

PART ONE

Let's get to know each other.

Everything started in the early 90's
when an engineer from Poland had the idea
of freeze-drying chive in his back yard.

— *If it works with blood plasma,
it should also work with vegetables, right?* —



and his chick

that's the guy

LYO

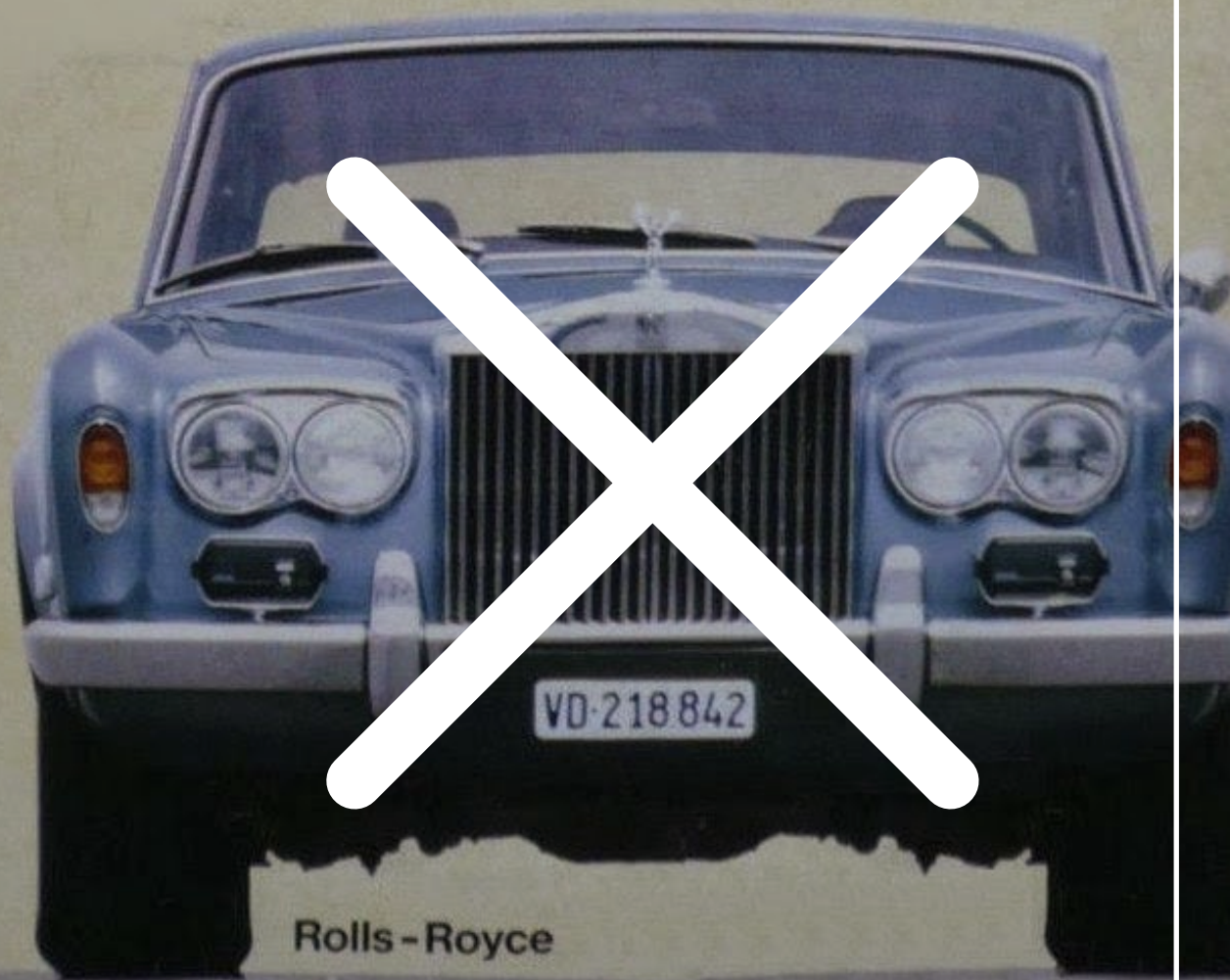
So he quitted his job at the blood bank center and decided to freeze-dry food instead.
The first product was freeze-dried chive cut by all the family members
and sent to Netherlands.

