

**Press Release:**

**Carrot Revolution backed by Finnish wholesaler Heino to build sustainable food culture with kids**

- The company will use the pre-seed funding to kickstart the prototyping and development of their digital product, after successfully operating offline cooking courses for children for more than one year
- Gaming industry veteran Emmi Kuusikko joins the company to lead the creation of the online service

**Helsinki, Finland, 3 September 2019** – The Finnish startup Carrot Revolution announced today pre-seed funding of 250 000 euros from Finnish wholesaler TukkuHeino, and Business Finland, the Finnish funding agency for Technology and Innovation.

Carrot Revolution is on a mission to open kitchen doors for all kids to enable sustainable building blocks for a good life. The company was founded in 2017 in Helsinki Finland by advertising industry veteran Olli Freese and brand-strategist Piritta Koivisto. Home economics teacher and doctoral researcher Kaisa Torkkeli joined soon after.

Carrot Revolution has been organising cooking courses and events for children for the past year, and has since engaged with more than 2000 kids in Finland. The company is currently expanding the concept to the online and mobile worlds.

“TukkuHeino wants to be a catalyst for better food culture and invest in courageous and ambitious companies. Carrot Revolution teaches valuable life skills bringing kids close to food and making cooking a social activity. These skills can have a big impact on kids’ as well as families’ lives,” comments Petri Heino, when asked about their reasons to join in Carrot Revolution. “The digital concept creates a good basis for scaling the idea for an international audience. This provides a great opportunity to bring the Finnish pedagogics expertise to new markets,” Heino continues.

Carrot Revolution has recently welcomed one of the leading experts on game development to their growing team. Emmi Kuusikko is now in charge of the development of Carrot Revolution’s online service.

“I was convinced by the experienced team behind Carrot. I am very excited to bring the learnings from the gaming world to building an international kids’ cooking community. Carrot’s business idea touches many current megatrends: sustainable eating, health and wellbeing, and being present with your family in the busy day to day life. The idea of being able to offer a fun and useful hobby that effortlessly fits into families’ everyday lives and mobile usage is exciting. A product that combines the Finnish educational expertise with learning sustainable food culture in a fun way will surely have a great growth path ahead,” praises Kuusikko.

“Our aim is to grow Carrot Revolution to be the world’s leading food enthusiasm brand for kids, and to do it so that the kids are heard. We want to enable cooking to be a fun and attractive

hobby and keep the kids in the spotlight. The financing from TukkuHeino and Business Finland, and Emmi coming on board, make it possible for us to focus on developing the digital service,” says the CEO Olli Freese enthusiastically. “The pilot will be out by the end of this year in Finland, and tested also in the first international markets. After collecting the user feedback and iterating the service, the plan is to expand to other potential markets.”

Additional information:

Olli Freese: p. 050 3395450, [olli@carrotrevolution.fi](mailto:olli@carrotrevolution.fi)

Petri Heino: p. 0500 451625, [petri.heino@heinontukku.fi](mailto:petri.heino@heinontukku.fi)

Emmi Kuusikko: p. 040 7347542, [emmi@carrotrevolution.fi](mailto:emmi@carrotrevolution.fi)