

## CHEFFELO LAUNCHES NORDIC MARKETING CONCEPT

**Cheffelo's well-known meal kit services Godtlevort (Norway), Retnemt Måltidskasser (Denmark), and Linas Matkasse (Sweden) are starting off the year with a campaign under a new Nordic marketing concept to strengthen their position in their respective markets. This is the first time a common Nordic theme is implemented for all three brands.**

The concept is called "Approved by life", linking the service to the issue that mealkits help solve for its customers, namely the challenges of everyday life. Advertising agency Nord DDB has been responsible for strategy, creative concept, and production together with the marketing department of Cheffelo.

- "Approved by life" is universal enough to function across borders but also precise enough to add value to the local brands and the way we communicate, says Jeanette Agertoft, Nordic Marketing Manager at Cheffelo. Our brands remain local, and we focus on local taste preferences, local quality ingredients, local suppliers, and our local employees. This new concept creates a foundation that allows us to talk about how our mealkits simplify everyday life for customers, says Jeanette.

The concept is based on a key insight: families that take the time to have dinners together often experience an improved quality of life. Therefore, the new concept is turning the dishes into everyday heroes. Sometimes you have to whip up a Carbonara quickly before sports practice, other times it's pan-fried salmon with homework help. Because that's how life is.

The campaign is running during January and February on TV, Digital platforms and social media.

### **For further information, please contact:**

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### **About Cheffelo**

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Cheffelo (previously LMK Group) was founded in 2008 with the vision of simplifying everyday life by offering a large variety of inspiring meals delivered directly to the customer's front door. Today, the group is a leading supplier of meal kits in the Nordic region and a leader in Scandinavian foodtech. The group operates in Sweden, Norway and Denmark under the brands Linas Matkasse, Godtlevort, Adams Matkasse and RetNemt. In 2022, the group generated SEK 1.1 billion in revenue and delivered approximately 17 million meals to its customers. Cheffelo is listed on Nasdaq First North Premier Growth Market (ticker: CHEF). Certified Adviser: FNCA Sweden AB.

## Image Attachments

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Approvedbylife GI

## Attachments

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