The first delivery car was a Fiat **126P** *
where only the driver's seat was left to create as much space as possible.

* The car was produced in Poland under Italian Fiat licence. Due to low price it was arguably the most popular car there in the 1980s. Its very small size gave it the nickname maluch ("the small one", "small child"). The nickname became so popular that in 1997 it was accepted by the producer as the official name of the car.



Fiat 126



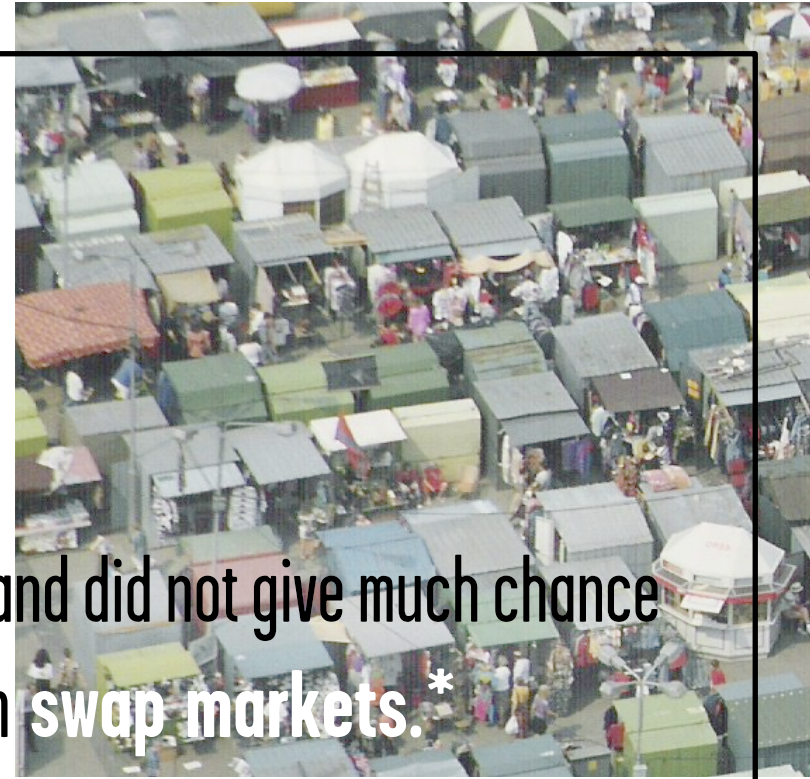
Rolls-Royce

The first and only headquarter was located in an old but pretty big chicken coop. It was a deliberate decision as the need to be in the vicinity of farms and close to the mother nature was a key factor. Setting up a new factory building was not reasonable, since the big, empty chicken coop was already **there**



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At that time economical and political situation in Poland did not give much chance to startups, as business was mainly done on swap markets.*



Nevertheless our father became one of the major producers of freeze-dried herbs, fruits and vegetables in Europe.

* In 90's trading on swap markets was the most profitable business model.

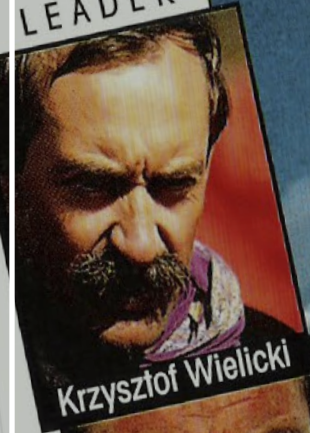
In the end of 90's some of the best Polish alpinists started asking about freeze-dried meals for their expeditions.

Our father decided to produce them only on request, receiving in return postcards, pictures and interesting stories from all over the world.

K2-EXPEDITION 8611 m

SPRING
1996
LEADER

196



📷 *The postcard sent by Krzysztof Wielicki - the legend of Himalayan mountaineering. He was the first one who asked us about freeze-dried food or his K2 expedition in 1996.*

Bau- und Vermessungsbüro
Geometer
Arnold Riegn

LYO TLO

SCAR
FOR LONG
VEHICLES

Sortimo®
INTERNATIONAL

We grew up with the company and its technology, however our dad has never put pressure on us to get involved. We both studied and experienced totally different fields.

