

VÅR Ventures invest in Danish start-up REDUCED and their quest for making waste to taste

We are proud to announce our investment into the Danish food-tech start-up [REDUCED](#). The €2.9m seed round was led by [Vækstfonden](#) and VÅR Ventures, alongside [Rockstart](#), [Pollen Capital](#) and business angels.

REDUCED plans to utilize the funding to expand their production facilities, attract talent, and finalize their investment into their unique technology used for the creation of plant-based flavour enhancers,

REDUCED targets not just one- but two of the main challenges present in today's global food system – 1) food waste, and 2) the transition to more plant-based diets.

At VÅR Ventures we are excited about the journey ahead, where we will support REDUCED in their efforts in making sustainable, organic, and tasty foods from upcycled ingredients available to the global market. We see a great match between REDUCED and VÅR, and we look forward to our cooperation with the dedicated team and the investor syndicate.

About REDUCED

Founded in 2020 by Emil Munck de Voss and William Anton Lauf Olsen, REDUCED specialises in creating food products made from surplus produce. The global products from food waste was [valued at USD 52.91 billion in 2022 and is projected to grow at a CAGR of 4.6% to reach USD 83.26 billion by 2032](#).

The company's aim is to make it easy for consumers to make the right decision by creating solutions that meet the one thing they care most about in foods: taste.

REDUCED flavour solutions are centred around umami (a category of taste in food – besides sweet, sour, salt, and bitter) and match well with plant-based meat analogues. Additionally, its flavour solutions are organic, without additives and made from side streams and excess produce.

The company's production facility in Copenhagen uses fermentation techniques to create its products, which take significantly shorter time to produce, unlike traditional other natural plant-based flavour enhancers such as miso and tamari.

Press coverage:

<https://borsen.dk/nyheder/baeredygtig/ivaerksaetter-henter-finansiering-til-at-forstaerke-smagen>

<https://siliconcanals.com/crowdfunding/reduced-bags-2-9m/>

<https://nordic9.com/news/reduced-to-raise-29-million-in-a-funding-round-led-by-vkstfonden-and-var-ventures-alongside-rockstart-pollen-capital-and-business-angels/>