



MOONVALLEY





# 01 Who we are



# This is Moonvalley

Moonvalley is a sports nutrition brand with its roots in Måndalen, Norway. Organic, plant based and nutritionally balanced products with extraordinary delicious flavours and a community of fans all over the world.

Moonvalley was founded in 2018 by three Swedish professional trail runners: Emelie Forsberg, Ida Nilsson and Mimmi Kotka. They are also food lovers with a passion for a sustainable, simple lifestyle – close to nature.



**MOONVALLEY**

# The Founders



**Emelie Forsberg**

She is one of the world's top athletes in skyrunning and ski mountaineering. European Championship and World Championship gold medalist in skyrunning. Fastest Known Time (FKT) at Kebnekaise, Kungsleden, Grand Teton, Matterhorn and Mont Blanc.



**Ida Nilsson**

Former middle-distance runner who successfully switched to trail and ultra running. She has won trail and ultra races such as Zegama, Ultravasan, Kia Fjällmaraton, Mt Blanc Marathon, The North Face 50 miles and Transvulcania three times.



**Mimmi Kotka**

Moonvalley's star when it comes to ultra-running over the longer distances and not sport nutrition. Third place on the Ultra Trail du Mont Blanc (UTMB) in 2021 and has won prestigious races such as CCC, TDS and Mont Blanc Marathon 90K several times.

# Background

Emelie Forsberg, Ida Nilsson and Mimmi Kotka knows that all kinds of energy bars are different when it comes to nutrition.

The founders believe that real sports nutrition does not need to taste like it came out of a science lab. Or that you require a degree in nutritional science to understand the list of ingredients (even if Mimmi has one).

Once this trio met it didn't take long for them to realize that they shared the same dream – to make sports nutrition products with real, organic ingredients that taste amazing.

“That is why we founded Moonvalley.”



# Vision

Moonvalley will inspire people to live a sustainable, meaningful and adventurous life – in tune with nature, our bodies and souls.

# Mission

Moonvalley provide natural, plant based, nutritious food products – simply filled with energy and love, and free from unnecessary additives.

# Philosophy

Moonvalley's philosophy is simple – make amazing products we want to eat ourselves. It really is as simple as that.

Finding exactly the right ingredients is our focus. We only use real organic, plant based ingredients for our products.

We want to spread the word that real, organic and plant-based foods can give all of us the energy and nutrition we need to live a healthy life – and taste amazing.

At Moonvalley we like keeping it real – real food, real tasty, real nutritious.

Earth. Plant. Food.





# 02 Our Products



# Organic Energy Bars

The combination of organic oats and organic dates sets the stage for a great tasting bar packed with carbs and a delightful sweetness. Perfect before, during and after training or as a tasty snack.

## This is our flavours:

- Apple & Cinnamon
- Red Beets & Orange
- Lemon & Ginger
- Chocolate & Sea salt
- Cardamom



# Organic Endurance Fuel

Organic Endurance Fuel will keep you hydrated, 'sodiumated' and motivated to keep on going for hours.

Our organic sports drink mix is a result of doing things our unique way. It's not just berry-flavoured – it's berry, very berry, in fact.

Moonvalley Endurance Fuel is a one of a kind organic sports drink, either cold or heated.

**This is our flavours:**

- Blackcurrant
- Queenberries (Raspberry & Blueberry)



# Swedish "Fika"

Fika is really important for us. It's time to just relax or plan new adventures.



## Organic Chocolate 85%

Our **Chocolate Love 85%** is 80 grams of some of the finest organic chocolate that exists. Made from just three ingredients - organic cocoa mass, organic cocoa butter and organic cane sugar.

## Organic Coffee

A perfect blend of Arabica beans from Peru, Kongo and Colombia roasted really dark. Intense flavour with a tone of chocolate – that's our **Organic Ground Coffee & Organic Whole Bean Coffee.**



# Merchandise

Moonvalley branded clothes of organic cotton and recycled polyester. Comfy hoodies, sweaters, t-shirts and multi function tubes "buff", to wear after a run, at work or from the gym.



# News 2022



## Organic Protein Bar

The combination of organic dates and pea protein forms a great base for a clean protein bar. 12 g protein/bar. Perfect after training or whenever you need a fika on the go.

## This is our flavours:

- Dark Chocolate
- Cinnamon & Cardamom
- Lemon & Vanilla

## Coming up

- Organic Recovery Mix
- Organic Protein Mix
- New flavour for Endurance Fuel
- Gels / Energy Bites

A photograph of three women in outdoor gear on a rocky mountain peak. One woman in a yellow jacket is in the foreground, looking towards the right. Another woman in a white and green jacket is in the background, looking down. A third woman in a purple jacket is in the background, smiling with her hands behind her head. The background shows snow-capped mountains under a clear blue sky.

# Thank you.

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