

As rapid growth continues, Gardyn raises a \$35 million Series B round led by JAB Ventures

Investment to accelerate Gardyn in its mission of reshaping the food system to a sustainable and nutritious model available to all.

Washington, DC, April 7th, 2021- [Gardyn Inc.](#), a leader in vertical hydroponic gardens, announced today it is raising a \$35 million Series B financing round headed by [JAB Ventures](#). Upon completion, the non-controlling investment will bring Gardyn's total funding to date to \$55 million, fueling Gardyn's rapid expansion as it continues to reinvent the current food system to one that is more sustainable, healthier, and addresses food security. Awarded [Best Invention of The Year](#) by TIME Magazine and [Sustainability Product of The Year](#) by Business Intelligence Group, Gardyn has proven revolutionary in the sustainable food space.

"JAB Ventures is very proud to double down on our investment in Gardyn given the amazing track records they have demonstrated over the past few years and the incredible potential they have moving forward given their unique positioning and technology," says Joachim Creus, Managing Partner and Vice-Chairman of JAB. In 2021 JAB Ventures led Gardyn's Series A with a \$15 million round.

With this new investment, Gardyn intends to further develop its revolutionary technology and make the transition to home-grown food even easier. Additionally, this will allow Gardyn to ramp up its production capabilities and secure its supply in the current uncertain context. "With the continued development of unique technologies and a reliable supply we can reshape the production of food. The time to switch to a reliable, healthy, and supportive system is now" says FX Rouxel, Founder and CEO of Gardyn. "As we continue to grow and expand, we change the way food is grown to a fully-distributed, climate-friendly model that leverages existing infrastructures in cities, and provides healthy and more nutritious food for everyone. With remarkable and sustained demand, Gardyn boasts a high adoption rate, proving consumers are eager to leave dysfunctional systems behind."

Thanks to its unique Hybriponic[®] technology and AI-based plant growth optimization, Gardyn Units successfully grow high yields of nutrient-dense and pesticide-free food at home, using 95% less water than traditional agriculture. The result is enough food to feed a family of four, allowing for a healthier lifestyle that is also better for the environment. As the number of Gardyners continues to rise rapidly, so does the move away from unsustainable industrial practices and towards a brighter future.

For media requests, please contact: pr@mygardyn.com

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 with 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, garnered broad media attention.

About JAB Ventures

JAB Ventures is an affiliate of JAB taking non-controlling stakes in growth companies. JAB invests in consumer-focused industries with attractive long-term dynamics, including strong growth prospects, attractive margin and cash flow characteristics, and proven resiliency. JAB 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 and Espresso House, the largest branded coffee shop chain in Scandinavia. JAB is also the largest shareholder in Coty Inc., a global leader in beauty, and owns luxury goods company Bally.

