

High Protein / Zero Carb Tortilla Wrap Formulation, Anywhere Worldwide

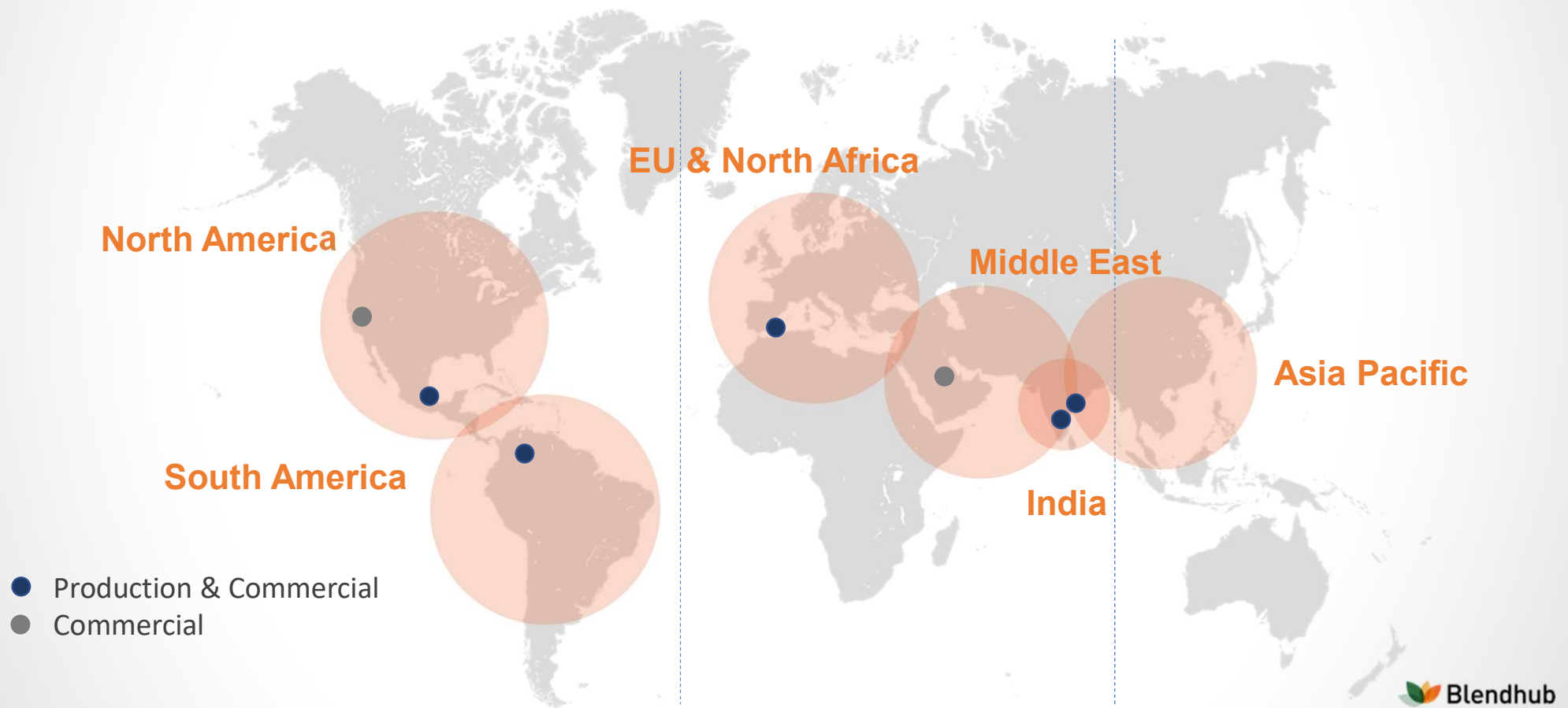
Henrik Stamm Kristensen
2023 TIA Europe Conference

