

# Foodiac - the new "Airbnb for chefs" challenges the dining & catering market in Germany

Press Release

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A marketplace-startup offering professional chefs for high-end dining and catering, [foodiac.DE](http://foodiac.DE) expands to Germany. Operating in Finland and United Arab Emirates, Foodiac is launching its new service today in Germany and revealing new chefs daily, including some of the best local celebrity and restaurant chefs.

*"We are bringing the elegance of high-end dining to the comfort of your home or event, by offering a unique culinary experience. Foodiac will connect you directly with a handpicked network of the some of the world's best chefs, right here in ~~the~~ Germany. With backgrounds in top local and international restaurants, they can delight you with everything from whole foods to haute cuisine and make sure every occasion is tailored to your taste," explains one of the founders and CEO Miikka Mäkiö.*

## **New business model for chefs**

Not only does Foodiac provide a personalized gourmet food experience for consumers and businesses, but it also offers some of the most talented professional chefs a great opportunity to build their reputation, connect with the customers and earn additional income.

*"We want to help our chefs do what they love - cooking. We take care of the sales and marketing, and provide them with sophisticated tools to enhance their business, giving them precious time to be creative and innovate. In Finland, we now have chefs quitting their day-jobs and focusing full-time on Foodiac's customers, making sure every meal they get is a meal to remember," continues Mr. Mäkiö.*

## **Expanding rapidly**

Founded only one and a half years ago, Foodiac has recently also launched in United Arab Emirates. In Germany, the company is starting its operations from Berlin but planning to expand to the biggest German cities during the spring. The Finnish startup is also looking for Series A funding to expand and scale its concept within Europe and GCC.

*"Food is booming all over the world and every single country is full of home delivery and lunch*

*catering -startups. But consumers and businesses are craving for more. They want more personal experiences around food, which we at Foodiac are here to offer - by bringing our professional chefs directly to people,” concludes Mr. Mäkiö.*

More information and interview inquiries:

Miikka Mäkiö  
Co-Founder, CEO  
[miikka@foodiac.de](mailto:miikka@foodiac.de)  
+49 1765 8907 178  
[www.foodiac.de](http://www.foodiac.de)

[www.facebook.com/foodiac.de](http://www.facebook.com/foodiac.de)  
[www.instagram.com/Foodiac.DE](http://www.instagram.com/Foodiac.DE)  
[www.twitter.com/FoodiacDE](http://www.twitter.com/FoodiacDE)