



Konstantin M 2/08/2022 ↻

## Network to Innovate: Beyond Farming - Creative Rural Businesses

To ask a question or make a new thread, press the "+" sign under the title of the presentation

### The story of the "Pupuchi" brand

↻ 0 0 0 2

aivasaulite 4/14/26 11:01AM

Do you have partners in other countries?

Zanda&Pupuchi 4/14/26 11:27AM

Thank you for the question, Aiva. Yes, we already have partners in other countries. We work with B2B partners in the Netherlands and Finland, and in the defense sector in Sweden.

We also have retail partners.

And we are always looking to grow and expand our partnerships



↻ **TFTAK from Estonia is exactly dealing with alternative proteins and fermentation issues. As a potential R n´ D partner**

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Tuija Kallio 4/14/26 11:03AM

From Finland, potential cooperation partners could be VTT (<https://www.vttresearch.com/en/industries/food-industry>) and Viikki Food Design Factory (<https://www.helsinki.fi/en/viikki-food-design-factory>)

Zanda&Pupuchi 4/14/26 11:59AM

Thank you for the suggestion. We are already in contact with a scientist from TFTAK, and we see this as a very relevant direction for potential R&D cooperation.



Services | TFTAK

↻ **Are the some specific requirements for defense sector that should be taken into account?**

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Zanda&Pupuchi 4/14/26 12:07PM

Yes, there are specific requirements for shelf life and nutritional value.

↻ **How much time / resources do you use for R&D?**

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Zanda&Pupuchi 4/14/26 12:10PM

R&D is a continuous process for us. We invest in it regularly, and our food technologist is also a PhD candidate at LBTU, which strengthens the research side of our development.

### Natural & Functional. Cooperation fuel motivation

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Hardi 4/14/26 11:05AM

Thanks for presentation. Do you have in pipeline products with high fiber content?

Hardi 4/14/26 11:06AM

Not just healthy juice but fibers that might be useful for digestion support. Nowadays foods are lack of fibers



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⇒ Do you already have capacity to export the drink to other countries as well?

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⇒ Are the drinks available already to buy? where?

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## Ilmatar Airplane Lodge – Accommodation Experience in an Old Passenger Airplane

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⇒ How do you plan to stand out when it comes to your future plans? The aircraft accommodation and its story are so unique—how can other destinations be made just as interesting?

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**Mandi Moisio** 4/14/26 11:37AM

The airplane villa is a good addition to our overall offering, but going forward we want to focus more on conventional properties and execute them to a high standard. We are also aiming to reach new customer segments, and for example, we are planning holiday villas by the lake that promote inclusive tourism.

If you would like to explore our other properties, you can find them here: <https://www.nordicnights.fi/>

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⇒ The experience services you offer for your customers: Have these been selected primarily based on the types of businesses and offerings available in the local area, or have they been developed collaboratively in accordance with your customer base and their preferences?

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**Mandi Moisio** 4/14/26 11:41AM

We have organized activities in the surrounding area, with a strong focus on nature. In addition, through our partners we are able to offer services such as a private chef, cocktail workshops, yoga, and wellness experiences. We are also developing cooperation around hot air balloon flights and small aircraft flights, as the airfield is located only about a 20-minute drive away

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## Mud Month Festival – Celebrating Northwest Estonia

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