

Minor Figures welcomes Danone Manifesto Ventures and Green Monday Group as minority investors to accelerate growth of its brand globally

LONDON, June 9, 2022 – Minor Figures, the plant-based beverage maverick, today announced it has received minority investments from Danone Manifesto Ventures, the corporate venture arm of global food and beverage company Danone, and Green Monday Group, a Hong Kong-based social venture model aimed at shifting the public towards sustainable living.

Minor Figures is a rapidly-growing, independent company that is fiercely committed to crafting best-in-class plant-based food products using simple, natural ingredients with few additives and without compromising on flavour or quality. Its founders have extensive experience within the coffee industry and have a strong portfolio of Barista Oat Milks and a line of best-in-class Ready-To-Drink coffees and teas. Founded in 2015, the company has offices in the United Kingdom, United States, and Australia, and sells its plant-based beverages in 16 countries.

“We are excited to partner with Danone Manifesto Ventures and Green Monday Group,” said Stuart Forsyth, Chief Executive Officer and Co-Founder of Minor Figures. “The team at Danone Manifesto Ventures – the first corporate venture unit to be independently certified as a B Corp – shares our core vision to create a sustainable future for humanity. We are confident they are the perfect partner to help us optimise and grow our multi-geo, multi-channel business. Their vision, knowledge and deep experience across the globe cannot be matched.”

Forsyth added, “With Green Monday Group, we have a like-minded partner who is focused on constructing a multi-faceted global ecosystem of future food that combats climate change, food insecurity, public health crisis, planetary devastation and animal suffering. We look forward to building on our distribution relationship across Asia as Minor Figures works to meet the increasing needs of plant-based consumers globally.”

“We believe Minor Figures is a unique brand that strongly resonates with consumers in the fast-growing plant-based space,” said Clemence Delcourt, Chief Investment Officer of Danone Manifesto Ventures. “Minor Figures is fully aligned with our goal to partner with mission-driven food and beverage companies that are creating a healthy and sustainable future. Stuart and the whole Minor Figures team have done a tremendous job producing high quality, innovative products for customers and consumers around the world and we look forward to working with them to help accelerate their growth and impact.”

“We are inspired by the passion and vision of the Minor Figures team,” said David Yeung, Co-Founder and Chief Executive Officer of Green Monday Group. “Their positioning and brand identity really resonate with many new-generation consumers. Our strategic partnership will certainly catalyse further impact and change both in Asia and globally.”

Financial terms were not disclosed.

About Minor Figures

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About Danone Manifesto Ventures

Danone Manifesto Ventures is the corporate venture arm of Danone, launched in 2016 with a mission to support the growth of innovative food and foodtech companies and partner with entrepreneurs that share its vision of a healthy and sustainable future. Through this team, aligned to the company's corporate pursuit of bringing health through food to as many people as possible, Danone Manifesto Ventures makes financial investments and provides strategic and operational support to its portfolio companies while preserving the autonomy required to grow their entrepreneurial projects. Danone Manifesto Ventures has invested in various companies including Harmless Harvest, Forager Project, Farmer's Fridge and Nature's Fynd in the U.S., Michel et Augustin, Yooji and Phenix in France, Moju in the U.K., and Epigamia in India. In 2018, it became the first corporate venture unit to be independently certified as a B Corp. (For more information, go to www.danoneventures.com)

About Green Monday Group

Green Monday's platform is built upon a hybrid model that consists of a social branch and three venture branches. The social side, under the name Green Monday Foundation, drives advocacy campaigns to raise awareness and stimulate demand for a green lifestyle. The venture branches take on the active role in the market to provide solutions to increase supply of sustainable choices by ways of food retail & distribution, food tech innovations, corporate consulting, and impact investing.

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