

For Immediate release

## Business Start-Up Launches Crowdfunding Campaign to 'Sweeten Life' for Kidney Patients

### INDIEGOGO CROWDFUNDING CAMPAIGN GOES LIVE 22 APRIL 2016

London, England, April 22, 2016— Do you love food? Imagine if you had to eat or drink foodstuffs which were unappealing and tasteless. Wouldn't life be depressing if you had no pleasure of taste or texture sensations?

Frustrated watching two dear friends struggle with the culinary sacrifices that come with chronic kidney disease (CKD) and dialysis, Spiros Lappas and Gabriele Neumann pooled their knowledge, experience, contacts and money to do something about it. That 'something' was creating a gourmet-grade food item that was nutritious, delicious and posed no health risk to CDK patients. In fact, it would replace the "artificial clinical tasting" concoction that is prescribed for many people during dialysis.

Two years of research, testing and focus groups later, Trophin biscuits debut on the Indiegogo Crowdfunding site today, with a compelling 'feel good' campaign package that includes a video, enticing perks, unique gift-aways (such as inspired original 'energy' artwork), as well as 'biscuit donations' to dialysis centers worldwide should they reach their goal of £50,000.



Developed by expert dieticians and a master chef, Trophin biscuits are high in protein, filled with nutrients and suitable for diabetics and vegetarians. They come in three flavours: Paprika & Chilli, Oregano (both spiced up without salt!) and Cinnamon (a sweet delicate version, carefully crafted for diabetics); and are also in the process of becoming Halal and Kosher certified. In addition, they teamed up with one of London's finest bakeries, a business that helps vulnerable women by providing excellent employment opportunities.

If their 'tasty little biscuits' garner enough public support and financial momentum, the Trophin team hopes to branch out further into the specialty food business and create culinary delights for a wide range of medical and hospital patients, many of whom are "subjected to bland or unpleasant foods that lack nutrition, quality and deliciousness," says Spiros, a self-proclaimed 'foodie'.

Up until now the team has self-funded all costs involved in the development, production and promotion of the biscuits and the establishment of the Trophin brand name. With the Indiegogo campaign, they hope to receive enough funding to launch Trophin globally "so that dialysis patients everywhere can enjoy biscuits without the worry and concern normally associated with snacking."

"Any level of contribution helps us tremendously because it builds momentum and sparks others to give as well. That's the power of social media. We're asking everyone we reach to share (<https://www.indiegogo.com/projects/how-to-spread-the-love-for-kidney-patients--2/x/13276829#/>) and spread the word. While it's not a cure for CKD, it is going to help sweeten the lives of others a little bit every day— and that's something" says Gabriele.

**- Ends -**

**Indiegogo link:** <https://www.indiegogo.com/projects/how-to-spread-the-love-for-kidney-patients--2/x/13276829#/>

**Website:** [www.trophin.com](http://www.trophin.com)

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