



Véritable®

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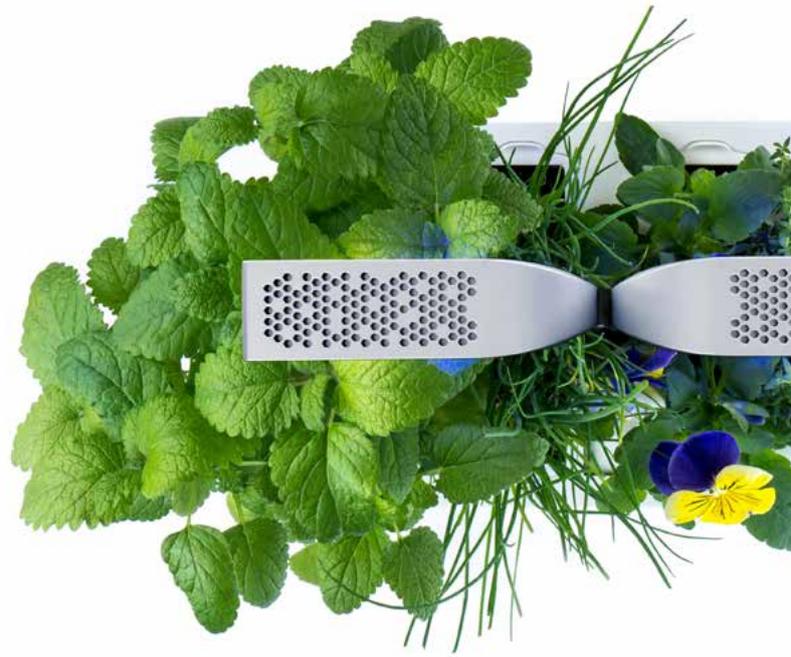
EXPERIENCE HOW EASY IT IS TO GROW HERBS AND VEGETABLES IN  
YOUR KITCHEN, YEAR ROUND, WITH NO EFFORT!

Véritable® designs culinary innovations that combines great flavours with beautiful and sustainable design. You will (re)discover the taste of freshly harvested aromatic herbs, small vegetables, greens and much more...

**Welcome to Véritable® world !**

Enjoy  
fresh & healthy  
food

all year round !



Awaken  
your senses



Technology  
dedicated to  
nature





# URBAN FARMING, A MAJOR CHALLENGE OF THE 21<sup>ST</sup> CENTURY

## Feed the world of tomorrow

Nowadays, more than 50% of the world population lives and eats in urban areas. In France and the UK, more than 80% of the population lives in conurbations. This urbanization leads to a fast lifestyle evolution and creates new needs.

## Healthy and local products

All city and country dwellers are looking for fresh, healthy and organic local products, from identified origin. Moreover, the current agri-food offer and classical distribution channels makes everyone needs hard to meet.

## Quality food for everyone

Growing food within our cities enables many benefits. These new ways of growing are healthier (eg. permaculture, organic treatments), more sustainable and economical (water consumption control, no nutrient leaching in soil...) and have an important social and societal impact. Bringing producers and consumers together has a positive impact on our ecosystem.

More interested consumers + more involved producers = higher quality products.

## Véritable®, leader in smart indoor gardens

*« Véritable® is specialized in urban farming at the individual scale : the consumer becomes the producer. We developed a range of smart indoor gardens to grow, harvest and enjoy fresh products all year round in your kitchen. »*

Nicolas GÉHIN, CEO





# SMART INDOOR GARDENS



Véritable®'s unique technology lets you effortlessly grow aromatic herbs, edible flowers, greens, small fruits and vegetables directly in your kitchen. Perfectly autonomous and intelligent, with the Véritable®'s gardens it has never been easier to enjoy fresh and healthy products all year round.

The system carries all essential elements providing the perfect growing conditions for each type of plant. This combination of technologies comes from a 2-year Research & Development program. It ensures high quality, plentiful harvests, great aromas and flavours.



### EFFICIENT AND AUTONOMOUS LIGHTING

LED grow lights SAVORYLIGHT™  
Automatic day and night light cycle: 16 hours of day / 8 hours of night  
height adjustable lighting masts



### ADAPT'LIGHT™ TECHNOLOGY

The light sensors adjust the LEDs' intensity based on your home natural light. Plants receive the right amount of light all day long between the sunlight and the LED light.



