in depth knowledge (e.g. regulatory) and local network of the Blendhub team.

Spain



Colombia



Mexico



India



Technology, development and innovation as the essence of the business

Over the years **Blendhub** has invested >50 million euros in technology to integrate the production platform and the replicable model of hubs in order to offer services for food design and production as well as a variety of complimentary services for food brands and raw materials providers.

Blendhub applies the most advanced technology (IoT, Big Data, Cloud Computing...) to:

- Control and ensure maximum food safety and traceability throughout the production and supply chain.
- Predict trends and anticipate customer needs as well as logistics, raw materials, trade flows and more.
- Analyze data to know the best location for the hubs, the suitability of the product, meet production, regulatory and consumer needs and obtain synergies.
- Decrease prices of any food product due to localization closer to ingredients suppliers or final consumers: produce 10 times faster, cheaper and more safely (industry 5.0).

The company is using a novel cloud based quality control system, **CHEMOMETRIC BRAIN** (www.chemometricbrain.io/en/) to ensure the quality of incoming raw materials and outgoing final products including the replication, conformity, homogeneity and compliance of every single product produced across the global network of hubs.



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).

RESPONSIBLE CONSUMPTION AND PRODUCTION *SDG12*

Blendhub's production is based on a circular model to prevent waste. We can use foodstuffs that otherwise would end in a landfill: "ugly" or overproduced cereals, fruits, and vegetables can be converted into powder and used for two years in nutritious recipes.

On the other hand, we foster responsible production through a global replication model of multilocalised hubs. We deploy identical production hubs featuring portable powder-blending units worldwide. One unit, all hardware, and software included, fits in a 40' container. It can be deployed in less than six months anywhere: near the raw material sources, or near the final consumer, reducing costs and carbon footprint.

We also use data intelligence, which provides algorithms to predict the best locations for a new hub deployment, analyzing local economic impact and the best supply chain solutions, according to the recipe to produce, the ingredients to be used, and the consumers to be serviced, among many other variables. All production hubs are connected in the cloud and share the same high traceability and security systems, with real-time online quality control at the touch of a button.

The interconnectivity among all hubs leads to the possibility to shift production from any production hub to another, giving the same characteristics and nutritional values in final products, no matter where they are produce, and therefore optimizing production.



ZERO HUNGER *SDG2*

Blendhub's solution is the world's first Food-as-a-Service platform. By localizing the production of food and nutrition through a network of multilocalised hubs, closer to raw materials and final consumers, we decrease costs and increase the efficiency of supply chains worldwide. This helps us to produce faster and cheaper and therefore many more people can benefit from basic nutrition.

Besides, our core business, food powders, are shelf-stable, easier to handle and occupy less space than fresh products, saving costs and reducing the footprint of transportation and storage of food. They are essential to provide basic nutrition.

All this helps us to achieve our purpose to feed more people in more places and leave hunger behind.

PARTNERSHIPS FOR THE GOALS *SDG17*

All these features can only deliver their full potential if we share the value and include the multitude of stakeholders in the global food supply chain. With a unique platform offering services from ideation to delivery of food products, any person or company can use existing hubs or participate in the deployment of new hubs anywhere in the world.

Ingredient producers, food technologists, technology companies, food brands, and distribution chains: all play a fundamental role in making this model work. As UN's SDG 17 states, real value sharing translates into stimulating open, multilateral trading systems, disseminating technologies to developing countries, assisting domestic economies in their development, among many others. Blendhub's Food-as-a-Service platform makes it all possible.

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. On the right, a younger woman in a white lab coat and hairnet is holding a tablet and looking at it. The background shows laboratory equipment and shelves. The entire image has a warm, yellowish-orange tint.

Commercial Relationships

Blendhub is vetted and working with food brands on five continents, including, for example:

Unilever
Lala
Aujan-Coca-Cola
Oriental Yeast
Almarai
Gloria
Alpina
Frosty Boy
Corbion

And many more.

We also help more than a thousand 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 towards individualized and sustainable food product launches.



Figures



120 employees and 000's freelance community

> 50 million HIKI6 investments in development of recipes, deployment of network hubs, patents, digitized replication model and IP software

7 Hubs - 2 Spain (Murcia), 2 India, 1 Mexico and

1 Colombia + 1 sale in Thailand

Expected Product/Service turnover in 2020:

€35 million, +25% compared to 2019

Strategy Plan 2025: + €180 million euros.

Including 20 new network hubs on all continents and 45 new franchise hubs

Planned deployments in 2020 is USA and UAE and expansions in the coming years focusing on emerging markets incl. IFC/IDB debt fund finance

120

employees

50

million investment

7

hubs in Spain, India, Mexico, Colombia and Thailand



**Founder
& Management Team**

Henrik Stamm Kristensen is the founder of Blendhub, a Dane with a professional career linked to the food industry; a visionary and non-conformist entrepreneur, determined to revolutionize the food industry value chain and to provide safer, fairer and more accessible food to more people around the world. Considered a reference in innovation in the sector, he has been recognized with different awards and prizes, such as the Cinco Días Award in Spain for the most innovative business project (2016).

Kristensen leads a team of executives who have held top management positions in some of the world's leading agrifood companies, as well as engineers and technology experts responsible for designing and implementing the network of hubs and innovations that make Blendhub a pioneer in the food industry.

The team is also reinforced by an advisory board of industry leaders including former head of engineering of Nestle, President of Danisco (Dupont) and more.



