

# Bone broth, the original superfood brought to you by Freja

*As part of our quick founder questions series - or QFQs - we spoke to Jessica Leather, cofounder of Freja about alternatives to ultra-processed 'health' foods, becoming leaders in the bone broth market and the importance of authenticity and quality.*

Temps de lecture : minute

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The catalyst for launching Freja was the need for quick, nutritious meal options in our busy household. Frustrated with ultra-processed 'health' foods, my husband and Freja co-founder, Ed and I saw an opportunity to create a healthier alternative. Inspired by the nutrient-rich bone broths from our childhood, we developed a product with a long shelf-life, 100% natural ingredients, high animal welfare standards, and award-winning taste. Our goal was to offer a sustainable and nutritious solution that busy families could rely on.

## Tell us about the business – what it is, what it aims to achieve, who you work with, how you reach customers and so on?

We're leaders in the bone broth market, aiming to elevate the bouillon category by offering 100% natural ingredient bone broths as a healthier alternative to ultra-processed brands. Our mission is to make bone broth a foundational food in households again. We work with health-conscious consumers, including those interested in gut health, immune support,

hair, skin and nails, and various dietary needs. We reach our customers through a strong ecommerce presence, excellent retail partnerships, and significant marketing strategies.



## How has the business evolved since its launch?

Since our launch in November 2020, we have experienced remarkable growth, with a 200% compound annual growth rate (CAGR). We have sold over one million units and expanded our team from 2 to 15 employees. Our revenue has increased from £600K in 21/22 to a forecast of £10M for 24/25. We went through a rebrand in May 2023, changing our name from Take Stock Foods to Freja to reflect our Scandinavian roots, where animal welfare standards are some of the highest in the world.

## Tell us about the working culture at Freja?

At Freja, we pride ourselves on being a high-output, no-burnout business with deep trust in our workforce. Everyone pitches in and supports each other, creating a collaborative environment. Even though we work remotely, we ensure everyone feels like part of a close-knit team - we call ourselves the Freja Family! I'm confident that everyone at Freja loves their job and shares a passion for our product and our mission: to nourish the world.

## How are you funded?

We started the business in 2020 from our kitchen with our house deposit and our life savings. Three years later we were able to raise some money. The investment came from notable figures in the sports and FMCG industries. This funding is helping to accelerate our growth in the UK and support international expansion, as we aim to become the number one bone broth brand in Europe.

## What has been your biggest challenge so far and how have you overcome this?

One of the biggest challenges we faced was ensuring our product reached consumers in the most convenient and accessible way, but without sacrificing quality. We created a product suitable for the store cupboard which also has a long shelf-life, making it easy for busy families to incorporate nutritious options into their meals without taking up space in their fridges.

## How does Freja answer an unmet need?

Freja answers an unmet need by offering a nutritious, convenient, and

sustainable alternative to ultra-processed foods. Unlike many other products, our bone broth is ambient, meaning it has a long shelf-life and doesn't require refrigeration until it has been opened. This makes it easy to store and use, which fits perfectly into the busy lives of health-conscious consumers looking for quick, healthy meal options.

## What's in store for the future?

In July we launched our newest product, the Bone Broth Shake. The shakes have proved hugely popular, offering a drink that not only tastes good, but does good, too. In the future we plan to continue expanding our product range, increase exports, and strengthen our retail presence. We have an exciting new product launching in October - watch this space!

## What one piece of advice would you give other founders or future founders?

My advice to future founders would be to create a product that genuinely solves a problem and offers real value. Focus on authenticity and quality, as these are crucial in building customer trust. Make sure your product is easy to use and accessible to your target audience.

## And finally, a more personal question! What's your daily routine and the rules you're living by at the moment?

I get outside as much as possible, walk the dog, swim, or hit the gym whenever I can. Balancing family time with the busy days of being a founder can be challenging, but I strive to make it a priority. I eat well (lots of bone broth!), drink decaf coffee, and aim for early nights. Whilst I don't like the word 'rules,' I generally focus on committing to one task at a time and getting it done—I don't believe in procrastination.

*Jessica Leather is the cofounder of Freja.*



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