

# Algenladen GmbH

Attenweiler, Germany

Baltic Macroalgae conference, 6.-7. May 2021



# Algae Food for D-A-CH

- No traditional applications in D-A-CH region
- Algae Food announced as future food since the early 2010s now
- Still a niche (among superfoods and alternative foods)

# Algae Food for D-A-CH



# Mission

- Founded in 2017
- Sourcing raw material from EU and worldwide
- Distributing consumer goods of AlgaeFood brands from EU and worldwide
- „Telling the story“ in social Media, Influencers
- Supplying information to classical media, consumers, food producers, scientific partners

# Market Analysis

- Significant increase of consumers with LOHAS profile (Lifestyles of Health and Sustainability)
- Growth in the last years for alternative food and superfood
- Comparable: Tofu and Ginger at 25.000 t / 20.000 t per year in Germany

# Multi channel distribution

- e-Commerce as foundation
- Supporting food producers with wide range to choose for R&D and consultancy
- Servicing retail chains and independent retailers
- Wide marketing portfolio
- Insights from further developed markets (NL, DK, UK)

# Next steps

- More products/brands, that are ready for retail distribution
- Own product development
- Larger storage facilities and stock to service food producers better, hire 1 FTE
- AlgaeFood emabssadors for on/offline marketing purposes, hire 1 FTE

# Team

- Michael Hofmann, skilled chef and 8+ years experience in software development:  
hofmann@algenladen.de
- Jan Ringeis, studies financial management
- Dr. Eva Timmermann