

# Everything you need to write about us accurately

Download the kit as PDF 

Covered in AgFunderNews, Green Queen, startupticker, vegconomist and Better Bioeconomy.

Boilerplate you can paste, the logo in both versions, and who to quote on what. Anything not here, ask.

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## The name

FOOD FOUNDERS Studio. Two words in capitals, then Studio in sentence case. After first mention, "the studio" is fine in running text. The legal entity is FOOD FOUNDERS Studio AG.

Not Food Founders Studio, not FoodFounders as one word, and not FFS, which is internal shorthand only.

# Boilerplate, ready to paste

All three are approved as written. No further sign-off needed.

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**ONE LINE** 20 words

FOOD FOUNDERS Studio is a Swiss venture studio that builds B2B food and beverage companies from science that already works.

Copy

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**SHORT PARAGRAPH** 57 words

FOOD FOUNDERS Studio is a Swiss venture studio that builds B2B food and beverage companies from existing science. Industry tells the studio what it needs, the studio finds the technology that answers it, and then co-founds the company in between. It sources technology from university labs, startups that ran out of runway, and shelved corporate R&D programs.

Copy

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**FULL BOILERPLATE** 130 words

FOOD FOUNDERS Studio is a Swiss venture studio based in Zurich that builds B2B food and beverage companies from science that already exists. Large manufacturers have cut internal R&D and now buy rather than build, while proven food and beverage technology sits unused in university labs, in startups that ran out of money, and in corporate programs that were shelved. The studio works from both ends: it establishes what manufacturers will pay to solve, sources the technology that answers it, assesses it with four expert boards drawn from the industry, then licenses or acquires it and co-founds the company around it. More than a hundred technologies have been evaluated to date. Its first company, SentiaNova, makes truly neutral plant proteins and reached the market within a year of being founded.

Copy

# Checkable numbers

|                                                                                 |                                                                                    |                                                                                                    |
|---------------------------------------------------------------------------------|------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|
| <div>FOUNDED</div> <div>2024</div>                                              | <div>HEADQUARTERS</div> <div>Zeughaustrasse 31, 8004 Zurich,<br/>Switzerland</div> | <div>LEGAL ENTITY</div> <div>FOOD FOUNDERS Studio AG</div>                                         |
| <div>MODEL</div> <div>Venture studio. Not an accelerator or an incubator.</div> | <div>ROUND SIZE</div> <div>EUR 4m</div>                                            | <div>TECHNOLOGIES EVALUATED</div> <div>More than 100</div>                                         |
| <div>EXPERT BOARD MEMBERS</div> <div>15 across four boards</div>                | <div>COMPANIES BUILT</div> <div>1, SentiaNova, in market</div>                     | <div>TEAM</div> <div>3 co-founders</div>                                                           |
| <div>BACKING</div> <div>Co-funded by EIT Food and the European Union</div>      | <div>INVESTORS</div> <div>Not disclosed</div>                                      | <div>WEBSITE</div> <div><a href="http://www.foodfounders.studio">www.foodfounders.studio</a></div> |

# Logo



PRIMARY, ON DARK SVG

## Clear space and size

Keep clear space around the mark equal to the height of the emblem. Minimum width 120px on screen, 32mm in print. Below that the STUDIO sub-line closes up.

The mark is drawn for a dark ground. On anything pale, use the ink version, where the white letterforms become near-black and the sub-line darkens enough to read. Both are SVG, so they scale to any size without loss.



INK, ON PAPER OR WHITE SVG

## Please do not

- ✗ Put the primary version on a white or pale ground, where FOUNDERS disappears
- ✗ Recolor it, including making the whole mark one flat color
- ✗ Stretch, rotate, outline or add a shadow
- ✗ Set it over a busy photograph without a solid panel behind it
- ✗ Rebuild the wordmark in another typeface
- ✗ Separate the emblem from the wordmark as a standalone icon

# Color

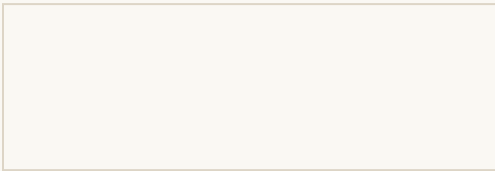
Teal is the ground for whole sections rather than a tint behind an icon. Orange is a single accent, used rarely. Everything else is paper and ink.



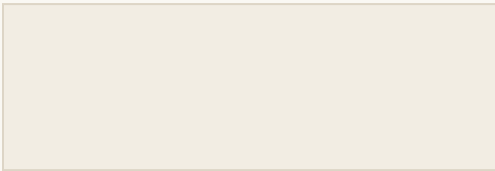
Teal  
#0F3D3A · 15 61 58



Orange  
#FF8403 · 255 132 3



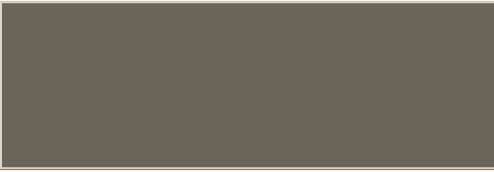
Paper  
#FAF8F3 · 250 248 243



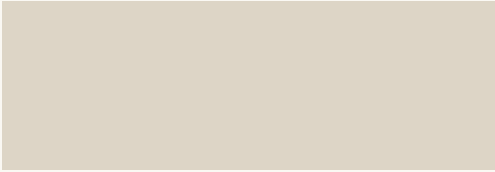
Paper warm  
#F2EDE3 · 242 237 227



Ink  
#1A1A18 · 26 26 24



Muted  
#6B6559 · 107 101 89



Rule  
#DDD5C6 · 221 213 198



Teal text  
#B8CFCB · 184 207 203

## Where the orange works

#FF8403 is the logo's own orange and the only orange used. It is built for the teal ground, where it is comfortably legible. On a pale ground it is a graphic accent rather than a text color.

| ORANGE ON       | CONTRAST | USE           |
|-----------------|----------|---------------|
| Teal #0F3D3A    | 4.89     | Fine for text |
| Paper #FAF8F3   | 2.31     | Accents only  |
| Warm #F2EDE3    | 2.10     | Accents only  |
| White on orange | 2.46     | Avoid         |

For small orange text on a pale ground, use #C96100: the same hue a few steps darker, 3.81 against paper.

