



ICA Maxi Ängelholm partners with Swegreen - increased sales and stable prices for 48 months through in-store farming

ÄNGELHOLM, Sweden – March 26, 2025 – ICA Maxi Ängelholm is taking the lead in the future of grocery retail by implementing Sweden's largest in-store growing facility in partnership with Swegreen, a Swedish agtech innovator with scalable technology for vertical and hyperlocal food production.

The newly installed growing facility has the capacity to produce more than 160,000 plants annually directly in-store, providing fresh produce without intermediaries or long distribution chains. At the same time, the store has secured lower and stable purchase prices for up to 48 months through a long-term agreement with Swegreen.

The results were evident shortly after installation:

55 percent increase in sales of fresh lettuce 37 percent increase in sales of fresh herbs

"We are seeing immediate sales results and a clear improvement in margins. In addition, we have access to locally grown premium produce at a predictable price for the next four years," says Sebastian Damréus, Store Manager at ICA Maxi Ängelholm.

A new era for profitable grocery retail

Swegreen's technology enables year-round production of fresh produce directly in-store, creating business value across several areas:

- Higher margins and stable prices through local production.
- Greater customer loyalty through a differentiated, premium shopping experience.
- Cost-efficient operations with minimal food waste and low transportation costs.

"We have now secured our supply of fresh produce year-round and can also use it in our catering operations" says Sebastian Damréus, Store Manager at ICA Maxi Ängelholm.

Growing interest from the capital markets

Demand for sustainable and resilient food systems is increasing significantly across the capital markets. Swegreen's platform has now demonstrated commercial impact in a grocery retail environment and is attracting interest from both venture capital and institutional investors.

During the autumn of 2024, four major ICA retailers chose to extend their partnerships for up to five years – a clear validation of the technology's scalability and its ability to integrate into larger grocery retail operations.

"We see Swegreen's solution as a key component of Sweden's future food strategy," Mohlin continues. "Just as in-store bakeries once transformed grocery retail, interest in local in-store farming is now growing in much the same way."

About Swegreen

Swegreen is a Swedish agtech company offering in-store growing as a service, Farming as a Service (FaaS). Through hydro-ponic growing systems, fresh vegetables are cultivated directly on-site in grocery stores, restaurants or hotels – with significantly reduced water consumption, no pesticides and minimal transportation requirements. A single installation can produce up to 500 plants per day, including leafy greens and herbs.

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