


ikygai

Food with Purpose



Introducing Ikygai
Ikygai is a new consumer umbrella brand for fruit and vegetables developed by Top Seeds International that brings you food with a purpose.

A person wearing a white chef's coat is preparing food in a kitchen. They are standing behind a counter, and their hands are visible as they work. In the foreground, there is a plate of salad with green leaves and orange cherry tomatoes. To the right of the plate is a small white cup and a larger white bowl. In the background, there is a wooden cutting board with sliced tomatoes and a knife. The kitchen has a modern design with a stainless steel sink and a white countertop.

Vision & Mission

We **enrich your healthy & social lifestyle** by offering a food brand based on a **Japanese philosophy** that combines **health** with **beauty, taste & inspiration**.



The Ikygai brand story

“Within our breeding processes we are always on the look out for **innovations** that offer our customers and consumers something special and **out of the ordinary**; in terms of taste and eating experience together with **easy growing conditions**. Developing them we came to the conclusion that these innovations deserve a special go to market and brand.

As we are part of the Japanese company Mitsui we have come to know the Japanese lifestyle and culture with it's **beauty, respect, and eye for perfection**. We got inspired to create a brand around the Japanese lifestyle where **food has a purpose** and discovered a Japanese word called “ikigai.”

Ikigai – a well known Japanese word and philosophy - stands for the reason why you get up in the morning, what brings you joy and purpose.

We chose to create a food brand called Ikygai, focused on generation Y and launch fresh produce that truly bring value and purpose to our partners, customers and consumers. **A brand that combines health with beauty, taste and inspiration in so many ways.**

Discover fresh produce coming from Top Seeds International that have something special and exciting in our new brand **Ikygai!**”

- Gianni Bernardotto, Chief Executive Officer Top Seeds International Ltd

Ikygai & Health

We are **focussing on health and nutritional values** in our breeding program. Varieties that are **high in nutritional value** will enter the Ikygai brand.

Products we launch under Ikygai as the tomatoes Yuka and Umami **are part of ancient varieties with great taste and nutrition**: the orange Yuka is rich in carotenoids which are good for skin, the brown Umami is full of carotenoids and lycopene that are good for the heart.

**“Take good care of your body,
it’s the only place you live in.”**

- Jim Rohn







Ikygai & Beauty

Beauty is about how you choose to live and eat. Beauty within Ikygai is about **embracing nature**, discovering perfection, being sustainable, respectful and eating more plant-based and vegan.

Ikygai respects the environment and uses sustainable packaging, “second life” recycled and/or biodegradable plastics.

We believe in a world with less waste!

**“Take the time to enjoy
the beauty of your food.”**

Ikygai & Taste

Fresh produce launched under Ikygai have something **out of the ordinary** when it comes to taste.

The taste of the Yuka tomato is like a fruit and quite surprising as Yuka is both fruity and sweet.

The taste of the Umami tomato is smooth and round with a touch of umami that gives your salad that extra flavour it needs.

Tomatoes as Yuka and Umami are **produced in specially selected places** as for example Almeria and Sicily, grown next to the sea where salty soil enhances the taste and nutritional value.

“Ikygai is for consumers with great taste.”





Ikygai & Inspiration

Ikygai inspires you to **be more creative** with fresh produce to **increase your vegetables consumption** by offering healthy and enjoyable food **with recipes for a plant-based/vegan experience**. These recipes are easy to prepare for a casual vegan dinner with a Japanese twist when your friends come over!

You don't have to be vegan to enjoy Ikygai. Research shows that 90% of people that buy vegan food are actually not vegan. Most people these days, especially young people are Flexitarian.

“Get creative with vegetables and experience more dishes purely plant-based.”

**“Experience the purity and elegance of
vegan food with Ikygai fresh produce.”**



Ikygai brand personas

Enzo, 25

About: Italian, first job as brand manager, has a Spanish girlfriend, lives in the center of a big city
Food: Flexitarian foodie, wants to eat more and more plant-based, likes to cook for friends
Why he buys Ikygai: He loves trying out new fruit and veggies, also in new ways of consumption, likes the Japanese influences and style of Ikygai.

David, 28

About: South American, second job in Sales, still lives with his parents, loves travelling
Food: Loves foreign inspired food and dishes, loves BBQ and is a meat lover
Why he buys Ikygai: He loves new types of food coming from other cultures, thinks the packaging of Ikygai is cool and is open to try it's recipes even if they are vegan.

Lisa, 21

About: Dutch, Student, part-time job at retail, loves going out with friends
Food: Flexitarian, is cutting down on eating meat, eats vegan meals time to time, loves sushi
Why she buys Ikygai: She loves tasty fruit and veggies for snacking and smoothies, likes the cool and clean branding of Ikygai.

Ikygai is mainly targeting Generation Y (born between 1980-1994)
>35% of global population:
born foodies, tech-savvy Instagram influencers, eco friendly & looking for adventure, also in food!



Yuka - the orange mini plum tomato

Launched as the first product under Ikygai it offers you a distinguishing sweetness combined with a fruitiness that gives you the idea **you are almost eating a fruit**.

It's flavour and texture makes Yuka **great for smoothies** next to snacking, salads and pasta sauces.

The Yuka cherry plum tomato has elegant, uniform clusters and a sturdy stem. It produces orange-coloured fruits with an average weight of 20 to 25 grams and **excellent tolerance to cracking**. It stands out for its medium-early cycle with excellent flavour and is easy to grow. Brix is depending on the climate conditions and season, showing a minimum value of approximately 6.0 and reaching up to 10.0.



“Yuka is great for
smoothies.”



What consumers say about Yuka

“Lovely in the surprising Japanese salad.”

(recipe on Yuka package)

“Love the orange color, it’s much more cheerful then red!”

“I enjoyed the fruity and sweet flavour.”

“Finally a tomato for smoothies.”

Quotes from consumer focus groups 2019

Future introductions within the Ikygai brand

Ikygai has more surprises in store for you with a **product range** that is expanding to **different vegetables and fruit** as the Umami tomato and the Ai orange sweet pepper.

More info can be found at:

www.ikygaifoodwithpurpose.com



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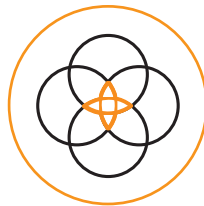
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**“Let Ikigai inspire your
healthy & social lifestyle!”**





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