

Olik

Pitchdeck 2023



The problem

“I could never give up cheese!”

Everyone loves cheese. It's creamy, it's savory, it's delicious.

However, the big hurdle for many people trying to transition to a plant-based diet is the lack of good alternatives. Many plant-based cheeses just don't cut it when it comes to taste and texture. This is a real shame, because there are so many benefits to eating plant-based. It's better for the environment, it can be healthier, and it's a more ethical way of eating. But until there are cheese alternatives that are just as good as the real thing, it's going to be hard for people to make the switch.



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“If you can
change your
mind, you can
change your
life.”

- William James

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The Why

We're passionate about making delicious and ethical food that everyone can enjoy.

We wanted to create a cheese that not only satisfies your cravings, but also aligns with your values. A cheese that is better for the planet, for the animals and for you. But the real magic is in the taste. We've spent years perfecting our recipe to ensure that it has the rich flavor that you expect in cheese and we are proud to say that our customers are often surprised by how delicious our products can be. Having a background as a chef, great taste is at the forefront of everything we do and that's why we are dedicated to perfecting the art of vegan cheese making.



Our solution

Great taste. No compromises.

We pride ourselves on offering a unique and delicious line of vegan cheese. By utilizing fermentation and innovative flavoring methods that go beyond the typical aromas used in plant-based products, we are able to craft cheeses with the rich, layered flavors you expect from an aged cheese. And by combining rice and soy as our base ingredients we can create great taste and texture with a better nutritional value than many of the other vegan cheeses in the market. We also use rapeseed oil and shea oil which gives our cheese a lower content of saturated fat. Our packaging is designed to showcase the quality of our products and bring the thoughts to traditional cheese, making it easy for customers to envision our cheese in their own kitchens and cooking.



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Our Products





Smakrik

Smakrik is our most popular cheese with a complex and robust flavor profile. The texture is firm and a bit crumbly, just like an aged cheese. Perfect for slicing and pairing with crackers or bread or for grating it over your pasta dishes.



Smoked

This cheese has a smoky, rich, and savory flavor profile. It is perfect for pairing with a bold red wine, a hoppy beer or adding it to a sandwich. Waxed in black cheese wax.



Apricot/Red Onion

Apricot/Red Onion has a unique and rich flavor experience. It has a distinct sweetness from the apricots and the red onion that pairs great with the mature flavour of the cheese. Waxed in red cheese wax.



Caraway

A classic spiced cheese with caraway seeds in a new version. Complex flavor profile with lots of umami. The texture is firm and slightly crumbly, just like aged cheese. Excellent for buffets during holidays and other celebrations or on a delicatessen platter.

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Product development

Melting Cheese

- Vinnova Innovative Impact Startups grant to develop our melting cheese
- Great B2B opportunity

Tofu Misozuke

Aged tofu that can replace feta cheese

“A good plant-based cheese is always so hard to find. But when you finally come across one like Olik with such a lovely punch of parmesan umami that hits you right on the first encounter, that’s truly unbeatable!”

– Martin Nordin, Chef and Creative director

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Target group

Lifestyle of Health & Sustainability.

LOHAS (Lifestyle of Health and Sustainability) is a customer group that focuses on sustainable lifestyle and well-being. LOHAS has had a steady growth in Sweden in the last 10 years. From around 25% to around 40%.

They are aware of the environmental impact and animal welfare, and prefer to consume products that are sustainable and ethically produced. LOHAS customers can be vegans and vegetarians or flexitarians.

LOHAS customers often place great importance on quality and authenticity of brands and prefer brands that they feel share their values .