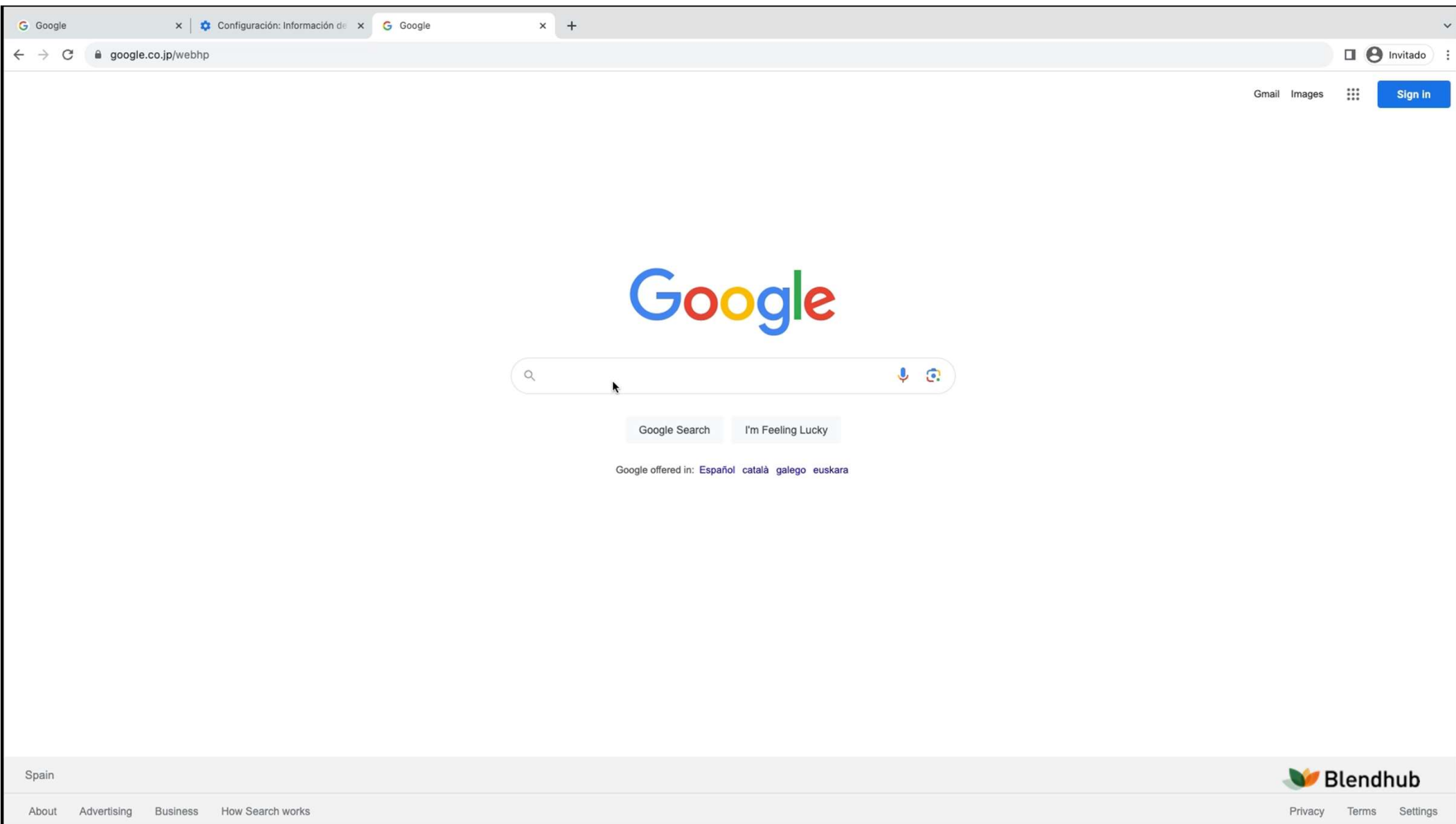


ANYWHERE



Blendhub is a global network of multi-localized hubs and partners to give any SME or big brand access to any world market







Powder food technology

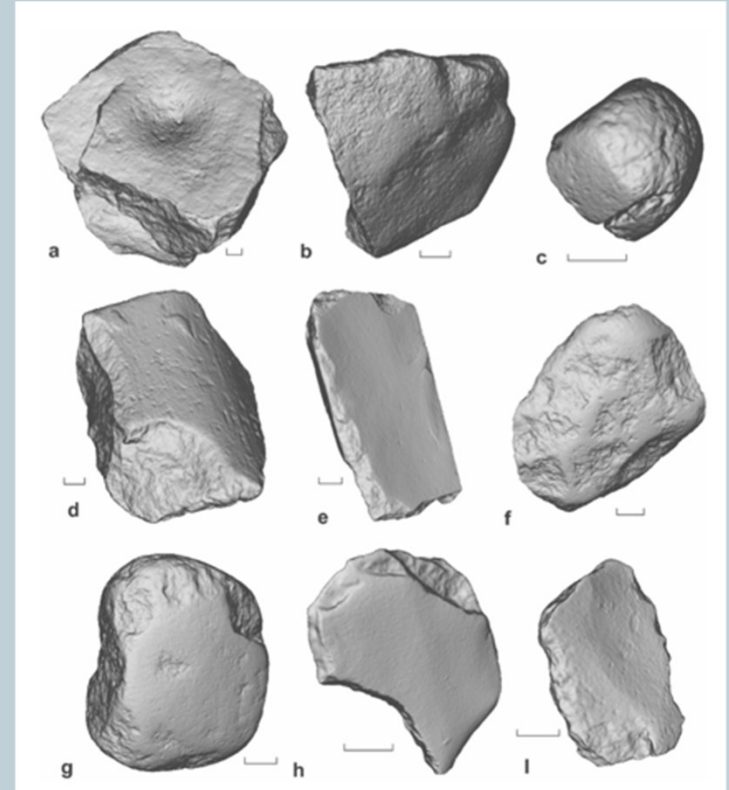
www.nature.com/scientificreports

scientific reports

65,000-years of continuous grinding stone use at Madjedbebe, Northern Australia

Elspeth H. Hayes^{1,2✉}, Richard Fullagar^{2,3,4}, Judith H. Field⁵, Adelle C.F. Coster⁶, Carney Matheson⁷, May Nango⁸, Djaykuk Djandjomerr⁸, Ben Marwick⁹, Lynley A. Wallis¹⁰, Mike A. Smith^{4,11} & Chris Clarkson^{3,12,13,14✉}

