

# FREDI

# Functional R&D Israel



**Connecting Innovations  
with  
Marketing Opportunities**

# Background

- △ The food industry around the world is becoming more interested in actively promoting health
- △ The evolving needs of new products and technologies that are based on proven solid science is increasing
- △ Israel is a hub to high tech as well as medical devices start ups and industry
- △ Over the last decade both the Academia and private and governmental incubators and start up companies are concentrating more on food technology and nutrition related subjects

# About FREDI



- ⚠ A new initiative of Nativ Consulting Group, a leading Israeli marketing consulting firm, specializes in the FMCG sector
- ⚠ FREDI has generated a meeting point where innovation meets leading food companies, creating a mutual synergistic market opportunity
- ⚠ Connecting SMBs / academic projects / independent ventures and start ups with and global food companies and investors in order to promote their new products / ingredients / technology

# Areas of Interest



- ⚠ Functional foods, Dietary supplements & Medical foods
- ⚠ Ingredients
- ⚠ Food technology
- ⚠ Packaging
- ⚠ Agriculture

# FREDI Portfolio - Ingredients



- ⚠ The New Affordable Super Food: high protein, high fiber, high minerals and vitamins → outcome of an innovative growth process
- ⚠ Sprouts enriched with nutraceutical
- ⚠ Natural ingredients for weight management
- ⚠ Omega-3: algal, high grade fish oil
- ⚠ Natural innovative ingredient, high proteins & dietary fibers content, clinically supported to help in controlling appetite

# FREDI Portfolio – Functional Foods

- ⚠ Antioxidant enriched Olive oil (clinical support)
- ⚠ Functional beverage for the prevention of neurodegenerative diseases
- ⚠ Long-lasting effect (6h) of Sugar-free confectionary facilitates to avoid bad breath odor
- ⚠ Natural honey based products

# FREDI Portfolio - Technologies



- ⚠ Shelf life extension of fish and seafood
- ⚠ Encapsulation of hydrophobic compounds to improve bioavailability
- ⚠ Controlled release of complex fragrances and aromas
- ⚠ Temperature stable liquid droplets



# FREDI Portfolio – Dietary Supplements

- ⚠ Functional food & Nutritional supplements specifically designed for endurance athletes
- ⚠ Nutritional Supplements companies
- ⚠ Weight management clinically supported formula



# How Does it Work for Investors?

- △ **Contacting FREDI team**
- △ **Introducing the fields of interests**
- △ **FREDI team matches relevant innovative projects**
- △ **FREDI team establish & accompaniment the  
collaboration**

# How Does it Work for an Initiative?

- △ **Contacting FREDI team**
- △ **Introducing the innovative product/ technology/  
ingredient**
- △ **FREDI team assisting in promoting the project  
(scientifically, technology, regulatory, market segment,  
strategy etc.)**
- △ **FREDI team locate the relevant investor**
- △ **FREDI team establish & accompaniment the collaboration**

# Contact Information



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