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Swegreen expands in southern Sweden as ICA Kvantum Brunshög brings in-store farming to Lund

ICA Kvantum Brunshög in Lund, a newly built store with a strong focus on quality and customer experience, has chosen to install Swegreen's in-store farming system, Saga.

The system will be launched in connection with the store opening in the first half of 2026 and will produce fresh herbs and leafy greens directly in-store. The initiative gives customers access to high-quality greens, harvested exactly where they shop. At the same time, transport needs are reduced, water consumption is minimal, and cultivation takes place entirely without pesticides.

"We're excited to bring the farm closer to our customers. It enables us to produce fresh, nutrient-rich herbs and leafy greens with minimal climate impact, all year round," says Jörgen Fors, store owner at ICA Kvantum Brunshög.

The installation reflects a growing shift in retail toward highlighting freshness, quality and local production as part of the in-store offering.

"This is about getting closer to the customer and elevating the in-store experience. We often refer to it as the 'green bakery'. When herbs and leafy greens are grown directly where customers shop, freshness, taste and quality become a visible and tangible part of the offer," says Anders Eriksson, CEO of Swegreen.

The Brunshög installation marks another step toward a more sustainable, taste-driven and customer-centric grocery retail model.

About Swegreen

Swegreen is one of Sweden's highest-ranked foodtech and agtech companies. It holds a top position in the FoodTech 500, a global ranking of the world's most innovative food technology companies, and is also ranked among the world's top 10 vertical farming companies in Strategic Report 2026. The company is building infrastructure for the future of food by enabling the production of fresh greens directly where they are sold or consumed.

Through proprietary hydroponic growing technology, Swegreen develops and operates advanced, scalable farming systems integrated into grocery retail, restaurants, hotels and other commercial environments. The technology enables year-round production without pesticides, with significantly reduced water consumption and minimal transport requirements.

Swegreen's business model, Farming as a Service (FaaS), combines a software-driven platform with a service-based model where customers pay a fixed monthly fee for a fully operational farm. This creates recurring revenue and a scalable business with a clear link between production and profitability.

The model improves margins at the store level, strengthens resilience across the food supply chain, and meets rapidly growing demand for fresh, sustainable and transparently produced food. Just as bakeries once became a natural part of grocery retail, Swegreen is now establishing in-store farming as the next step – the green bakery for fresh leafy greens and herbs.

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