



beendhi raises 4 million euros

beendhi, a leading specialist in organic plant-based recipes, has raised 4 million euros to scale-up the development of its product range and its production model.

Investors include European funds **daphni**, **Triodos Organic Growth Fund** and **Quadia**, and a family office, **Spice Capital**.

The funding will enable **beendhi** to expand its product range, thereby tailoring its products to the needs of each customer. The company will also develop its online platform, strengthening relations with customers and suppliers. And it will build up an innovative and even more locally-based production model.

Founded in 2013 by Beena Paradin Migotto and Yannick Migotto, **beendhi** raised its initial funding from friends and family. It helped the young company to create and market its products in France, Belgium and the UK, consolidate its R&D (creation of recipes and product concepts) and prove the validity of its production model. In 2018, **beendhi** sold 5 million servings.



*"This stage is essential for the development of **beendhi**, which aims to personalize food through an innovative and flexible production model," say Beena Paradin Migotto and Yannick Migotto. "The quality and complementarity of our new partners will be a great asset to the company."*

ABOUT BEENDHI

Founded in 2013 by Beena Paradin Migotto and Yannick Migotto, beendhi specialises in vegetable-based food products. As a player in the sustainable food sector, beendhi's aim is to facilitate the daily lives of consumers and help them to eat better, by offering products that are healthy, high-quality and simple to prepare. The company, which employs over 15 people, sold the equivalent of 5 million portions in 2018. beendhi's products are already available in 2,000 supermarkets and specialist food shops throughout France, Belgium and United Kingdom.

<https://shop.beendhi.com>



CONTACT

Les Rois Mages - Louise Henry
01 41 10 08 03 - 06 84 34 55 35
louise.henry@lesroismages.fr