<https://www.nature.com/articles/s41598-022-15174-x>

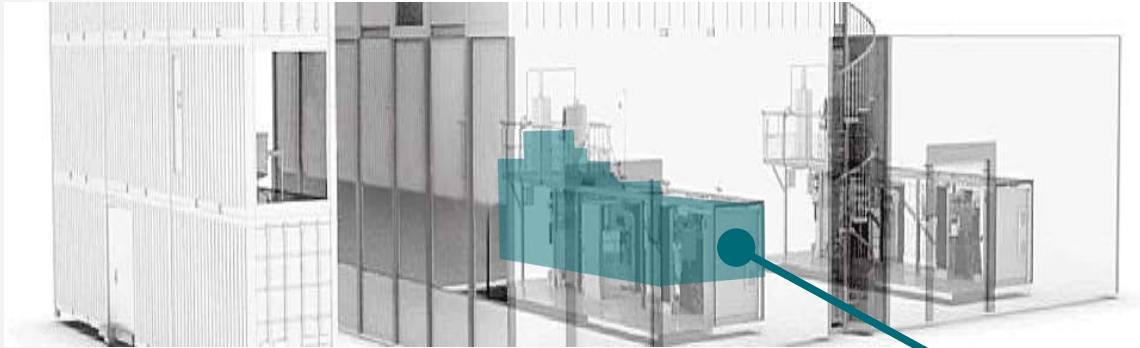


#Fresh2Powder2Fresh



Modular Local Production + Global Network Model

- We can **deploy** and **start production anywhere** in the world in **less than 9 months** thanks to the modularity and digitalization of the model
- Each Blendhub network hub works with less than 20 people, all hired & trained locally



Portable Powder Blending

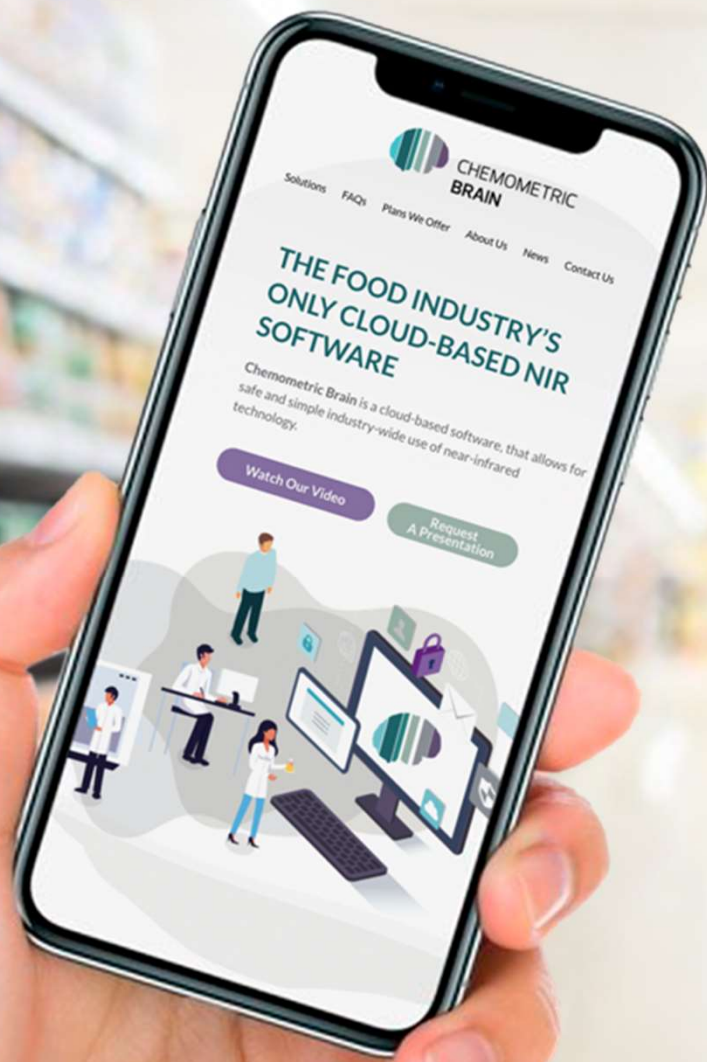
The PPB machine is the **core of a production hub**. Designed to fit into a 40ft container for efficient transport and deployment. It can be **operative** anywhere in the world in **less than 6 weeks**, it can blend 2K MT/shift, equivalent to **20MM of meal replacements** in a year.



Highest quality standards

All Blendhub network hubs are **FSSC 22000** approved. They also obtained **FDA, Kosher, Halal** and other top-quality certifications in the food industry.





