



PRESS RELEASE

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IngredientMatcher wins Venture Cup Pitching Contest, the largest competition in Sweden for those looking to develop their business idea and start a business.

Kalle Söderman, IngredientMatcher CEO & Founder, and his marketing team, Julie Edelstein and Camilla Huldt, are proud to be one of the four winners of this spring's Venture Cup Pitching Contest. See [the 1 min winning pitch video here](#).

The soon-to-be released IngredientMatcher app and website will help you match the ingredients you already have at home with easy, quick and delicious recipes from around the world. IngredientMatcher will be the answer to this, oh so, familiar question: What shall I make for dinner tonight?

When people come back home from work, they want to eat something tasty and easy to make without having to go back out to the shops. They do not want to spend time browsing recipes only to realize they are missing half of the ingredients. IngredientMatcher will solve this problem by suggesting recipes based on the ingredients already available at home.

Swedish management consultant Karl Söderman is behind this concept. He had the idea for IngredientMatcher when he got bored from cooking the same dishes over and over again, mostly because he was always missing ingredients and needed inspiration.

He started engaging with food bloggers from all over the world to compile a national dish database, sowing the seeds for IngredientMatcher. Food bloggers and food enthusiasts from more than 100 countries have already submitted recipes of their national dish. Karl now has the ambition to build the largest international online-based recipe website and app, enabling IngredientMatcher users to prepare recipes from anywhere in the world, using what is already in their fridge.

IngredientMatcher will soon launch a beta version of the app and registrations are open at www.ingredientmatcher.com.

For more information:

www.IngredientMatcher.com

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Facebook: <https://www.facebook.com/IngredientMatcher>

Press page: <http://www.ingredientmatcher.totemapp.com>

The video: <https://www.youtube.com/watch?v=ry2VLMcZ5PU>