



GARDYN, AI-POWERED HYBRIPONIC™ GROWING SYSTEM, RECEIVES \$5 MILLION INVESTMENT FROM JAB VENTURES

Homegrown food pioneer is rapidly expanding to meet strong demand in high-potential market

WASHINGTON, D.C. (Sept. 21, 2021) – [Gardyn](#) Inc., a fast-growing pioneer in homegrown food, announced today that JAB Ventures, an affiliate of [JAB Holding Company](#), has increased its non-controlling stake in **Gardyn** through an additional investment of approximately \$5 million. This brings Gardyn’s total raise this year to \$15 million. The investment will be used to further develop Gardyn’s revolutionary technology platform, strengthen distribution and accelerate customer acquisition.

“Gardyn, built on remarkable technology and a radically novel customer experience, is shaping the future of food at home,” said Joachim Creus, Senior Partner at JAB. “Gardyn is the clear leader in the fast-growing segment of homegrown food, as evidenced by the brand’s strong growth and high-adoption and retention rates, even beyond COVID. JAB Ventures is proud to support Gardyn’s development and bring to market credible alternatives to the industrial paradigm of the past, in a way that is better for the planet, better for health and brings natural art to your home.”

Gardyn went to market in March 2020 and experienced a rapid rise in demand and popularity. Using innovative hybriponic™ technology, a patented blend of hydroponic and aeroponic farming, **Gardyn** is setting a new standard for at-home technology that requires 95% less water than traditional methods. JAB Ventures’ recent influx of capital allows for further development of the hybriponic™ system as well as the artificial-intelligence-based technology that automates Gardyn’s devices, optimizes the plants’ growth and makes it so easy to use.

“After JAB Ventures’ initial investment, we’re thrilled to continue our partnership in a larger capacity,” said FX Rouxel, founder and CEO of **Gardyn**. “With a storied history backing iconic food and beverage brands like Panera Brands and Keurig Dr Pepper, as well as a shared mission in bettering the future of food, we’re confident JAB Ventures is a great partner for our next chapter at Gardyn.”

Each **Gardyn** system can grow 8-10 pounds of delicious produce per month and takes up only 2 sq. ft. of space, allowing even apartment dwellers to enjoy all the produce they need – no green thumb required, Gardyn’s AI takes care of it all. Seen by many as a piece of art, Gardyn is a revolutionary way to bring nature back into your home. **Gardyn** is poised to shape a better-food future for all, both locally and globally.

Gardyn is a recognized pioneer in the surging homegrown food category. Gardyn was awarded [Best Inventions of the Year by TIME Magazine](#), [Sustainability Product of the Year](#), and Good Housekeeping’s [Best Smart Home Device of the year](#). To learn more about Gardyn, visit www.mygardyn.com or follow along on Instagram at [@gardyntech](https://www.instagram.com/gardyntech).

About Gardyn

Gardyn reimagines the future of food. Gardyn develops cutting-edge technologies to make it possible and convenient for anyone to grow large quantities of nutritious and tasty produce at home, in a fully automated way, within just two square feet and no green thumb required - fully local, highly sustainable. After several years of research and development in partnership with universities, Gardyn launched the revolutionary “Gardyn Home” device and its innovative gardening assistant Kelby™, which won several awards and broad media attention.

About JAB Ventures

JAB Ventures is an affiliate of JAB Holding Company taking non-controlling stakes in growth companies. JAB Holding Company invests in consumer-focused industries with attractive long-term dynamics, including strong growth prospects, attractive margin and cash flow characteristics, and proven resiliency. JAB Holding Company is the largest shareholder of Keurig Dr Pepper, a leader in the North American beverage market, and has controlling stakes in JDE Peet’s, the largest pure-play fast-moving consumer goods coffee company in the world; NVA, one of the world’s largest animal care services platforms; Krispy Kreme Doughnut, a global leader in doughnuts and other premium-quality sweet treats; Panera Bread, a leading bakery-café company; Pret A Manger, a leading company in the ready-to-eat food market; Caribou Coffee Company, a specialty retailer of high-quality premium coffee products; Einstein Noah Restaurant Group, the leader in the North American bagel category; Espresso House, the largest branded coffee shop chain in Scandinavia. JAB Holding Company is also the largest shareholder in Coty Inc., a global leader in beauty, and owns luxury goods company Bally.

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