



HOLI ROOTS

Stuttgart, June 23

HOLI ROOTS

PAOLA VARELA

DUYEN DO





FOOD WASTE

FOOD LOSS AT FARM LEVEL





SOCIAL AND ECONOMIC PROBLEM

50%

PRODUCTION LOST

ENVIRONMENTAL

WASTE OF RESOURCES

**HOLIROOTS RESCUE VEGETABLES THAT DO NOT
PASS THE FARMERS'S GATE AND
TRANSFORMED THEM INTO TASY AND HEALTHY
FOOD!**



BIO VEGETABLE CRACKER!



CRACKERS WITH RESCUED VEGETABLES



WORKING TOGETHER WITH FARMERS



WITH 35% FRESH VEGETABLE



Ideal als
Snack, mit Dips,
Suppen, Salaten &
vielmehr!



DIE HOLI-CRACKER!

36%
FRESH
VEGETABLE



BE-BIO-01
EU/non-EU Agriculture




REDUCED IN
***CALORIES**


SOURCE OF
FIBER



FUTHER **ATTRIBUTES**

- Plant based
- No nuts
- No conservatives

80%: Gemüse, Dinkelmehl, Weizenmehl, Leinsamen & Buchweizenmehl
20% : Gewürze



*Enthalten weniger Kalorien/Energie als Crackers in gleicher Kategorie

PRODUCTS



**BEETROOT &
THYME**



CARROT & CUMIN



LEEK & NUTMEG



All veggie use!
#nopeeling!



The most affected
veggies!



LAUCH



ROTE BETE



PASTINAKE



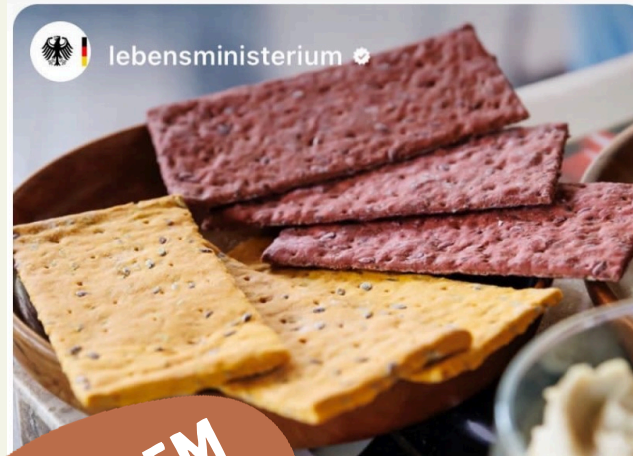
KAROTTE



2.2 Tonnes*
Rescued veggies!



ALLE DIE HOLICRACKERS!

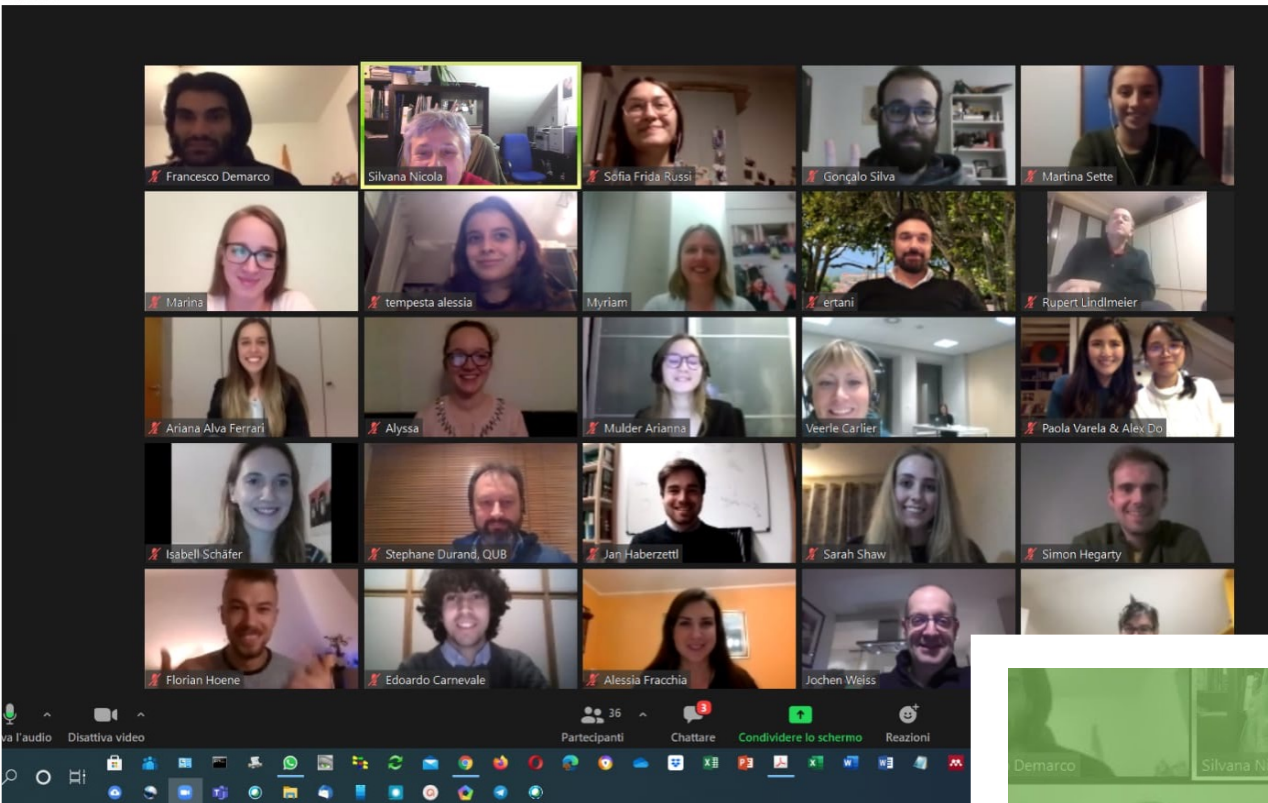


AUCH GEM
OEZDEMIR!

Hier trifft [@cem.oezdemir](#) auch die Gründer*innen von Start-Ups wie Holiroots, die mit Crackern aus aussortiertem Gemüse [#Lebensmittelverschwendung](#) reduzieren.

[#NOFOODWASTE](#)





UNIVERSITY OF HOHENHEIM



EIT Food is supported by the EIT a body of the European Union

OUR STORY STARTED AT AN INTERNATIONAL FOOD INNOVATION COMPETITION IN 2020 – EIT FOOD 2ND PLACE WINNERS!







JOIN THE FOOD REVOLUTION

TOGETHER RESCUING VEGGIES!



@HOLIROOTS

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HOHENHEIM

#jetztklimachen

unterstützt vom



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