

# Danish freeze-dried organic green kale is a big hit in

## Japan

### Detail Introduction :

Ronni Sørensen created Green Gourmet in response to the growing demand for high-quality Danish products in the Asian market. Ronni Sørensen, CEO of Vendsysselske Grønlangkål, a trading company, whose family has been producing frozen kale for supermarkets for the past 35 years. Kale is a popular traditional product in Denmark and is considered a "must-have" on the Christmas table.

"Our product retains all of the superfood benefits, and consumers can get their day's worth of vitamins and minerals with just 4 grams of kale powder," shared Ronni.

Green Gourmet supplies kale powder and granules, usually to food companies. The cosmetic industry is also showing interest in the product, wanting to make it into masks and creams.

We wash and process green kale as soon as possible after harvesting, freeze it to make the product last longer, freeze-dry it at a lower temperature, and process it into powder or granules.

"All of our products are organic, we started with both traditional and organic, but we quickly saw that Japanese consumers only buy products with organic labels. We don't work directly with Chinese customers. But we supply companies that work with China, so our kale powder arrives in China indirectly."

"China is a huge market with vast territory and abundant resources, and we are eager to seize this opportunity," concluded Ronni.