

Press Release

## **Blue Horizon and Swiss Education Group partner to inject latest food technology trends into programs at Culinary Arts Academy Switzerland**

**Zurich, 13 July 2021 – Blue Horizon, a pure-play impact investor in the future of food, and Swiss Education Group (SEG), the largest hospitality, business, and culinary education group in Switzerland, partner up in order to integrate the latest food technology trends into the master programs offered through Culinary Arts Academy Switzerland (CAAS) a member of SEG.**

This partnership aims to integrate Blue Horizon's expertise into food trends, entrepreneurship, and alternative protein components offered within CAAS programs, including the Master of Arts in Hospitality and Tourism Entrepreneurship, Bachelor of Arts in Vegetarian Culinary Arts, Master of Arts in Culinary Business Management. Blue Horizon will also open the door to exciting internships for SEG students within their portfolio of start-ups. This will be an opportunity for these start-up and fast-growing companies to exchange knowledge and ideas with future culinary leaders.

One of the most significant shifts in the modern food industry, is the vegan movement. Alternative proteins have morphed from a rare product to a mainstream phenomenon. Blue Horizon invests in companies leading these transformations: plant-based alternatives to meat grown from animal cells. The future leaders in the culinary industry will need to know about the latest developments and innovations in this space.

Yong Shen, CEO of Swiss Education Group, states: "We are very excited to partner with Blue Horizon, a leading investor in the alternative proteins space. They can offer privileged access to the most innovative companies in the market and allow our students unique insights into the latest developments and trends in this space."

Björn Witte, Managing Partner and CEO of Blue Horizon, said: "We predict that by 2035, every tenth portion of meat, eggs, and dairy eaten around the globe is very likely to be alternative, i.e. not animal-based. That is a lot. Aside from the health benefits for us as consumers, this protein transformation can also make an enormous contribution to combat climate change. We, therefore, believe our partnership with SEG is highly valuable as it will expose the future leaders of the hospitality industry to megatrends that are just about to take off."



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### **About Blue Horizon**

As a pure play global pioneer with privileged access in the Food 4.0 ecosystem, Blue Horizon has shaped the growth of the alternative proteins market. The company aims to transform the global food industry through impact capital and value creation, and invests across the lifecycles of companies that are mission aligned to replace animal proteins with healthy and sustainable alternative sources of protein. Blue Horizon was founded by Roger Lienhard in 2016 and is based in Zurich. To date, the company has raised over USD 650 million and invested in more than 50 companies in the alternative protein sector. Its business model offers an attractive opportunity to invest in the evolution of the global food ecosystem while contributing to a healthy and sustainable world. [www.bluehorizon.com](http://www.bluehorizon.com)

### **About Swiss Education Group**

Swiss Education Group (SEG) is the largest private educator in Switzerland. With nearly 40 years of experience in hospitality, business, and culinary arts education, and rooted in the Swiss tradition of hospitality, Swiss Education Group is committed to equipping tomorrow's professionals with the leadership and entrepreneurial skills highly sought after in the hospitality industry and beyond. Swiss Education Group schools offer a wide range of courses, including bachelor's and master's degrees, and short professional certificates, allowing students to choose a program that suits their individual learning needs and interests. [www.swisseducation.com](http://www.swisseducation.com)

### **About Culinary Arts Academy Switzerland**

Culinary Arts Academy Switzerland, industry legends inspire students to turn their passion for food into a career for life. Students benefit from a world-class education that blends culinary mastery with business practicality and hospitality knowledge. The programs are run in partnership with both academic and industry partners, meaning students finish their education with diplomas that are highly regarded and professionally recognized in any kitchen around the world. [www.culinaryartsswitzerland.com](http://www.culinaryartsswitzerland.com)