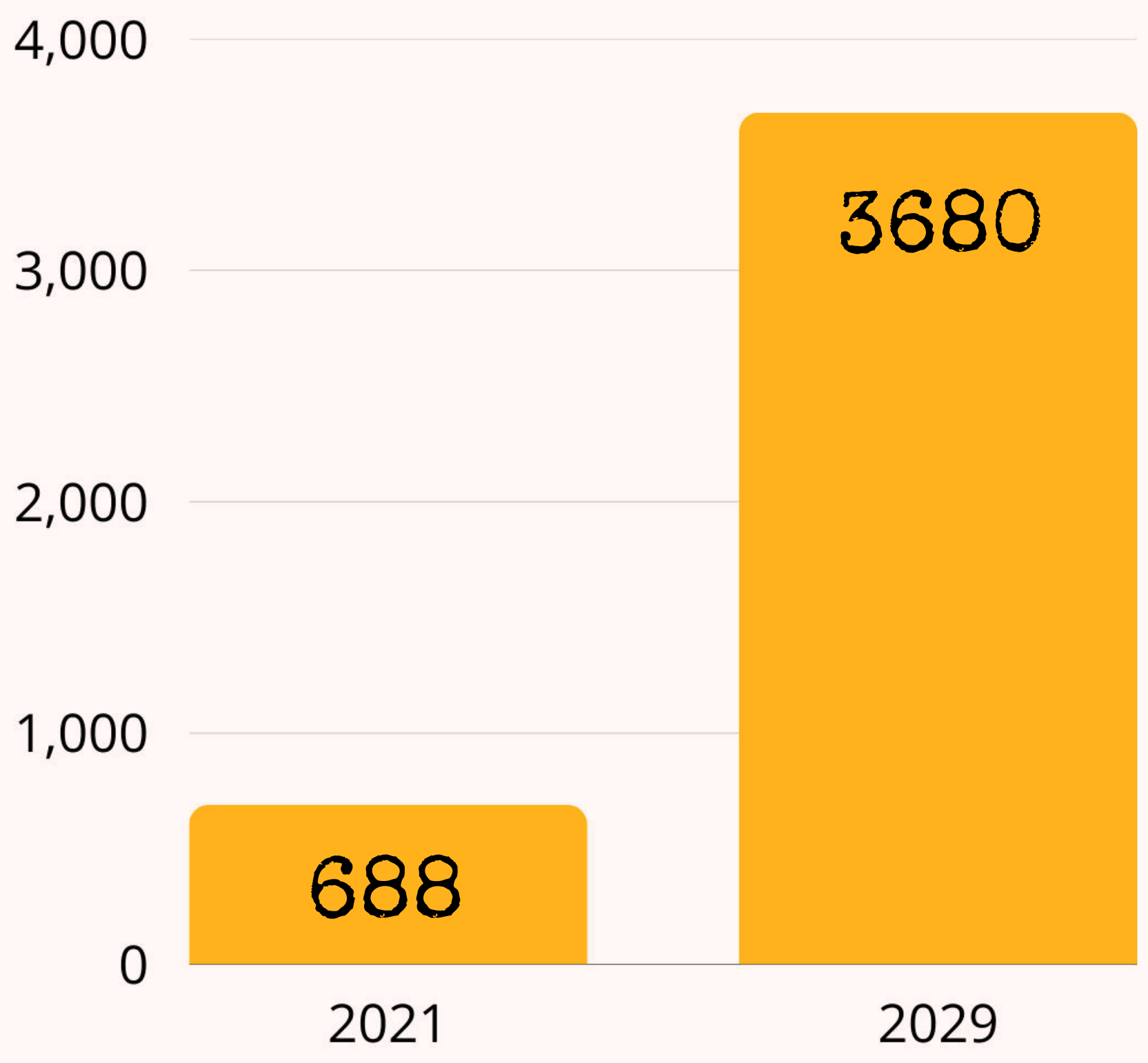
Link to report:
<https://www.lohas.se/lohas-in-sweden/>

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Global Plantbased

Cheese market

in million Euros



Global Cheese market 2022

136
billion euros

51
billion euros

Western europe

Market analysis

Plant-based foods in Europe: What do consumers want? ””

"Plant-based poultry, beef, salmon and tuna are some of the most-missed plant-based meat and fish products. Similarly, far more plant-based cheese alternatives are needed in supermarkets. European consumers prefer ingredients that they are familiar with (e.g. potatoes and rice) over unfamiliar ones (e.g. tapioca, lupines, and amaranth)."