...but in the end we were both excited by the atmosphere, philosophy and the potential of our father's work. We chose to be part of the business.

📷 Laura & Wiola (LYOFOOD founders) somewhere in Carpathian Mountains.

Laura

Wiola

LYO

We were full of ideas and energy but something or better to say, somebody was missing to complete us and make these ideas visible in the right way...



As we met **this guy** it was not necessary to look further.
The decision was made and Przemek joined us.

📷 Laura, Wiola & Przemek (all 3 LYOFood founders) enjoy sunset after a day in Macedonia's mountains.

Laura

Wiola

Przemek

LYO

Since than LYO started rolling and in 2010
LYOFOOD officially separated from its mother
company LYOVIT and was re-established
by Wioletta, Laura and Przemek.

PART TWO

This is how we make our food.

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📷 Laura (One of LYOFood founders) on our parsley field.

**For all our products we use only
100% natural ingredients.**

We do not add any preservatives
or artificial additives,
never.

LYO

 LYO organic strawberry fields. Right in the back of our freeze-drying facility.

**We are proud to cultivate some fruits,
herbs and veggies on our own fields.**

Moreover, all of them are certified EU organic.



LYO

 Harvests on LYO contracted basil field. Just 15 minutes drive from our freeze-dring facility.


Other fresh ingredients come from farmers known to us personally.

They have been carefully verified to ensure that their products meet our quality standards.

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We take care of whole production process. From seeds to the final product.

Our ISO certified quality system controls all products from a seed, through cultivation and production process to the final delivery.

 LYO ambassador Sean Villanueva O'Driscoll in our kitchen.

We really cook!

Prior to freeze-drying all our meals are prepared and cooked in in small batches at our kitchen. We do not use any large scale industrial cooking methods.


LYO

📷 Unloading freeze-drying chamber with gorgonzola and spinach sauce.

Exclusively freeze-dried since 1992

Every LYO meal is 100% freeze-dried and our production facility has been using this method since 1992.

LYO

 LYOFOOD dinner on the Mount Blanc massif.

If we use a standard we make it ours.

For our meals we use industry standard packaging
but with some design tweaks that make it more user-friendly.

LYO

Four rounded edges make it safe in your backpack.

A pair of tear notches for easy opening.

