



Möln dal, Sweden, 22/03/2019

PRESS RELEASE

TASTIER, FRESHER, LONGER SHELF LIFE AND MORE SUSTAINABLE: THAT'S MICVAC'S PROMISE

Micvac will be exhibiting at IFFA from May 4th to 9th, 2019 and will present the Micvac system for the production of innovative and sustainable fresh, chilled ready meals.

As a pioneering food tech company, Micvac contributes to a more sustainable society through their innovative system for healthy and environmentally conscious meals. Their chilled ready meal system utilises in-pack cooking and pasteurisation in one continuous process. Key to this process are the Micvac microwave tunnel and the Micvac's patented packaging components: the Micvac valve, tray and specially designed film.

Micvac received the SACCN Y-Deloitte Green Award* in November 2018 for their energy efficient production system. In the fresh chilled convenience meal segment it enables shelf life of up to around sixty days (if necessary) without preservatives. This extended shelf life reduces spoilage in stores and at home.

A study with KIN Food Institute, Neumuenster, Germany, compared the conventional autoclave convenience meal production process with the Micvac microwave system. The results made clear, that the Micvac process is much more sustainable. Also, the vitamin content of the Micvac fresh chilled ready meal after cooking was almost twice as high as the conventionally produced meal.

* Every year The SACCN Y-Deloitte Green Award is presented to a Swedish company that offers a breakthrough "green" solution or technology. 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.



Worldwide successful

In close partnership with its customers, the company is successful not only in Sweden, Norway and Finland but also in Brazil, Russia, Japan, South Africa and Australia. The latest addition to the market are the ready-to-serve fresh meals made with the Micvac system, which have been launched in Russia on a large scale, where they revolutionise the convenience food market with the new concept.

Tasty meals for modern demands

With this modern approach and by offering fresh and healthy meals, that are full of flavour Micvac fulfils the wishes and tastes of the modern consumer in these fast-moving times. Delicious ready meals for today's needs: The ready meals are heated in the microwave without being removed from the sealed packaging. When heated, the patented valve incorporated into the packaging film opens to release steam. A whistle tells the consumer that the ready meal is ready for consumption at an ideal serving temperature - "Fresh thinking, served."

For more information and to be able to taste for yourself, please visit Micvac at IFFA in Frankfurt, hall 11.0 stand E20.

www.micvac.com

About Micvac

Micvac is a Swedish 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 in-pack cooking and pasteurisation of ready meals is now available around the world. Apart from the company's core markets in Sweden, Norway and Finland, Micvac also has customers in for example Brazil, Hungary, Russia, Japan, South Africa and Australia. The company continues to grow and expand globally.

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Text length: 1.841 characters

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Captions:



Photo 1: Delicious ready meals easily prepared within minutes due to the patented Micvac valve.
(Photo: Micvac AB)





Photo 2: Michael Bogdanski, CEO Micvac AB, was presented the SACCNy-Deloitte Green Award 2018 at the Sustainability Summit by Andreas Marcetic, Partner Deloitte AB
(Picture: Micvac AB)