CHIA DIA

COMPANY NAME: Chia Día

COMPANY OWNERSHIP: Private

COMPANY'S PRODUCTS/SERVICES: Introducing the Natural Formula for Energy – Chia Día, it's a refreshing chia drink based only on natural bio ingredients. Our goal is to build a healthy lifestyle, a lifestyle that encourages people to drink more nutritious drinks, by raising awareness and values of powerful plant-based ingredients, following the great effects. Smart choice of the magic superfood "chia-seeds", that will be incorporated into the daily diet and will enhance energy and vitality thanks to its micronutrients. In order to preserve the environment, we've chosen packaging in recyclable glass bottles, ensuring that the drink inside will keep its strength, natural aroma, and original flavour.

COMPANY'S COMPETITIVE ADVANTAGES AND INNOVATION:
Our main competitive advantage is that our product is a completely natural and rich in nutrition beverage. At the same time it does not contain any added sugars, additives, preservatives, or artificial colours, so it can be widely used by the broad target group of consumers. Launching of innovative clean-label beverage that contains functional ingredients from natural sources with a unique taste and extraordinary benefits for everyone, while providing exclusivity and a beneficial experience from its use. Since we lead a hectic life and live in increasingly polluted and post-pandemic environment, the main incentive is focusing on health and immunity of the population and to act positively on the eradication of harmful eating habits of consumers by reducing and preventing certain diseases while keeping our planet a safe place to live.

COMPANY'S STAGE OF DEVELOPMENT: Start-up company. Business in growth.

COMPANY'S BUSINESS OFFER/BUSINESS REQUEST FOR THE NETWORKING EVENT:
Interest in expanding the business abroad, looking for new entry market opportunities. In particular, looking for distribution channels (in the areas of the HORECA system, gas stations, supermarkets, airports, gyms, healthy stores, etc).

TYPE OF PARTNER SEARCHED AND COUNTRIES:

Angel investors associated with the food-tech industry, distribution and sale channels, business experts, or innovation hubs related to production and innovation for business expansion. Mainly from Europe/well-developed countries, then Asia / Middle East and potentially the USA market.