



Press Release 2017-04-07

## **OptiFreeze AB: New CEO acquires 300.000 shares in OptiFreeze AB**

**New OptiFreeze CEO, Nick Kramer, has acquired 300.000 shares in OptiFreeze AB. Nick has bought 150.000 shares privately and another 150.000 through a Dutch holding company co-owned by Nick. All shares have been purchased from Arc Aroma Pure AB.**

### **For more information, please contact:**

Göran Hedbys, Chairman of the Board OptiFreeze AB

Cell phone: +46 735 299 544

E-post: ghedbys@gmail.com

The information in this press release is information which *OptiFreeze AB* is required to disclose under EU Market Abuse Regulation (EU). The information was provided by the above contact persons for publication on April 7, 2017.

---

**OptiFreeze AB** has patented technology that enhances taste, shape and texture of vegetables, fruit and herbs, and that can be guaranteed by a freezing and de-freezing process. The company has also developed a method that can improve shelf life of chilled processed fruits and vegetables. The same technology can be used to dry herbs, while enhancing taste, smell and color. The technology provides new business opportunities for producers and distributors, but also for food processors all around the globe. The natural sugars used in the process regenerate cells, which enhances the taste, shape, texture and shelf life. OptiFreeze is the result of a long period of research at the Institute of Food Technology at the University of Lund. The company is situated in Lund, Sweden and is listed at the AktieTorget stock exchange.