Digitized food quality for every batch

- Food fraud and product deviation detection
- Quality control in procurement and delivery
- Production monitoring

Chemometric Brain food product analysis process

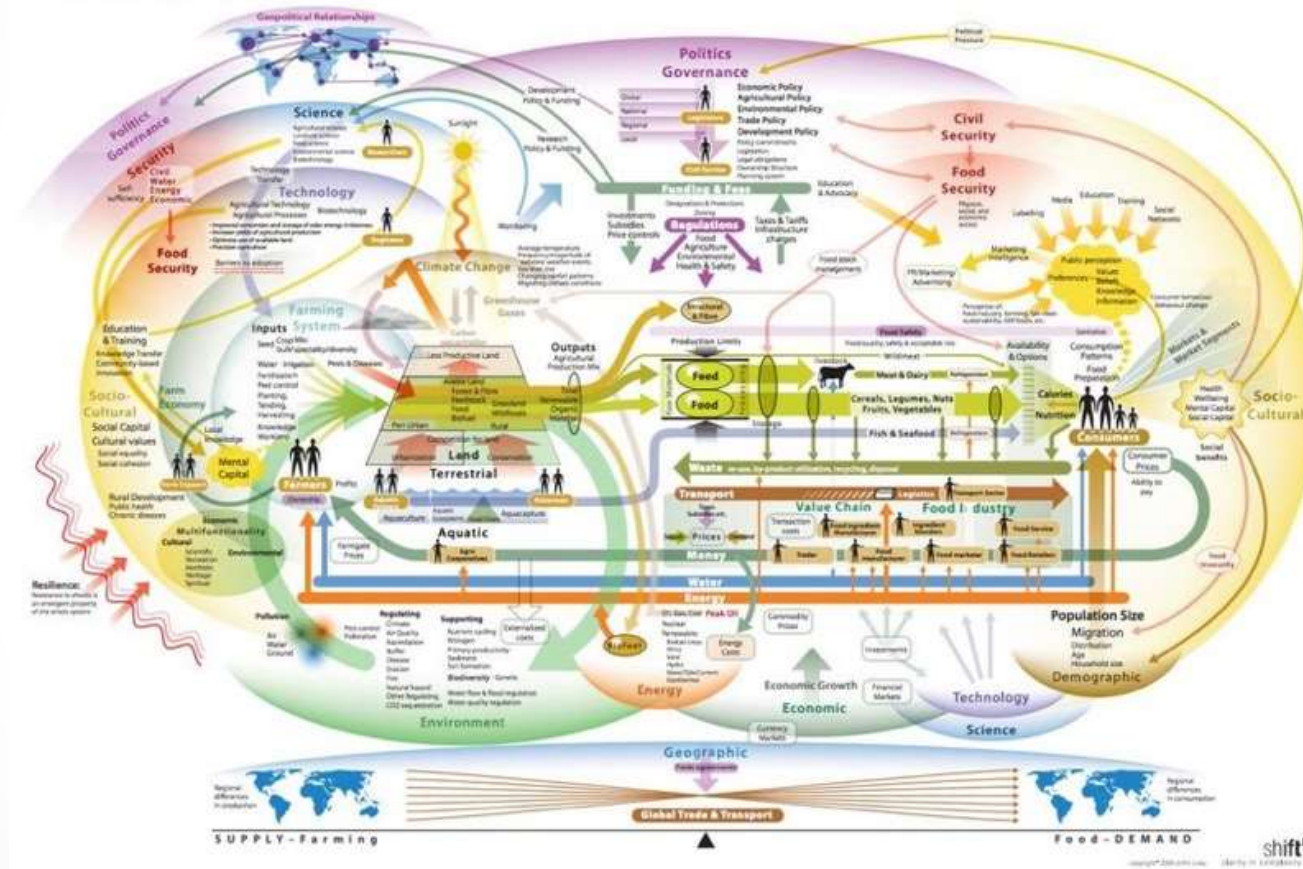


1. Capture NIR spectra from any desktop, portable or online hardware.
2. Compare automatically with your "good food" reference models previously created.
3. Instant compliance confirmation or feature quantification

Corn tortillas from soil2mouth



Food system and supply chains are broken

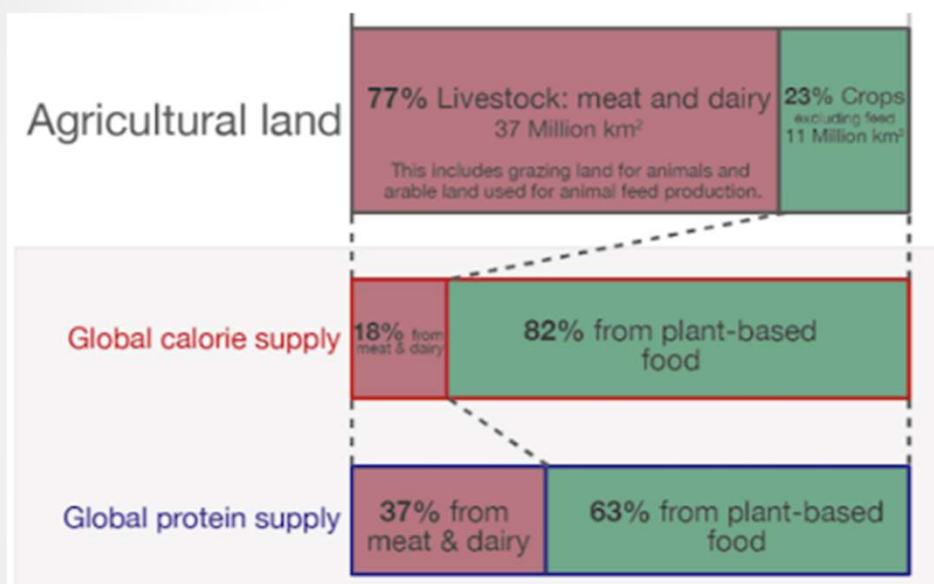


https://www.researchgate.net/figure/Global-Food-System-Map-3-Source-ShiftN-2009_fig1_331311296

