

FF2032 INVESTS IN DUTCH ONLINE DIRECT-TO-CONSUMER BRAND OOT

FF2032, Lotus Bakeries' corporate venture fund recently acquired a minority stake in Dutch direct-to-consumer brand Oot.

Unable to find a healthy and tasty granola brand in the supermarket, founder Valentine van der Lande launched her own online brand of granolas in 2018: Oot.

Oot offers a broad range of freshly baked, gluten-free and organic granolas that are low in sugars. The products are sold online at www.oot.nl and delivered straight to the consumers' doorstep. Catering to their personal preferences, consumers can either place single orders or opt for a convenient subscription model to ensure a continuous product supply at home. The granolas are available in six different variants, including a classic granola full of nuts, a cacao granola and a low-carb 'keto' granola. Since its launch, Oot Granola has quickly grown its customer base to 60,000 customers in the Netherlands and Belgium.

Oot founder van der Lande about the investment: *"Lotus Bakeries is a company I greatly admire for its entrepreneurial culture and continuous drive to conquer the world with its products. Since the start three years ago, Oot has grown strongly in the Benelux and we have the ambition to become the biggest healthy breakfast brand in Europe. FF2032 allows us to maintain our entrepreneurial spirit, while supporting us financially and strategically in realising our ambitious growth plans."*

Isabelle Maes, CEO Natural Foods Lotus Bakeries, joins the board as non-executive director: *"Oot caught our attention with its pure online direct-to-consumer concept. We are impressed by the growth path of Oot, driven by the online subscription business that creates a robust customer base and on top provides direct access to consumers to be able to cater to their preferences. We strongly believe in the scalability of this model to accelerate the business both in the Benelux and internationally. We are very happy to be able to be part of this journey and to contribute to the ambitious growth plan of Oot."*



Oot Granola is the fourth company to join the FF2032 investment portfolio, next to UK's 'Peter's Yard' and the US brands 'Partake' and 'Love Corn'.

PRESS RELEASE

10 May 2021

**FAST
FORWARD
2032**

About FF2032

FF2032 is the corporate venture fund of Lotus Bakeries. FF2032's ambition is to create a platform for investment in promising brands and growth companies offering innovative products, technologies or market approaches within the food and beverage sector. The fund invests in innovative businesses focused on modern consumer demands in the areas of health, nutrition and convenience. Find out more at www.FF2032.com.

About Oot Granola

The online breakfast brand Oot Granola was founded in 2018 and is located in Amsterdam. It delivers freshly baked granola with very little (and only natural) sugars to the customers at home. In addition to being low in sugar, the granolas are also organic, gluten-free and chock-full of nuts, kernels and seeds (at least 30%). Founder Valentine van der Lande could not find tasty low-sugar granola in the store and decided to develop it herself in collaboration with chefs, food scientists, dieticians and bakers. Oot's granolas are freshly baked every week on steel plates in traditional convection ovens and taste like you just baked them at home. Find out more at www.oot.nl

For more information please contact:

Jan Boone – CEO Lotus Bakeries

Tel. + 32 9 376 26 14

Wouter Verstringe – Investment Director

Tel. +32 9 376 89 22

POWERED BY

