

NUTRI VENTURES



Company description

Nutri Ventures is the first children's entertainment brand in the world developed exclusively to promote healthy eating. It already has a children's animated series, digital platform and music content.

HIGHLIGHTS

- 1 First animated series in the world committed to combating children's poor eating habits
- 2 First children's brand to promote healthy eating in children on a global scale
- 3 Presence in 20 countries

Nutri Ventures | The Company

Nutri Ventures is the first children's entertainment brand in the world developed exclusively to promote healthy eating. Set up by Rodrigo Carvalho and Rui Lima Miranda in 2010, its mission is to develop entertainment content that encourages children to eat healthy food. It already has a children's animated series and digital platform where children can access and experience the adventures of the kingdoms of nutrition like real heroes and enjoy exclusive content and other entertainment activities, such as listening to music and physical fitness exercises.

At a time when child obesity is considered by the World Health Organization to be the pandemic of the 21st-century, Nutri Ventures is a fun and effective response to the issue of healthy eating in children. It works by creating a positive environment so that children will associate good feelings with healthy food.

Nutri Ventures is already present in 20 countries. Its children's animated series has now premiered in Hungary, Israel, Portugal, Ukraine and this March it will be shown in Spain, on the Disney Channel, and in the United States on the Kabillion and Hulu digital platforms. In 2013, it will be broadcast on televisions in Albania, Bosnia and Herzegovina, Brazil, Bulgaria, Colombia, Croatia, Slovakia, Slovenia, Malaysia, Montenegro, Czech Republic, Thailand, Serbia and Singapore. To make sure it gets the nutritional message exactly right for each country, Nutri Ventures seeks scientific validation from the competent health and food agencies of that country, such as the Ministry for Health or Nutritionist Associations.

To help bring the issue of healthy eating into the daily lives of children, parents and educators in a fun way, besides its content for TV, Web and Mobile, Nutri Ventures is developing international institutional partnerships in accordance with its mission, and its belief that only with the involvement of everyone in society will we truly be able to bring about a change in children's eating habits.

Nutri Ventures | The series

Theo, Lena, Ben and little Nina live in a grey city, where food doesn't exist. To restore food diversity to the world, the four little heroes journey to the 7 kingdoms of Nutrition in search of the missing foods. In a fun, action-packed adventure, they discover unknown foods, try out their incredible Nutri-Powers and engage in hard fought battles, always accompanied by their Guga.