A top-down view of a large assortment of high-protein foods. The collection includes various types of beans (black, kidney, chickpeas), lentils, and seeds (flax, chia, hemp). Nuts like almonds, walnuts, and cashews are scattered throughout. Vegetables such as green peas, mushrooms, cucumbers, tomatoes, and asparagus are also present. Protein-rich grains like quinoa and buckwheat are visible. A container of mixed vegetables and a bowl of cubed tofu are also included. The text "Why high protein?" is overlaid in the center in a large, white, sans-serif font.

Why high protein?

Global land use for food production



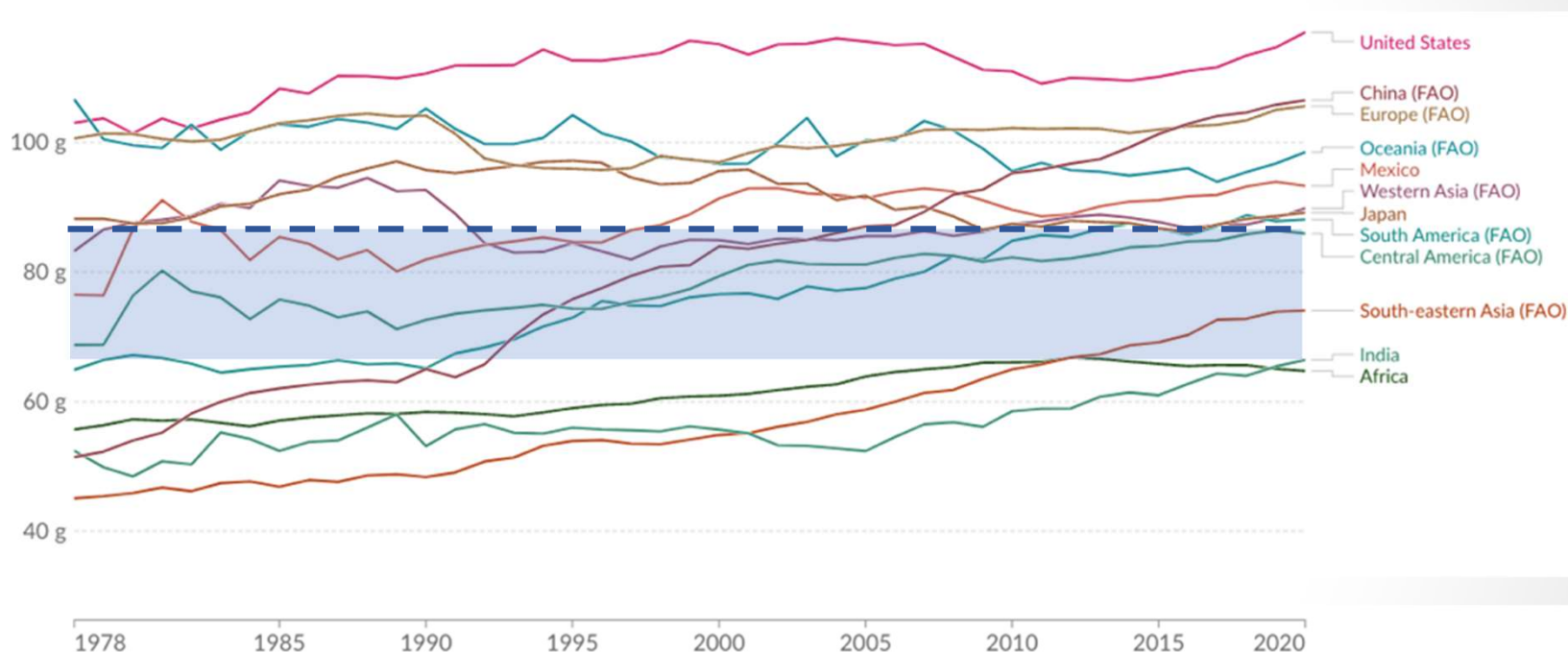
Data source: UN Food and Agriculture Organization (FAO)

[OurWorldinData.org](https://www.ourworldindata.org) – Research and data to make progress against the world's largest problems.



Daily per capita protein intake is increasing continuously since 1978

Recommended
intake for a
75Kg person



Source: Food and Agriculture Organization of the United Nations

Note: Data measures the availability delivered to households but does not necessarily indicate the quantity of protein actually consumed (food may be wasted at the consumer level).

