Michael Toivio
Founder
CEO

Toivio Innovation AB
– in cooperation with Chalmers University of Technology and Prof. Marie Alminger

- ROOMI
- RAW SODA

www.roomi.se
michael.toivio@roomi.se
Dan Andersson

"I took my refuge to ROOMI, and lit a fire...

- wanted to rest from life there..."
Svarta Vinbär- Aronia
Black Currant - Aronia

Tasting palette:
- Complex
- Dry
- Nuanced dark berries
- Spices
- Fresh tones of spruce/forrest
- Tannines
- Oakiness
Rabarber - Lingon

Tasting palette:
- Complex
- Dry
- Summer forest
- Initially dark fruit, over to red fruit
- Fresh rhubarb-lingon
From organic cold pressed berries — low processing:

- Organic - No pesticides
- No Added sugar and sweeteners
- No sulfites
- No artificial colouring
- No animal products
Health – organic berries = super-food

Health benefits
- No alcohol
- No added sugar
- Great source for anti-oxidants:
  - Resveratrols
  - Flavonoids
  - Karotenoids
- Vitamines
- Minerals
The concept Consiously yours – responsibility/CSR
The result: Taste experience I
Taste experience II