### AUTOMATIC WATERING

Passive hydroponic system  
Autonomous 1 to 4 weeks  
An alarm warns you when it is time to fill the water reservoir



### VÉRITABLE® APP

Follow your plants growth  
Set up lighting for better comfort and efficiency  
Tips for every step (seedling, harvesting, cooking, etc)  
Useful reminders (watering, Lingot® replacement, etc)  
Creative cooking recipes



### READY-TO-USE LINGOTS®

Ready-to-use pre-sown soil with nutrients included  
Grow 2 or 4 different plants at the same time  
4 to 6 months harvests – 1 harvest per week  
Certified organic seeds  
Pesticide-free – GMO-free - 100% natural



## A garden for everyone

With its ultra compact size, Exky® can grow 2 Lingots® at the same time and is suited to a couple of city dwellers. More productive, Véritable® can grow 4 Lingots® to feed a family of four. CLASSIC, SMART and CONNECT technologies allow everyone to enjoy their garden according to their lifestyle.

## Easy and quick set-up



Plug-in



Fill-in



Insert Lingots®

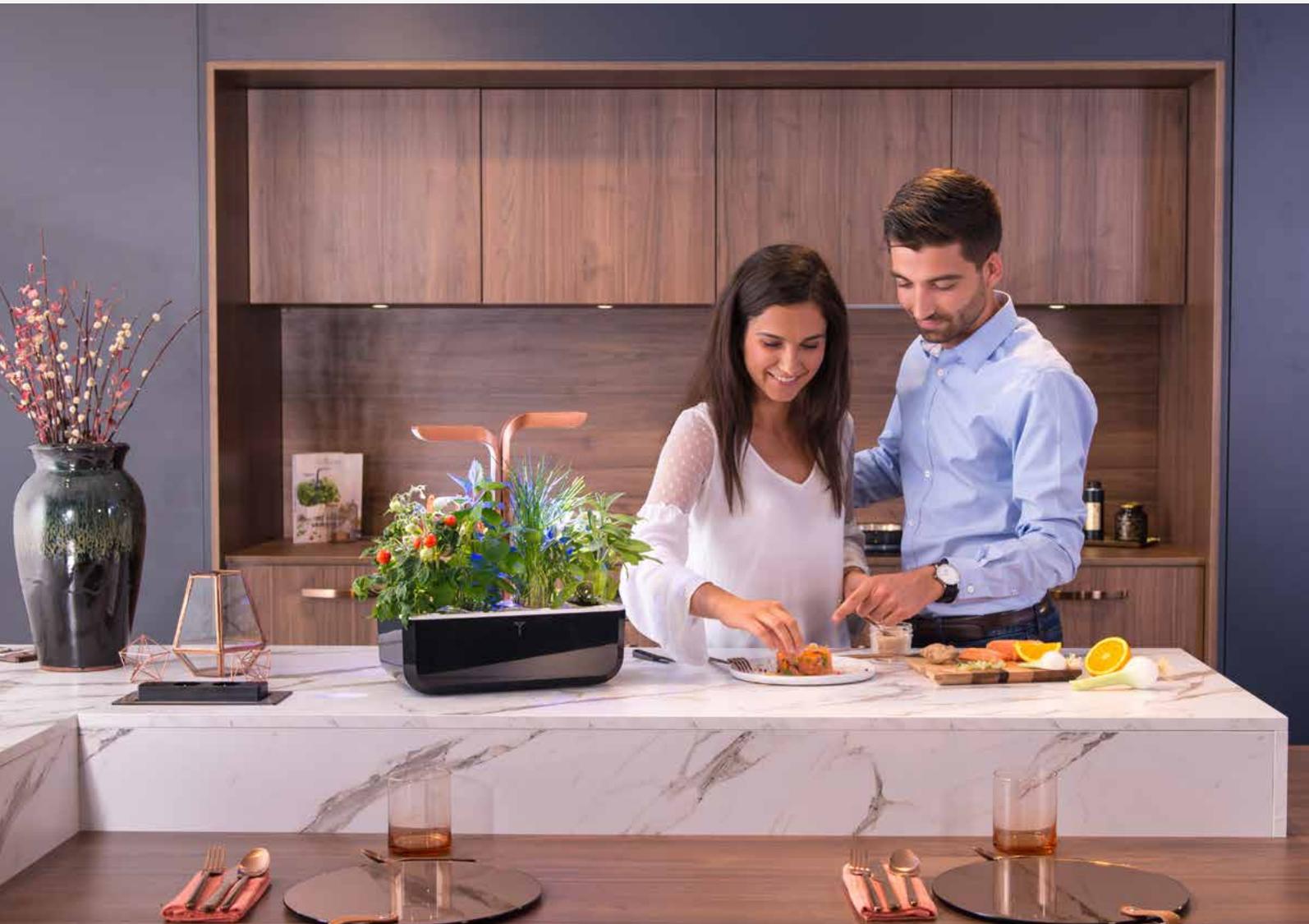


Harvest after 3 weeks

## The design accuracy : an harmony between ergonomics, function and style

« A well-designed product must create emotion and be intuitive. Elegant and inspired by nature, the Véritable® gardens have a large growing area and compact dimensions adapted to city dwellers' kitchen. Our quest of performance has led us towards a productive and decorative product, but also very easy to use and educational »

