



Team name	BlueWavesFood
Product	SomethingBlue
School	Aeres Hogeschool Dronten International Food Business
Captain	Carmen Ruhl (DE)
Teamleden	Florian Kahrs (DE)
Mentor	Cynthia Akkermans Emmanuel Anom
FNLI Coach	Fokke Dooper (UCC Coffee Benelux)

We at BlueWavesFood believe that polluted oceans are not the future and that those projects intended to initiate a change do not get the inevitable attention. That is why we want to create change and connect consumers to the problem by giving them a chance to actively vote with their forks for increasing sustainability - By selling SomethingBlue.

Our blue pasta sold on the German market shall attract young generations and with each packaging sold we intend to donate 50 cents to initiatives to clean the oceans.

Generation Y and Z crave for the most unique products, crave attention through social media, and want to be part of the most recent trends.

SomethingBlue supports this target group by launching a product that is based on blue spirulina, that is highly outstanding due to its color and therefore perfectly suitable for the most "instagrammable" dishes which are shared on social media.