- The Smart Protein project



Link to report: https://smartproteinproject.eu/wp-content/uploads/Smart-Protein-Plant-based-Food-Sector-Report_-Webinar-slides.pdf

59% flexitarians

According to a 2022 survey, about 59% of Sweden's population eat vegetarian or vegan one or more times a week, which has contributed to the increased demand for vegan cheeses.

20-40% Growth

The vegan boom has just begun. Many predict continued strong growth, and there is talk of a paradigm shift where vegetarian foods take an even larger share of the market.



Link to report: <https://www.axfood.se/nyhetsrum/pressmeddelanden/2022/01/vegobarometern-klimat-och-miljo-allt-viktigare-nar-vegetariskt-fortsatter-oka/>



Olik

Foodservice

Restaurant suppliers

Chains

Active

martin&servera

Next step

menigo

Next step

**Svensk
Cater**

Stockfiller

Online

Retail

Active

Mylla.se

Active

HAPPY VEGAN

Active

ICA

Active

coop

Next step

LIDL

Next step

Axfood

Ongoing conversations

Mathem

Consumers

Vegans, Vegetarians,
Flexitarians, environmentally
and ethically concious.

About 10 years ago

Linn starts developing a new vegan cheese...



2015

In 2015 the cheeses became part of the menu at the restaurant Blackbird. By 2020, Blackbird began selling the cheese directly to customers, generating impressive sales of 300,000 SEK

Lantmännen
The Greenhouse



2021

Linn and Sanne participated in Lantmännens accelerator Greenhouse. In December 2021, the company secured its first round of funding to build a pilot plant for the production of plant-based cheese.



By April 2022, we started selling our cheeses in Ica Focus in Gothenburg. By September the pilot plant was up and running and we had expanded our reach to Ica stores across Sweden.

43
stores

2022

By December 2022, we had reached 43 stores and a turnover of 125,000 SEK.

Sting
SUPPORTED



2023

We have moved to new bigger facilities allowing us to quickly scale our production line, and in the fall we joined Sting ClimateTech Accelerator.

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In Media



Sanne Ahlvin Kristensen och Linn Skog Kristensen med bolaget Olik Foods. Bild: Henrik Jansson 5/7

Den här artikeln kan bara du som prenumererar läsa.

Techbolag, matvaror och trosor – se kampen i Draknäste Väst

Ekonomi • Fem västsvenska företagare gör allt för att under fem minuter charma de stora investerarna att gå in med pengar i deras bolag. I



Bolaget startade de 2021, och resan tog fart på Linn's veganska restaurang Blackbird. Bild: Henrik Jansson 3/6

Den här artikeln kan bara du som prenumererar läsa.

Systrarna satsar på vegansk ost: "Marknaden är enorm"

Ekonomi • På den hyllade restaurangen Blackbird i Göteborg väcktes systrarna Sanne och Linn Ahlvin Kristensens idé till liv. Från att ha



Competition

The vegan cheese market in Sweden is relatively small compared to other food categories, but it is growing as consumers become more interested in plant-based options. The competition in this market can be divided into two main groups: local and international players.

Violife
100% Vegan



Valio
ODDLY-GOOD

International brands

Hard cheese based on modified starch and coconut oil, flavored with artificial aromas.

- Widely available across Sweden
- Lacking in nutritional profile



Local brand

Small-scale operations with limited distribution.

- Primarily made from nuts
- Soft style cheese
- 60+ stores

**STOCKFELD
DREAMERY**

Local brand

Focuses on cream cheese, had a feta style cheese on the market that they discontinued.

- Only produce cream cheese
- 100+ stores
- Flags for launching in US 2023



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Next step

We are expanding.

In June we secured a large production facility that is specifically designed for food production. This gives us the opportunity to increase our production capacity with the existing equipment and to quickly scale our production line as needed.

Team

Samme Ahlvin Kristensen
CEO. Sales and
management.

Linn Skog Kristensen
R&D. Chef,
vegan, nerd.

Thank you.

We would love to
keep in touch!

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