



Real stories

Heura foods

“The impact of small daily changes is significant”

Marc Coloma - CoFounder & CEO

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Introduction

We're pleased to present the real-life case study of Heura Foods, a leading startup on a national scale. Through our interview with their Co-Founder & CEO, Marc Coloma, we'll uncover their beginnings, the challenges they've navigated, the pivotal decisions they've made... and much more.



Heura Foods is a Spanish enterprise renowned for its expertise in crafting plant-based food products, particularly focusing on creating meat alternatives.

This Catalonia-based company is celebrated for its commitment to offering sustainable and nutritious alternatives to traditional meat products.

Introduction

Founders	Marc Coloma, CoFounder & CEO Bernat Añaños, CoFounder & CSMO
Website	https://heurafoods.com/
Year founded	2017
Location	Barcelona, Spain
Employees	68 women / 102 men
Product/service	Plant-based food
Sector	Food industry
Technology	<i>Food Tech</i>

About Heura Foods



Heura Foods was founded in 2017, in a coworking space in central Barcelona. It emerged as a **social mission turned business**, aiming to transform the current food system into a more sustainable, healthy, and nutritious one.

The company offers **100% plant-based products** as alternatives to meat and fish. Its key ingredient is heura, a plant derived from soy, a legume rich in fiber and packed with vitamins and minerals.

Heura Foods first client was a small local business in the Poble-sec neighborhood of Barcelona. Presently, **its products are available in over 10 countries.**

Impact of Competition in the Industry

According to Marc, CEO of the company, **the plant-based meat market is still in its early stages**, which means we anticipate the arrival of new competitors.

For Heura, **competition is seen as a positive force**, provided that the industry keeps progressing.

An important factor driving this progress is **the significant number of players contributing to the sector**, sharing scientific evidence regarding the challenges within the food system, such as replacing animal protein with plant-based protein.

Heura **will begin licensing technology** so that other major players in the food system can also produce more sustainable and nutritious foods.

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The more competitors we have, the easier it will be to accelerate a transition in the field of proteins





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Decision-Making Processes

Marc believes that **establishing a startup necessitates the transition from vision to tangible results**. Along this journey, various obstacles will inevitably arise, demanding solutions.

In his experience, initiating their venture posed significant challenges, akin to those encountered by any startup. However, overcoming these difficulties has cultivated resilience, equipping them to confront future hurdles with greater fortitude.

Challenges in Managing Growth

As per the CEO of Heura, since the company doesn't rely on **SaaS**, **scaling up the startup has proven more intricate due to the challenges** in acquiring technological infrastructure.

Moreover, he emphasizes the significance of ensuring raw material quality and adhering to diverse market regulations as pivotal aspects of their business.

Furthermore, he underscores two primary growth challenges the company faces: **enhancing the supply chain** to expand retail presence and **venturing into international markets**. This latter obstacle involves navigating cultural disparities and market nuances, as success in one market doesn't ensure similar outcomes elsewhere.

Food Supply Chains

Heura has two main food chains: Retail, which includes supermarkets where consumers can purchase Heura products, and **Horeca**, aimed at the hospitality sector.

Furthermore, starting in 2024, Heura will introduce a new vertical involving **the licensing of its technology to other industry players to produce sustainable and nutritious foods.**

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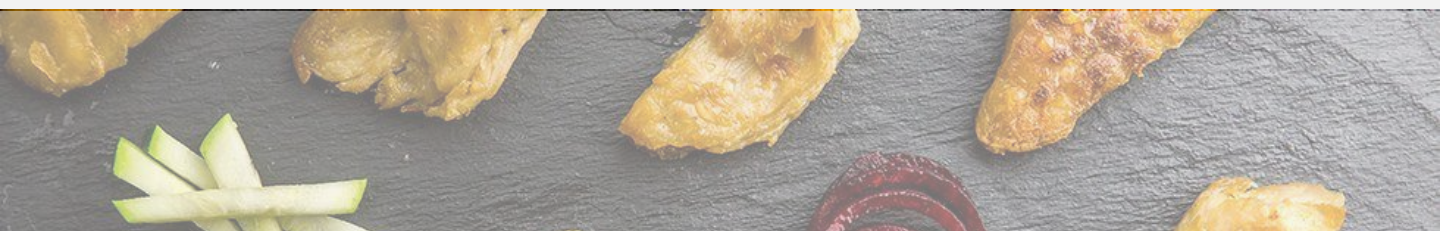
Currently, Retail accounts for approximately 70% of our business, while Horeca/restaurants makes up around 30%

Domestic and International Revenue Generation

As per the CEO's presentation, **60% of Heura's sales occur within Spain**, with the remaining 40% spread across European countries.

In this context, he elaborates that **leading the "protein transition" domestically**, with products renowned for their sustainability and nutritional benefits, **provides a prime opportunity to establish leadership in the wider European market.**

Presently, **Heura's products boast distinctive qualities**—being entirely plant-based, sustainable, and health-conscious—acknowledged within the industry, facilitating the startup's rapid expansion into other nations.



Significance of Food Technology

The CEO of Heura attributes the company's success to its innovative approach to the food system, the opportunity to introduce **a fresh concept to the market, and leveraging current technological advancements.**

Marc emphasizes the presence of **a technical-scientific team, a rarity in the food industry.**

Presently, they are at the forefront of generating novel scientific insights into maximizing the potential of plant-based products and microorganisms to tackle food system challenges. Their overarching objective is to develop more sustainable and nutritious products.

Furthermore, they utilize technology to offer solutions that **enhance consumer enjoyment through taste, texture, and the inclusion of healthy components in their products.**

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In the 21st century, we must scale up sustainable and more nutritious production, and therein lies the key role of technology

Sector and Consumer Evolution

As the CEO elaborates, the sector's development is geared towards enhancing these products without **causing a drastic shift in consumer habits**, thus encouraging consumption.

Furthermore, **promoting social awareness about food waste and the transition** towards consuming different types of protein is crucial.

Presently, an increasing number of consumers are consciously altering their habits, **opting for more sustainable and nutritious food products in response to this reality.**

Heura: A Promising Up-and-Coming Company

At the outset, Marc recounts, Heura's team had modest expectations; nonetheless, with the market's positive reception, **they've gradually set more ambitious objectives.**

Additionally, to sustain growth and further enhance operations, Heura **has placed a strong emphasis on innovation.** This focus ensures the company maintains a significant and scalable presence in the contemporary landscape while also **securing its relevance for the future in a sustainable manner.**

Ley de Startups

According to Heura, the **Startup Law marks a positive advancement** they applaud and wish had been available at the outset of their journey.

Marc believes the Startup Law **serves as a promising foundation,** yet he sees it as just the beginning of an ongoing journey requiring further development and refinement. He trusts that **the law will evolve to bolster scaleups, given their pivotal role in the Spanish entrepreneurial landscape.**

Heura
Foods



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