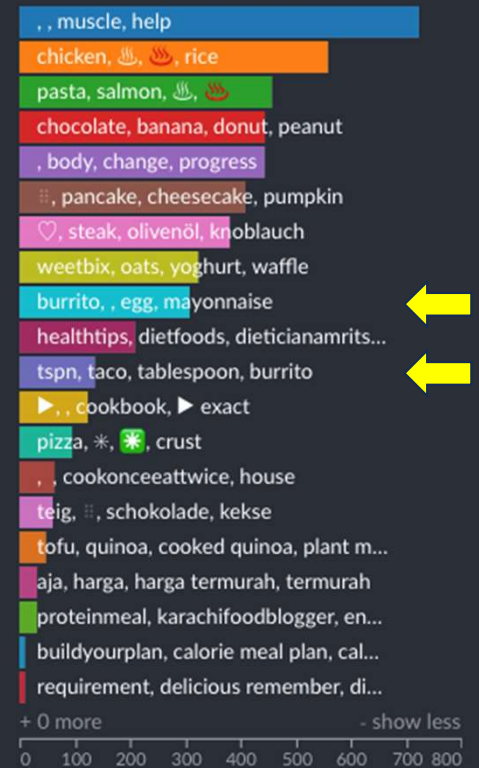
Conversation about “High Protein Recipes” in Instagram



ADJECTIVES

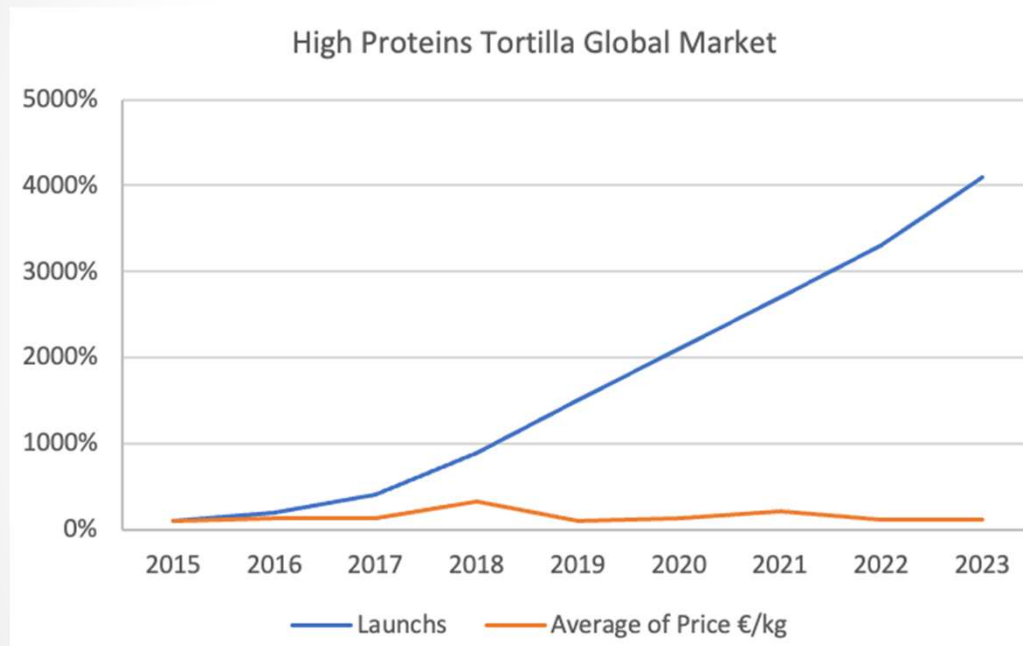
#healthy #easy
#delicious #quick

DETECTED CLUSTERS



Instagram analysis of 5000

Why global high protein tortilla market is a major challenge



Market offer growths every year...

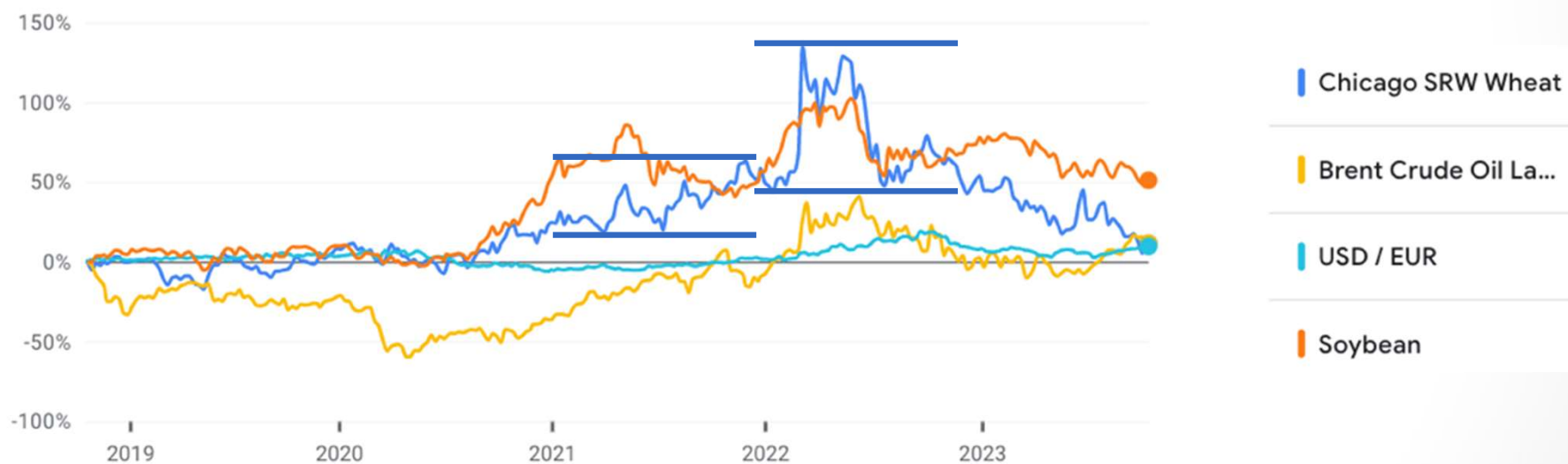
While prices remains the same!