# Typography

Instrument Sans at every size. Weight and scale carry the hierarchy that a second, contrasting face would otherwise carry. Free from Google Fonts.

DISPLAY · 500

We build food and beverage companies

LEAD · 400

Industry tells us what it needs. We find the technology that answers it.

BODY · 400

We license or acquire the technology, recruit the founding team, fund the first stage and build the company as co-founders.

# Who to quote on what

Names and titles as they should be printed. Interview requests go through the press contact.

## Giacomo Cattaneo

CEO and Co-founder

The model, the industry problem, partnerships and commercial strategy. Built and scaled EverGrain inside AB InBev.

[linkedin.com/in/g-cattaneo](https://www.linkedin.com/in/g-cattaneo)

## Alexandre Morel

CTO and Co-founder

Spokesperson on technology: sourcing, IP evaluation, and taking science from lab to product. Led the world's first cultivated beef fillet process at Mirai Foods.

[linkedin.com/in/alexandre-morel-001](https://www.linkedin.com/in/alexandre-morel-001)

## Robert Boer

CIO

Funding, investor relations, investment strategy, impact framework. Managed over 70 seed-stage foodtech investments with 14 exits.

[linkedin.com/in/robertboer](https://www.linkedin.com/in/robertboer)

## Daria Reisch

Founder and CEO, SentiaNova

The founder experience and the SentiaNova technology. Available for stories about the venture itself rather than about the studio. Six years building Agrinorm, exited in 2025.

[linkedin.com/company/sentianova](https://www.linkedin.com/company/sentianova)

Selected coverage

Twelve pieces so far, in two waves: the studio in September 2025 and SentiaNova in April 2026. Figures quoted in the earlier pieces are the figures of the time.

GREEN QUEEN27 Apr 2026

Plant-Based Proteins Have A Taste Problem: This New Startup Has A Fix

The taste problem and the process that fixes it, written for a general audience.

AGFUNDERNEWS23 Apr 2026

SentiaNova emerges from stealth to tackle plant protein's taste problem

The venture's launch, with the technology explained in detail.

BETTER BIOECONOMY3 Nov 2025

The Venture Studio Building What the Food Industry Actually Wants

A long interview with Giacomo Cattaneo on how the studio picks technology and builds around it.

AGFUNDERNEWS2 Sep 2025

“Europe generates incredible food research, and most of it stays trapped in university labs”

The launch interview, and the clearest statement of why the studio exists.

2026

|             |                                                                                                                            |                                |
|-------------|----------------------------------------------------------------------------------------------------------------------------|--------------------------------|
| 29 Apr 2026 | SentiaNova launches patented pea protein de-flavouring technology with independent taste validation                        | Food Engineering & Ingredients |
| 27 Apr 2026 | Plant-Based Proteins Have A Taste Problem: This New Startup Has A Fix<br>Also syndicated to <a href="#">vegan-news.net</a> | Green Queen                    |
| 23 Apr 2026 | SentiaNova emerges from stealth to tackle plant protein's taste problem                                                    | AgFunderNews                   |
| 13 Apr 2026 | Eighteen foodtech startups selected for investor showcase                                                                  | startupticker                  |

2025

|             |                                                                                              |                    |
|-------------|----------------------------------------------------------------------------------------------|--------------------|
| 22 Dec 2025 | Women in Food: an interview with Daria Reisch                                                | FI Global Insights |
| 3 Nov 2025  | The Venture Studio Building What the Food Industry Actually Wants                            | Better Bioeconomy  |
| 6 Oct 2025  | Set for growth under new leadership                                                          | startupticker      |
| 3 Oct 2025  | Investment Climate Podcast, episode 50: Giacomo Cattaneo and Alex Morel on how to get funded | vegconomist        |
| 9 Sep 2025  | FOOD FOUNDERS Studio AG erhält 1.2 Millionen Franken und startet Food Tech Venture           | startupticker      |
| 2 Sep 2025  | “Europe generates incredible food research, and most of it stays trapped in university labs” | AgFunderNews       |
| 2 Sep 2025  | FOOD FOUNDERS Studio Eyes Growth with \$15 Million Funding and Plant-Based Startup Launch    | vegconomist        |

Writing something that should be on this list? Send it to [media@foodfounders.studio](mailto:media@foodfounders.studio) and we will add it.

# SentiaNova, the first company

Truly neutral plant proteins. A patented process removes off-flavors at the raw material stage, before concentration or isolation, rather than masking them afterwards. Licensed technology, in market within a year of being founded.

The licensor is not being named at this stage and is the subject of a separate announcement. Investors in the studio and in its ventures are not disclosed.

[www.sentianova.com](http://www.sentianova.com)

# Press contact

**media@foodfounders.studio**

Copy address

Interview requests, fact checks, photography and anything this page does not cover.

FOOD FOUNDERS Studio AG  
Zeughaustrasse 31, 8004 Zurich, Switzerland

[Other ways to reach us](#)