Chloé VERNEUIL, Designer & Co-founder





# THE LINGOTS®

## A COLLECTION OF 70 EDIBLE PLANTS

The Lingot® is a patented innovation. This ready-to-use refill contains all the essentials: organic soil-less media, organic seeds and nutrients. Everything is included. There is nothing to add. It is pesticide-free, GMO-free, 100% biodegradable and compostable.

The Lingots® ensure bountiful harvests thanks to its optimized parameters (water holding capacity, oxygenation, pH, number of seeds, spacing and depth of seedling). Depending on the species, a Lingot® produce 3 to 6 months of crops, with an average of one harvest per week.

The ever expanding Lingot® collection is an invitation to flavour exploration. From the most classic to the most original ones, your cooking becomes quickly very creative.



Graines BIO



ECOCERT FR-BIO-01  
AGRICULTURE UE

### ESSENTIAL AROMATIC HERBS



Sweet basil



Italian parsley



Thyme



Dill



Chives



Cilantro



Oregano



### REMARKABLE AROMATIC HERBS



Thai basil



Purple basil



Lemon basil



Dwarf basil



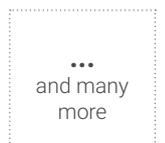
Sage



Lemon balm



Salad burnet



### GREENS



Butterhead lettuce



Kale



Mizuna



Beet greens



Garden cress



Swiss chard



Golden frill mustard



### BABY VEGETABLES



Mini red tomato



Mini yellow tomato



Red bell pepper



Yellow bell pepper



Chocolate bell pepper



Cayenne hot chili



Jalapeno hot chili



### ASIAN FLAVOURS



Tatsoi



Chinese chives



Two tone shiso



Japanese parsley



Mibuna



Pai-tsai



Red shiso



### EDIBLE FLOWERS



Pansy



Zucchini flowers



Petunia



Phlox

### SMALL FRUITS



Wild red strawberry



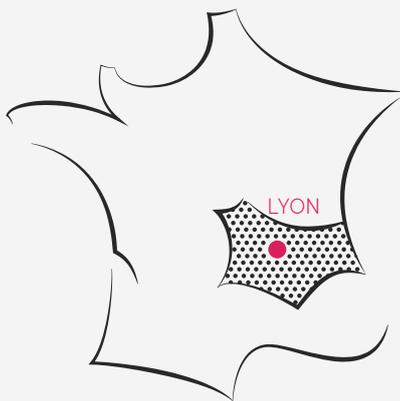
Wild white strawberry



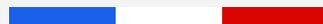
## SUGGESTED RETAIL PRICE

The products are available for purchase and retail for :

- Exky® CLASSIC: 129€
- Exky® SMART: 159€
- Véritable® CLASSIC: 149€
- Véritable® SMART: 189€
- Véritable® CONNECT: 259€
- Lingot®: 6,95 - 7,95€



## MADE IN FRANCE



Véritable® is committed to grow its economic ecosystem. Established in the Rhône-Alpes-Auvergne region, the company manufacture its products in France.

Research & Development, product design, marketing, assembly and logistics are all carried out internally. Reliable French partners lead the industrial manufacturing operations with whom they share the same passion for high quality and eco-design.



## AWARDS



## ABOUT VÉRITABLE®

Véritable was co-founded in 2015 by Nicolas GEHIN, CEO, and Chloé Verneuil, COO. Nicolas holds an Electronics Engineer degree and Chloe studied Industrial Design. They both attended the Master program in Innovation and Technology at EM Lyon Business School. The project was from their personal need to grow healthy and tasty food despite their brown thumb.

In december 2015 they started with a crowdfunding campaign on Kickstarter gathering 114 000 €. In march 2017, the company closed its first fundraising of 750 000€ followed by a second one of 3M€ in july 2019 in order to expand internationally and diversify the product range.





## CONTACT

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Download HD pictures and press releases at :

[www.veritable-potager.fr/fr/content/12-presse-room](http://www.veritable-potager.fr/fr/content/12-presse-room)