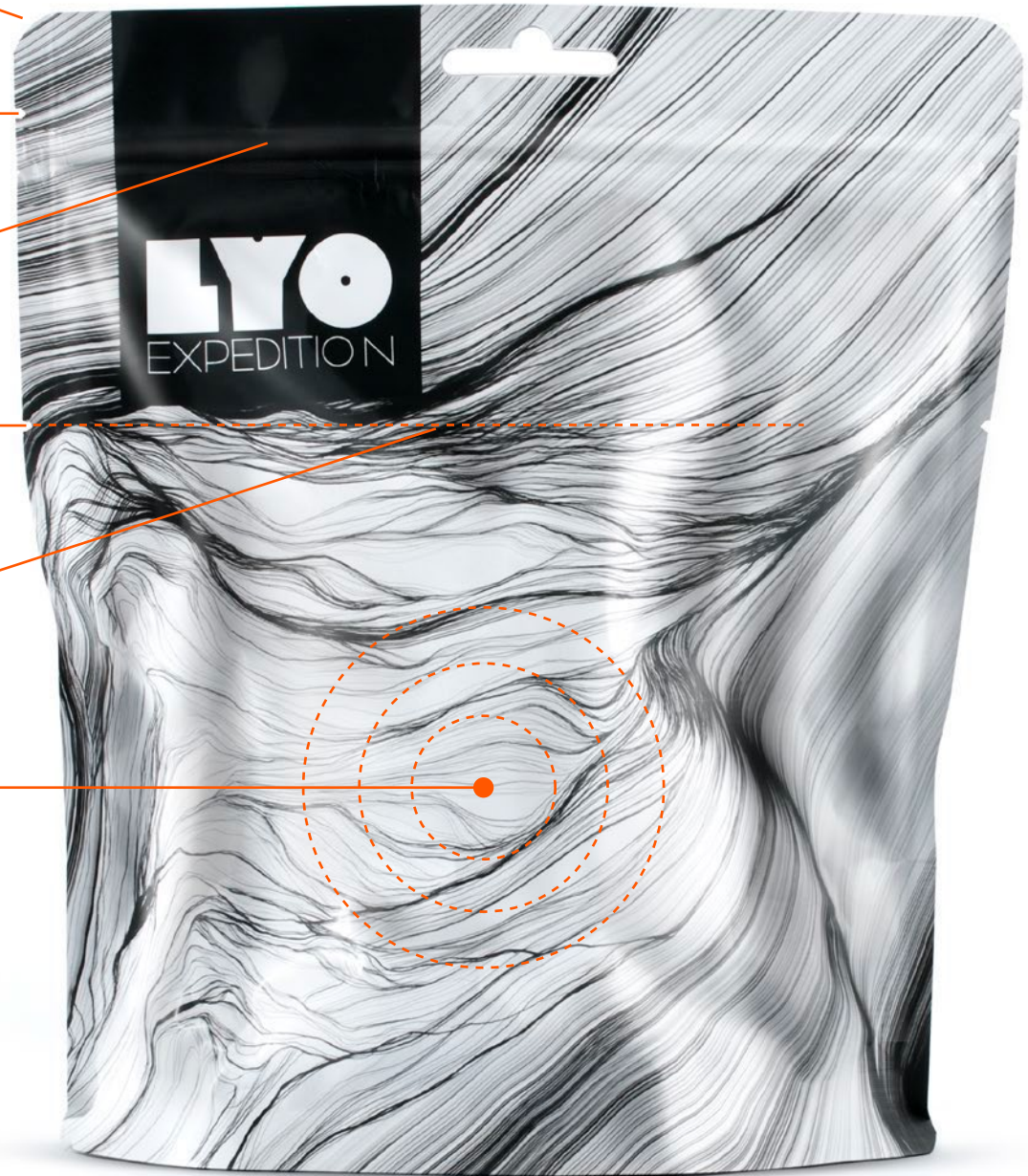
Zip lock allows reclosing the meal.


Second pair of tear notches helps to make the pouch shorter and very comfortable to eat from.

Thanks to lasser score tearing off goes smoothly.

Custom made 4 layer pouch material makes it safe to pour boiling water inside.

**100 °C
certified**



 Gourmet cooking on Mont Blanc massif.

We continuously improve our products.

Playing with ingredients, experimenting,
cooking, freeze-drying and tasting.

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📷 Dinner on portal ledge. Ines Papert and Mayan Smith-Gobat climbing “Riders on the Storm” in Patagonia.

