



Team name	SauerCrowd
Product	Circular Raw Speciality Sauerkraut
School	Aeres University of Applied Sciences European Food Business
Captain	Marie-Claire Feller
Teamleden	Moritz Huber
Coaches	Sintija Kuipers & Emmanuel Anom & Corry Uenk

At SauerCrowd, we believe that by going back to the roots and combine ancient knowledge with the latest innovations of today, we can create a sustainable food system for us and the future generation. That is why we bring back the most sustainable preservation technique to the modern consumer – fermentation. We are going to renew your image of sauerkraut. In order to do so, we innovated new exciting flavours while selling it raw, bioactive and packaged in a recyclable glass jar. Our sauerkraut is produced, packaged and transporting with minimal emissions and use of resources, realized through focusing on working with local farmers, who are including people with disabilities, short supply chains and making use of the fermentation process. In order to meet the consumer preferences of today, we added different vegetables, herbs and fruits into the kraut which makes it crunchy, juicy and delicious to be eaten raw. By this, it opens completely new ways of consumption and preserves the numerous health benefits. In the summer it can be served on top of a burger, sandwich, hot dog, salad bowl or simply as a snack. In the winter warm together with potatoes as a Dutch classic. A short ingredients list, high vitamin C and fibre content, as well as gutfriendly lactobacillus, are only a few of the benefits which come alongside the consumption of our sauerkraut. Through our communication channels, we keep a strong consumer relationship because: "only as a crowd we can bring change to this food system."

