



New York City, USA / Mölndal, Sweden – 22/11/2018

PRESS RELEASE

MICVAC WINS THE 2018 SACCNYS- DELOITTE GREEN AWARD

Swedish food tech company Micvac has been announced as the winner of the prestigious SACCNYS-Deloitte Green Award 2018 by the Swedish-American Chamber of Commerce in New York, in collaboration with Deloitte, at the Sustainology Summit 2018

As a pioneering food tech company, Micvac contributes to a more sustainable society through their innovative system for healthy and environmentally conscious meals. The company has developed a chilled ready-meal system 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 valve, tray and specially designed film. This system enables delicious chilled ready meals to be produced that reduce food waste and have high levels of food safety, greater cost efficiency and significant energy savings all along the value chain.

Micvac's system has just been recognised and awarded with the SACCNYS-Deloitte Green Award 2018. During the Sustainology Summit, every year the SACCNYS-Deloitte Green Award is presented to a Swedish company that offers a breakthrough "green" solution or technology. The key is that the winning company demonstrates a vision to drive sustainability in the food chain and has developed a product or service that has a strong likelihood to revolutionise the food industry on a global level. The jury, consisting of thought leaders, venture capitalists and academics specialised in the field, selected Micvac as the winner with the following motivation:



“In recognition of Micvac’s food packaging method.”, says Andreas Marcetic, Partner, Deloitte AB. “Micvac has created a great contribution to decreasing the amount of synthetic preservatives being used in ready meals, as well as prolonging their shelf life, leading to a healthier and more sustainable environment.” 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.

Furthermore, the method itself is very energy efficient. Less precooking and less cooking of food in automatic cookers or large-scale industrial appliances leads to savings in energy and resources. Moreover, Micvac packages are extremely compact which in turn leads to energy savings during transport.

“This award is a true milestone in the history and development of Micvac.” adds Michael Bogdanski, CEO of Micvac. *“We have created the only truly innovative system that creates high quality sustainable chilled ready meals. All others either have very short shelf life with high spoilage rates or are preserved in some way that degrades food quality or includes unwanted additives. We are delighted and honoured to receive this prestigious award and look forward to continuing our work to further expand the adoption of the innovative Micvac system.”*

With their Sustainology programme the Swedish-American Chamber of Commerce, New York strives to bring attention to one of the most pressing issues of our time: sustainability in the food chain. By providing an arena for industry leaders, investors and innovators to create new partnerships in the food tech realm and awarding an especially forward-thinking company, they hope to encourage sustainable solutions to come to life.



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 system 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, Italy, Russia, Japan, South Africa and Australia. The company continues to grow and is expanding globally.

Your contact:

Casa Blanca Communication GmbH & Co. KG
Claudia Diedrichsen / Juliane Köstler / Claire Hawken
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
www.c-b-c.de

Text length: 2.890 characters

Free for printing, please provide us with 2 copies.

Captions:



Picture 1: Michael Bogdanski, CEO Micvac AB, was presented the SACCNV-Deloitte Green Award 2018 at the Sustainology Summit by Andreas Marcetic, Partner Deloitte AB (Picture: Micvac AB)



Picture 2: Delicious ready meals easily prepared within minutes due to the patented Micvac valve. (Photo: Micvac AB)



Picture 3: Micvac proudly received the SACCNV-Deloitte Green Award 2018 at the Sustainology Summit in New York City, USA. (Photo: Micvac AB)