



Press release

## **YPOG advises Movendo Capital and DLF Venture on the investment in Foodji**

**Berlin, 15 March 2023** – YPOG assisted Movendo Capital and DLF Venture on their investment in the Munich-based food tech company Foodji. A team led by Dr Benjamin Ullrich and Nina Ahlert provided comprehensive legal advice to Movendo Capital and DLF Venture on the Series A funding round of US\$23 million.

Foodji was founded in 2016 and operates smart food vending machines that offer fresh and healthy food at any time and exactly where people spend their daily lives. In the office, on the production site, at university, in the hospital or while travelling in a hotel or at the airport.

More than 90 percent of German companies do not have their own canteen. Last year showed that the demand for high-quality and flexible round-the-clock catering - especially in German SMEs - is huge.

In order to further expand its position as the market leader in Germany in the field of ultra-fresh, autonomous food and beverage catering, Foodji has raised money from investors. The fresh capital will go towards strengthening the team as well as expanding Foodji's proprietary technology. Dutch investor Movendo Capital and DLF Venture from Luxembourg joined as new partners. American investor Triple Point Capital and Kraut Capital from Germany also participated in the financing round, as did existing investor FoodLabs from Berlin.

### **Advisors to Movendo Capital/DLF Venture:**

Dr. Benjamin Ullrich (Co-Lead) (Corporate, Transactions), Partner  
Matthias Kresser (Regulatory & Finance, Transactions), Partner  
Dr. Johannes Janning (Corporate, Transactions), Partner  
Dr. Benedikt Flöter (IP/IT, Transactions), Associated Partner  
Nina Ahlert (Co-Lead) (Corporate, Transactions), Senior Associate  
Laura Franke (Corporate, Transactions), Project Lawyer

### **About Movendo Capital B.V.**

Movendo Capital B.V. is an investment holding company specialized in innovative food and innovative retail investments. Backed by a fourth-generation entrepreneurial family with long tradition in retail and food production, Movendo is a long-term capital investor and active shareholder.



## **About DLF Venture**

DLF Venture is a family-backed consumer-focused investment company, founded in 2016 in Luxembourg, with footprints in Brussels and London, investing primarily in Europe, focusing on four key sectors: Food & Beverage, Health & Care, Edtech and Innovative Retail.

## **About Foodji**

Foodji, the food-tech from Munich, was founded in 2016 by Felix Munte, Daniel von Canal, Moritz Munte, Dr. Oliver Friedmann und Nicolas Luig. Foodji enables small and medium-sized companies without a canteen to provide their employees with restaurant grade, fresh and healthy foods and has become the market leader in this space. The core of the company is the proprietary technology platform which automates the entire supply chain and the smart food vending machines, called "Foodji", which offer fresh, healthy and high-quality foods around the clock. The available products can be reserved via the app or purchased directly via the touchscreen without registration. The menu changes several times a week and is tailored to the wishes of the employees and guests, using artificial intelligence and proprietary technology. In addition to a personalized offering, the Foodji approach leads to significantly less food waste than is the norm in the food industry. Further information: [www.foodji.com](http://www.foodji.com) and <https://www.linkedin.com/company/foodji-marketplace-gmbh/>

## **About YPOG**

YPOG is a law firm specialized on tax and business law which is active in the core fields of Tax, Funds and Transactions. The team at YPOG represents a broad client base, which ranges from emerging technology companies and family-run SMEs to large corporations as well as private equity and venture capital funds. YPOG is one of the leading advisors for venture capital, private equity and fund structuring in Germany. The firm and its partners have been recognized nationally and internationally by JUVE, Best Lawyers, Legal 500, Focus and Chambers and Partners. Today, YPOG has more than 100 experienced lawyers and tax specialists and a notary, in three offices in Berlin, Hamburg and Cologne. Further information: <http://www.ypog.law> and [www.linkedin.com/company/ypog](http://www.linkedin.com/company/ypog).

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