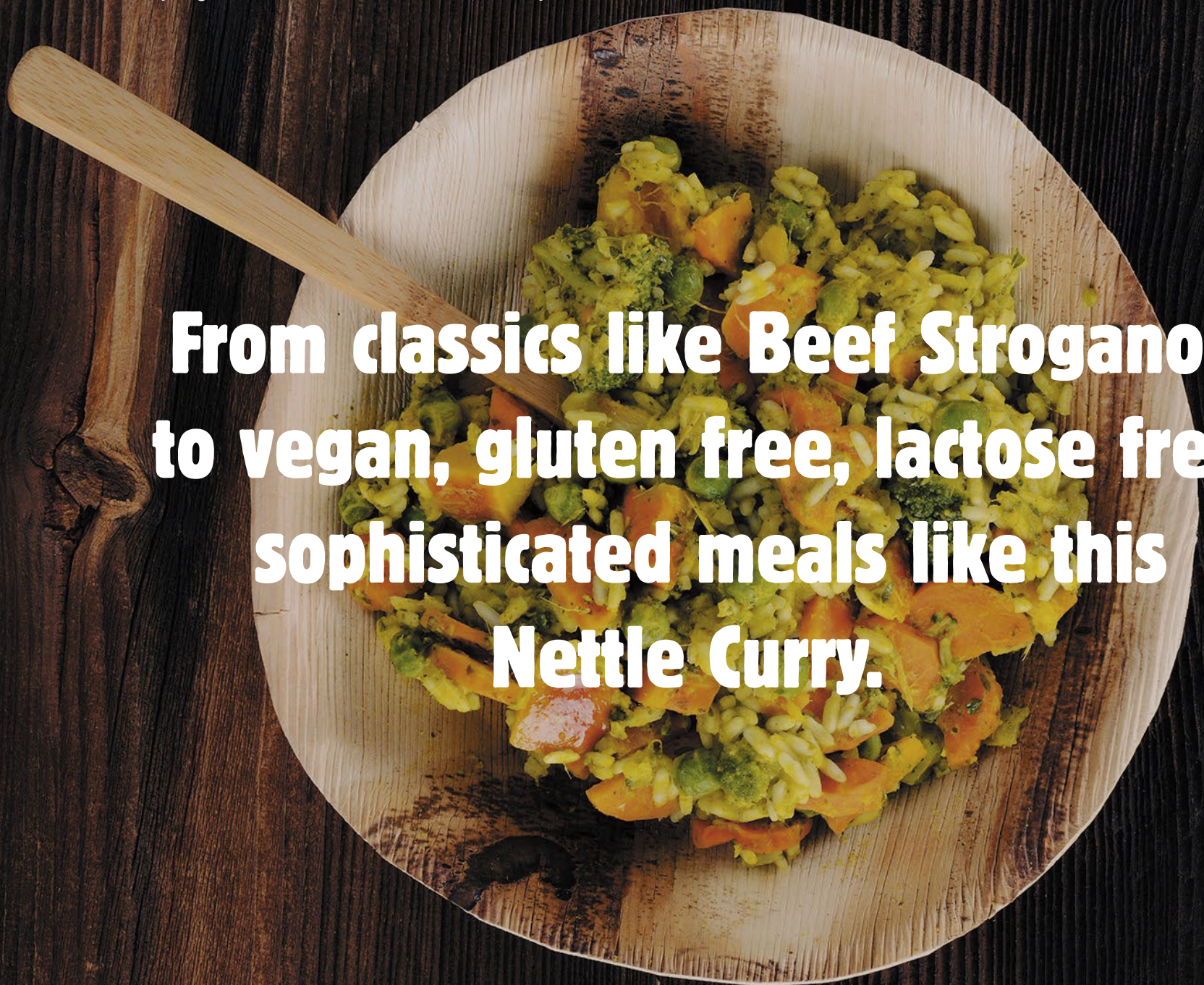
We've created several complete menus.

From breakfast, soups, main meals to snacks and smoothie powders.
Our menu is in constant growth, every year there are new tastes, new ingredients.

LYO



📷 Our nettle curry vegan meal awarded with OutDoor Industry Award 2017.



**From classics like Beef Stroganoff
to vegan, gluten free, lactose free,
sophisticated meals like this
Nettle Curry.**

LYO

📷 Awarded in 2015 by OutDoor Industry Award our organic Red Vitamin Drink.

The ultimate outdoor smoothies.

Raw fruits and vegetables powders mixed into the ultimate sport drinks. No sugar, no additives, just pure nature in the perfect proportions.

LYO

PERFECT FOR



FITNESS



RUNNING



CYCLING



CLIMBING



TREKKING




📷 Warm meal before the night on the glacier - Mont Blanc massif.

We practice what we preach.

We trek, we climb, we ski, we sell products that help us enjoy all of it. Trying to reflect our deepest respect to the nature we chose to produce only 100% natural food with the smallest carbon footprint possible.

LYO

 Tasting the first batch of Tikka Masala in our favourite dining room.

The result

Unique offer to the outdoor food market with respect of ingredients quality and the taste.

LYO is the only brand that not only cooks and freeze-dries but also grows and processes raw ingredients.

LYO

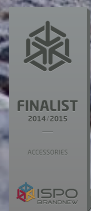
The result

With our organic fruits snacks and smoothies powders we offer the broadest range of exclusively natural outdoor food.

Using as many organic ingredients as possible and if there is a way...
...not buying them, but growing them ourselves.

“First we eat then we do everything else.”

M. F. K. Fisher



LYO