While food commodity prices are crazily volatile!

Wheat price volatility:

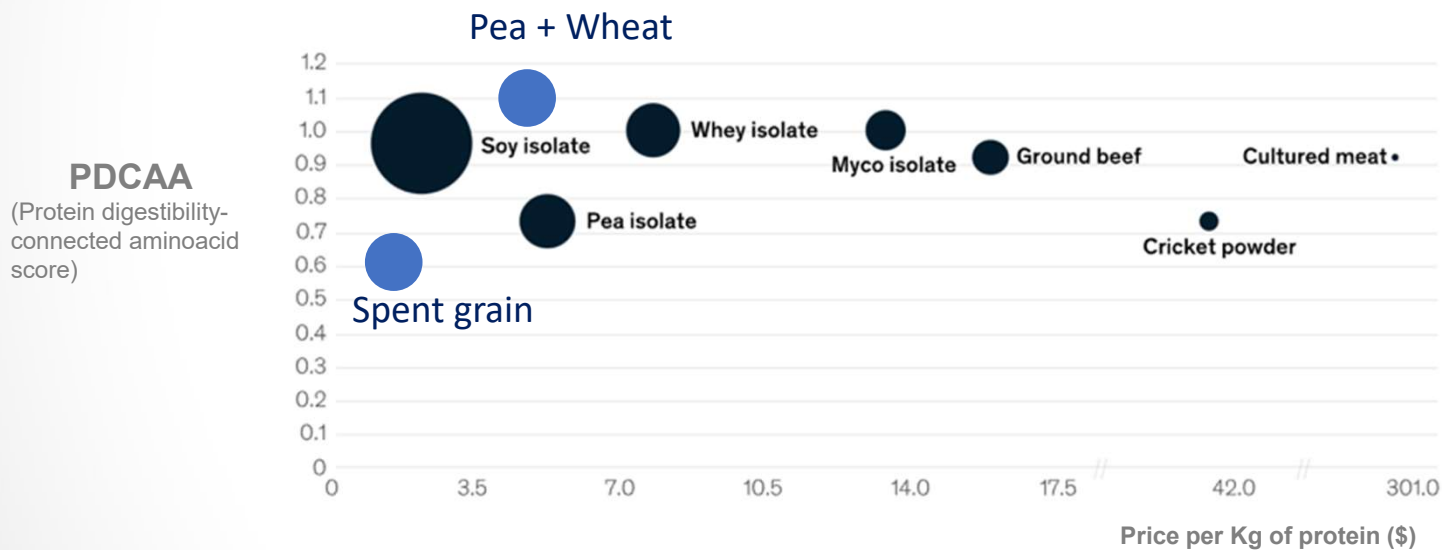
40%
in 2022

495%
in 2023



We really need new sources of proteins but industry forget the obvious

“Alternative proteins: The race for market share is on”
McKinsey&Co. 2019.



Source: *Dietary protein quality evaluation in human nutrition: Report of an FAO Expert Consultation*, Food and Agriculture Organization, Food and Nutrition paper, number 92, March/April 2011, fao.org.

Today, 51% of produced proteins are not for human consumption

Most of high protein super-cereals
are not extended in the market

Grain	Protein per 100 grams, cooked
Spelt	5.50 grams
Kamut	5.71 grams
Teff	3.87 grams
Amaranth	3.80 grams
Quinoa	4.40 grams
Farro	5.12 grams
Wild Rice	3.99 grams
Whole Wheat Pasta	5.99 grams
Millet	3.51 grams
Couscous	3.79 grams
Oats	2.54 grams
Buckwheat	3.38 grams
Brown Rice	2.74 grams
Corn	3.11 grams
Sorghum	2.90 grams
Barley	2.26 grams

Combination of plant protein
sources can improve protein quality

Table 2	Traditional Pasta 100% DURUM Wheat Flour	Reformulated Pasta 25:75 Lentil/Durum Wheat Flour Blend
Protein Content of Pasta (%)	11.7	14.7
PDCAAS of Pasta	0.43	0.71
Reference Amount for Pasta (g)	55	55
Protein per Reference Amount (g)	6.4	8.1
Daily Value for Protein (g)	50	50
% DRV	5.6	11.5
Protein Claim Permitted	N/A	Good Source of Protein

Food is not only eating, it's culture, family, memories so local is key to new-old ingredients

Gluten-Free Millet Flat Bread (Bajri no Rotlo)

Hi I'm Priya

I remember the first time I tasted a roti. I was about 5. My family had just moved back to India and I was just getting used to life without breakfast cereals. One night my mom made these dense dark flat breads for the family. They looked different from the traditional wheat roti I was used to eating. In fact, my mom assumed my brother and I wouldn't eat them and made something else for us.

