

Mölndal, Sweden, 07 -06-2018

## PRESS RELEASE

# MICVAC NOMINATED FOR SACCNY-DELOITTE GREEN AWARD 2018

**Swedish food tech company, Micvac, has been nominated for the prestigious annual SACCNY – Deloitte Green Award to be held during the 2018 Sustainology Summit in New York.**

The Sustainology Summit, hosted by the Swedish-American Chamber of Commerce, showcases a cutting-edge field of Swedish and American experts from within the food industry. Focusing on technology and innovation, academics, politicians, entrepreneurs, chefs, sustainability experts and executives use this platform to highlight the latest food tech innovations. For this high-profile event four companies have been nominated for their sustainability solutions as part of the SACCNY – Deloitte Green Award. Companies nominated for the award must have a proven track record in environmental excellence.

### **Reduce food waste and realise energy savings**

Micvac has developed a chilled ready-meal production method that utilises in-pack cooking and pasteurisation in one continuous process. Key to this process are the Micvac microwave tunnel as well as Micvac's patented packaging components: the Micvac tray and the unique Micvac valve. This method leads to reduced food waste, high levels of food safety, greater cost efficiency and significant energy savings all along the value chain.

*"We are very honoured to receive this nomination," says Michael Bogdanski, CEO of Micvac. "It gives us the opportunity to present the advantages of the Micvac method to an expert audience."*

### **Long shelf life, more freshness and taste**

The Micvac method enables shelf life of up to sixty days without preservatives, compared to the typical five-day shelf life for other chilled ready meals. This



extended shelf life reduces spoilage in stores and at home while at the same time keeping food fresh and tasty.

*“Consumer research in the UK shows that consumers would throw away less food if they could buy a good quality meal prepared in a natural way and with longer shelf life,”* adds Michael Bogdanski.

### **Resource-saving from production to households**

Furthermore, the method itself is very energy efficient. Less precooking and less cooking of food in automatic cookers or large-scale industry appliances leads to savings in energy and resources. Less water is needed for washing and cleaning as no wasted ingredients remain in containers. Moreover, Micvac packages are extremely compact which in turn leads to energy savings during transport.

*“At Micvac we are passionate about driving innovation that enables the creation of great food that is good for the planet,”* Michael Bogdanski says. *“The exceptionally high quality of Micvac meals has already succeeded in convincing companies in nearly twenty countries using our method. We now look forward to convincing the experts at Sustainology 2018!”*

For more information, please see:

**[www.micvac.com](http://www.micvac.com)**

**[www.saccny.org/sustainology/](http://www.saccny.org/sustainology/)**



### **About Micvac**

Micvac is a food tech company that provides fresh ideas for the production and packaging of chilled ready meals. The company was founded in 2000 and is headquartered in Mölndal, Sweden. Its innovative production method for ready meals is now available around the world. Apart from the company's core markets in Sweden, Norway and Finland, Micvac also operates in for example Belgium, Poland, South Korea, Chile and Australia. The company continues to grow and is expanding into the food service industry where it is also developing new production methods.

Micvac develops products and solutions in close co-operation with its customers. Producers are able to refine and test recipes at Micvac's in-company "pilot plant". This allows them to tailor products to the needs of their partners in the food retail and food service sectors.

### **Your contact:**

Casa Blanca Communication GmbH & Co. KG  
Claudia Diedrichsen / Juliane Köstler  
Mühlenberger Weg 61  
DE-22587 Hamburg  
Germany  
Tel.: + 49 40 47 11 001-75  
Fax: + 49 40 47 11 001-80  
[presse@c-b-c.de](mailto:presse@c-b-c.de)  
[www.c-b-c.de](http://www.c-b-c.de)

Text length: 2.360 characters

Free for printing, please provide us with 2 copies.

**Captions:**



**Picture 1:** Produced with the Micvac method: high quality, fresh and healthy ready meals full of flavour.

(Photo: Micvac AB)



**Picture 2:** Delicious ready meals easily prepared within minutes due to the patented Micvac valve.

(Photo: Micvac AB)



**Picture 3:** Michael Bogdanski, CEO Micvac AB

(Photo: Micvac AB)

