

viskur

Plant-based food products made to resemble Icelandic seafood.

Why?

Due to an increasing public concern for sustainability, health and animal welfare, the already rapidly growing market demand for alternative protein sources is believed to double before 2025. Despite high demand, the seafood substitute options remain limited.

What?

The first Icelandic fish substitute, produced entirely from locally sourced ingredients.

The product is made to resemble the local fishes, and is entirely free from fish, soy, gluten & other major allergens.

Currently we can't find any plant-based fish substitutes made from Icelandic ingredients.

The Team

The team consists of highly skilled scientists with a passion for developing healthy and sustainable plant-based food products.



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Timeline

- 1 Preliminary research 2020
- 2 Viskur founded 2021
- 3 Design of testing protocol 2022
- 4 Startup Orkídea
- 5 Lab work & Product development
- 6 First Prototype
- 7 Pre-market testing
- 8 Official launch

How?

Through innovative food technology and sustainable raw materials from microalgae cultivation we want to be the first Icelandic fish substitute on the market.

Who?

Anyone wanting to reduce consumption of animal products and open to try something new.