I'm excited to share my favorite Indian recipes that I learned from my family as well as creative new dishes inspired by Indian flavors.

Watch on YouTube

Follow Induapade

Jowar Roti Recipe

Published: May 11, 2022 - Modified: Aug 4, 2023 by Archana - This post may contain affiliate links - As an Amazon Associate I earn from qualifying purchases - 11 Comments

308 SHARES

Jump to Recipe

A staple in Indian cuisine, **Jowar Roti** is a gluten-free flatbread made from finely ground sorghum flour. Light and healthy, Jowar (Sorghum) Rotis are usually served with curries and dals. Here is my step-by-step recipe with a video showing how to make perfect Jowar Roti at home.

Hi, I'm Archana: a former software engineer, now a full-time blogger. I am a mother of two boys who share my love for food and cooking. Words I love to hear are, "Mom, what's for dinner?" The same words I say to my mom every time we speak. I live in the greater New York City Area with my husband and sons.

Learn More About Me!

PIA BREAD SPELT

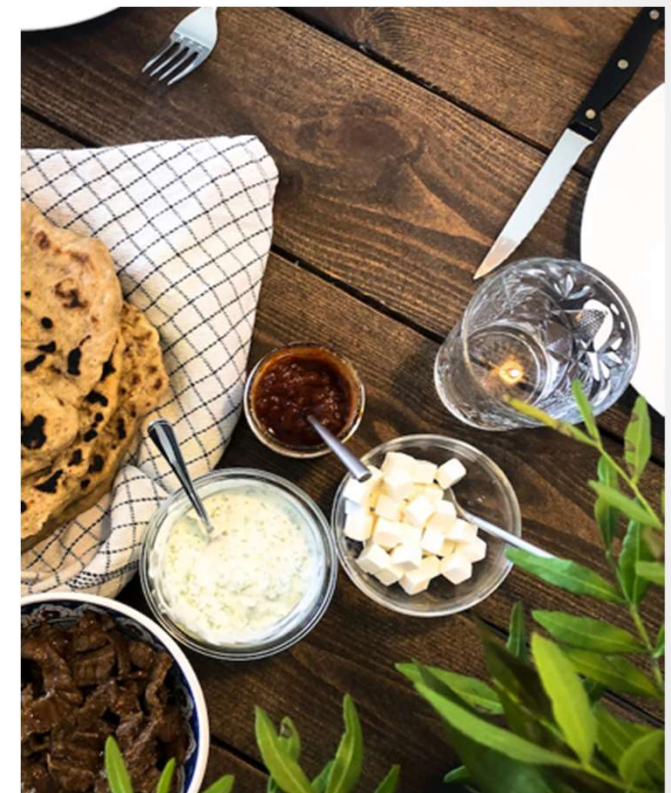
Our spelt bread is made of organic whole wheat spelt flour, water, yeast and salt. The spelt comes in packs of 4, and filled with any of our spreads, hummus and feta! Both they make for a delicious light lunch.

View Nutritional Value

ORGANIC VEGAN

Ingredients: Spelt flour (34 %), whole grain spelt flour (gluten), water, yeast, sea salt, "Organic quality"

Nutritional values per 100g	
Energy	1058 kJ / 252 kcal
Fat	1.2 g
Of which saturated	0.2 g
Carbohydrates	47.3 g
Of which are sugars	0.5 g
Protein	5.1 g
Salt	1.0 g



115,81 KSh



20 R\$



3,5 €



219,54 ₹



23420,97 đ



\$ 4.000



Why "Excellence in Societal Impact"



Excellence in Societal Impact — Blendhub

If 2022 has demonstrated anything, it's that the global food system is broken and in desperate need of innovation.

Blendhub, winner of the New Champions Excellence in Societal Impact award, is implementing a network of multilocalised food production hubs that are closer to raw materials and final consumers — all of it powered by technology and amounting to a food-as-a-service business model.

Using 40-foot containers, Blendhub brings food production to the areas that need it through portable food factories. These production hubs can be deployed anywhere in the world within six months, and are already working in India, Mexico, Spain, Colombia and Thailand.

These hubs cut can reduce the cost of any powder-based food recipe by 20-50% through improved logistics: lower storage costs, lower transportation costs and less need for international middlemen taking a cut. All this means lower food prices for the hubs' beneficiaries and improved food security.

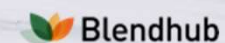
Local farmers, small entrepreneurs and local humanitarian workers are already benefitting from these hubs and the supply chain they unlock, providing healthy and affordable food products. That's why Henrik Stamm Kristensen's Blendhub was selected as this year's Societal Impact winner.



Henrik Stamm Kristensen
Founder Blendhub group
HRI Investor

Olivier Schwab
Managing Director,
World Economic Forum





HIGH PROTEIN TORTILLAS ZERO NET CARBOHYDRATES

Nutrients	Value per serving (23g)
Energetic value	39Kcal
Fats	2g
Saturated	0g
Carbohydrates	0g
Simple sugars	0g
Dietary Fibers	4g
Protein	3g

4x more!





Henrik Stamm Kristensen

Founder Blendhub group/HRI Investor

