

## HiQ partners with Orkla Foods

HiQ is initiating a partnership with Orkla Foods to explore future digital solutions that help consumers make smart, sustainable choices in the food jungle.

"This project will deliver innovative new digital solutions with a sharp focus on sustainability and fully aligns with HiQ's vision to make the world better and a little more fun. We are thrilled to get the opportunity to do this together with Orkla Foods," says Anna Kleine, Managing Director of HiQ Skåne.

The newly launched collaboration will focus on understanding the real-life challenges people have with food and consumer products and will aim to create useful, relevant and informative digital solutions that help consumers find their way and take more informed decisions about what they eat.

Thanks to HiQ's clear focus on simplifying people's lives through technology and communication, Orkla Foods has selected HiQ as a partner-of-choice in its efforts to develop the solutions of tomorrow for today's informed consumer.

"People in Scandinavia are relatively aware of what they eat and have good intentions to make the right choices in the grocery store. But despite certifications, product labels and an eco-friendly focus in the stores, it's not always easy to choose the right product. Together with HiQ we want to change that," says Sarah Drangel, digital marketing manager at Orkla Foods.

**For more information, please contact:**

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