

Loki Foods

Project Definition

It's our aim at Loki Foods to help restore the oceans by producing food that is better for you and the planet.

Loki Foods' mission is to supply the world with sustainable, plant-based Arctic food that does not compromise on nutrition, taste, texture, cookability or affordability.

We are launching our first product - the Loki Fillet, a plant-based, nutritious white-fish alternative!

What Does Loki Mean?

In Norse mythology, Loki - the infamous trickster-god - shapeshifted into many forms, including fish.

The word loki also means knots, like the ones found in fishing nets.

Loki Foods White Fish

- High in protein, omega-3s & 6s, contains vitamins with natural color appearance
- Environmentally better - requiring less land & water, less animal waste, substantially less damage to the climate
- Free of microplastics and antibiotics

Learn more about Loki Foods here: <https://www.lokifoods.com/#about>

Project Purpose

Loki Foods is looking for a comprehensive analysis on sustainable packaging options for their products. They would like to gain insight on Customers' preferences in terms of packaging materials and design, when it comes to plant-based product selection.

Scope

Geography: Europe

1. Market Research:

- Research competitors worldwide to evaluate them from their packaging perspective, understand the type of packages, materials, their sustainable characteristics they use. Assess their reusability, additional features such as if packaging is microwaveable.
- Analyze the packaging design including colors, brand image, type of information, message they share with their customers.
- If possible, identify relevant packaging providers for Loki Foods.

2. Recommendations:

- Create recommendations on packaging strategy: type of package for the selected products, materials and design aligned with the defined Consumer group(s)' preferences.
- Deliver recommendations on the next steps for Loki Foods to establish partnership with recommended packaging provider(s).

Specifications

Estimated workload and group size

Workload: 4-5 hours/week (per person)

Team size: 4-5 people in the team

Preferred Consultant Profile

Interest in sustainable, plant-based food chain

Experience in volunteering, working with nonprofits

Experience in Market Research & Business Development is a plus

Project duration

Duration: 10-12 weeks

Start: February 2024

End: June 2024

Deliverables

To be agreed on during initial call

