PRESS RELEASE
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LMK Group launches climate calculation for recipes

LMK Group has through its Linas Matkasse brand launched a pilot project for climate-calculated recipes. The project is based on LMK Group's offering with flexible meal kits and aims to increase transparency in recipes while facilitating active choices for customers.

The pilot project initially includes climate calculation on 10 of the most popular recipes at Linas Matkasse. Based on the climate calculations, customers are provided with the opportunity to choose recipes that minimize their climate impact.

Walker Kinman, CEO of LMK Group, said: "Climate-calculated recipes is an important product development fully in line with our ambitions to make it easier for customers to make active and sustainable choices. If the pilot project turns out well, we see great opportunities to introduce the calculations to our other brands in Scandinavia."

The data for the climate calculations has been developed by the Swedish research institute RISE, based on its climate database. The climate database is based on life cycle analyses of more than 750 nutrients that represent Swedish food consumption. Each product has been given a climate indicator that shows its climate impact.

For further information, please contact:

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About LMK Group

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 the largest supplier of meal kits in the Nordic region and consider itself a leader in Scandinavian "food tech". The Group operates in Sweden, Norway and Denmark under the brands Linas Matkasse, Godtlevert, Adams Matkasse and RetNemt. In 2020, LMK Group generated SEK 1.2 billion in revenues and delivered approximately 1.74 million meal kits to households in the markets in which the Group operates.

Attachments

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