

## Renowned Investors to Support Lappish Superfoods

**Peter Vesterbacka and Saga Forss to headline group of top investors supporting Lapland's Arctic Superfoods products Arctic Forest Foods Oy, which utilizes clean and natural materials, has set their sights on growth and international expansion with a diverse and experienced team of interesting investors. The Lappish company has acquired an injection of new investment, among other things, from Peter Vesterbacka and Saga Forss, a professional investor in growth potential. Both believe in the demand for Finnish food in the world.**

"Clean Finnish berries, such as blueberry and lingonberry, are the export resources of the future. This trump card will have to be utilized by our domestic players more than ever before," says **Saga Forss**.

Joining the team of investors at Arctic Superfoods are also the super-angel investor **Pasi Joronen**, startup ecosystem development specialist from FinestLove VC, **Kustaa Valtonen**, and **Marko Alamartimo**, a resident of Rovaniemi, who has been appointed the company's new CEO.

"Our goal is to significantly increase sales domestically and start the export phase to selected markets. Our product portfolio is also to be expanded so that we can better serve a more broad and diverse customer base. To support growth, we needed more capital and we are very pleased to have received such great investors and experts," says company founders **Jari Kurtti** and **Sanna Sandgren**.

Launched in 2016, Arctic Superfoods, introduced a new, innovative and wholly domestic product to the snacks market that is now sold in more than 300 outlets throughout Finland. Blueberry, lingonberry and seabuckthorn products have been especially popular with international tourists. The products have also been sold on Finnair flights..

"In recent years, Lapland has increased its popularity within the Asian market. In Asia, the population of one city can easily equal that of the population of Finland as a whole. We do not need to conquer the whole of Asia, but we must be able to accurately target where consumers have potential purchasing power and possess quality consciousness," says Peter Vesterbacka and Pasi Joronen.

Both of the aforementioned have experience with the Asian market, with Peter Vesterbacka being an experienced traveler to China and Pasi Joronen having worked with a separate partner in Hong Kong. Kustaa Valtonen, who is well-known with the startup field, says that during a few trips to Rovaniemi he has sensed true ambition and feels that new companies want to grow internationally too. Arctic Forest Foods Oy's Jari Kurtti has been particularly active and has participated in programs focusing on growth and development, such as the national Kasvu Open, which the company won in 2017 within its regional competition. In addition, the company has been actively involved in local investor events such as Slush, Arctic15 and Kasvun Savotta.

"Through these events, I have had the opportunity to meet and get to know investors. These things take time to mature, and it's great to see that these contributions can bear fruit," says Jari Kurtti.

### **ARCTIC SUPERFOODS INVESTORS**

**Peter Vesterbacka** is a well-known brand builder, startup sparring partner, and investor; known both in Finland and worldwide. Peter, who has been involved in several companies, has been excited about Lapland and Arctic Superfoods and sees great potential for these products, especially in Asia.

**Saga Forss**, an experienced professional in international M&A transaction, has in recent years also made investments in food companies with growth potential and preferably with an international twist. Previously, she has been an active investor in Jungle Juice Bar and partner in Leipomo Keisari, among others. In her investments, she stresses not only profitability and growth, but also ethical sustainability and transparency.

**Kustaa Valtonen** is an angel investor, specializing in early-stage businesses. He is active through several startup investment firms, including as FinestLove VC, Random Ventures and Valtonen Capital. He has strong international sales experience within the IT-industry, and possesses exceptional knowledge and know-how in startup financing and development. In his free time, Kustaa is working to construct the Helsinki-Tallinn tunnel with Peter.

**Pasi Joronen** Pasi Joronen is a super-angel investor from Polkuni Oy. He is strongly involved in many domestic and foreign companies. Creative uses of natural and domestic pure, raw materials is his top priority. He believes that the level and quality of work within startup companies should be well-established and feels that the accomplishments that Arctic Superfoods have already achieved at this stage made for an interesting investment opportunity.

**Marko Alamartimo** has worked in international business development, sales and marketing. Alamartimo, a resident of Rovaniemi, invests in the company and moves into an operational role as the newly appointed Managing Director of the company.

**For additional information:**

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