

Press release: October 23, 2017

OptiFreeze AB

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OptiFreeze: Temporary management and board change, plus intensified sales

During the fall, Göran Hedbys has acted as working chairman during the absence of CEO Nick Kramer. Kramer's final day as CEO will be October 31st. As Hedbys cannot simultaneously hold both the position of interim CEO and that of chairman, the company has decided to make temporarily changes to its management and board of directors.

Hedbys will assume the position of interim OptiFreeze CEO starting November 1st; Anders Hättmark will, therefore, temporarily assume the position of OptiFreeze chairman.

The recruitment process for a permanent CEO has commenced, and it is the ambition of OptiFreeze to have its new CEO installed before the end of the year. Hedbys will then return to his role as chairman.

Concurrently, OptiFreeze is investing in its sales department. The company now has a working pilot facility enabling intensified sales efforts. A dedicated sales manager working intensely on further increasing the company customer base has been recruited.

For more information, please contact:

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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 colour. 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.