

Press kit

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“Kost Studio appoints Heidi Boye as Managing Partner to scale its next chapter” - in short:

- **Kost Studio appoints its fourth partner.** Heidi Boye joins as Managing Partner, completing a team that now spans food science, food history, gastronomy and commercial food experience.
 - **The company enters a new chapter to scale.** Having proven its venture model with four spin-outs in one year, Kost Studio is expanding its commercial activities and helping existing food companies with product development, novel food regulation and market analysis.
 - **Heidi brings solid commercial expertise.** With experience scaling Too Good To Go, leading Aarstiderne and with a PhD in consumer behaviour, she adds the commercial network and industry experience needed to elevate the next chapter.
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Kost Studio appoints Heidi Boye as Managing Partner to scale its next chapter

Kost Studio, the Copenhagen-based food innovation studio, has appointed Heidi Boye as Managing Partner to support its next chapter. She joins a team of researchers, chefs, product developers and entrepreneurs who have spent the past twelve years building solutions around a clear ambition: better food for more people.

A food development studio that bridges research and industry

Kost Studio is a food development company creating products, building ventures and other solutions for a greener and healthier food system. Since 2014, it has bridged research, gastronomy and product development, collaborating with leading researchers at KU, DTU and beyond to drive real change.

The studio was built on the belief that solving the food system requires collaborating across disciplines. This is reflected in the three partners who have shaped it: Louise Beck Brønnum, food engineer; Asmus Gamdrup Jensen, food historian; and Peter Nøhr, chef.

Moving into a new chapter

In 2023, Kost Studio joined forces with the VC fund Kost Capital to build a unique venture model which has proven success. In the past year alone, four new food companies were spun out through its venture arm, including Luvi Bio, REST and BlueCell Bio.

"Over the past twelve years we have built something we are genuinely proud of," says Peter Nøhr, Partner at Kost Studio. "Deep expertise, strong research partnerships and a proven ability to turn ideas into real products."

Now, Kost Studio is ready to move into the next chapter, expanding its commercial activities and collaborations and supporting food companies with product development, novel food regulation and market analysis.

"Now is the time to scale what we have built and broaden our impact. That's where Heidi comes in. She brings the commercial firepower and the network to make that happen. I could not be more excited to welcome her." Peter continues.

A career built on creating impactful change

Heidi Boye has great experience from driving impactful change in the food industry.

At Too Good To Go she led the scaling of the Danish market. As a board member of One Third, a think tank working to combat food waste in Denmark, she continued shaping the agenda. Most recently, she was CEO of Aarstiderne.

A red thread throughout her career has been trying to answer one question: why is it so hard to change the way people eat, even when people want to? She first approached it academically, through a PhD in consumer behaviour at Copenhagen Business School, and has been testing it in several impactful Danish food companies.

"Habits and behaviours around food are deeply embedded in our daily lives and culture," she says. "Even when people are motivated to eat differently, it takes time to build new skills and new habits. Insights and consumer knowledge is key. You can never know enough about your consumers. That also goes for the food industry."

Why Kost Studio

That combination of research depth and commercial experience is what brought Heidi Boye to Kost Studio.

"If you want to work with passionate and talented people while creating a real impact on our food system, Kost Studio is a very compelling place to be," she says.

She shares the studio's view on the challenges facing the industry.

"Our current food system is not sustainable. Too much unhealthy food is being produced and consumed, while planetary boundaries are being exceeded. 'Better food for more people' is an ambitious vision, and it involves the entire food value chain, from agriculture to end consumers."

At the same time, she stresses that change must be grounded in how the industry actually works.

"I don't believe in pointing fingers," she adds. "Danish food companies are already highly efficient and specialised. The challenge is to bring in new knowledge and perspectives, and to better connect research with product development. That's where real progress happens."

About Heidi Boye

Heidi Boye is an economist, consumer behaviour researcher and food industry strategist. She holds a PhD from Copenhagen Business School, has led the Danish market at Too Good To Go, and has spent her career building the commercial and cultural conditions for a better food system. She is a board member of One\Third and an advisor at Frej.

About Kost Studio

Kost Studio works with leading researchers, chefs and entrepreneurs to create new ingredients and products that drive lasting change. We operate across disciplines — combining gastronomy, sensory science and technical R&D — to develop delicious, sustainable solutions for a greener and healthier future. As a venture-building studio, we collaborate with founders to turn pioneering ideas into impactful, commercially viable ventures.

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Q&A Heidi Boye

- **Why Kost Studio?**

If you want to work with passionate and talented people while creating real impact on our food system, Kost Studio is the place to be.

- **What does "better food for more people" mean to you?**

Our current food system is not sustainable as it is today. Too much unhealthy foods are being produced and consumed while planetary boundaries are crossed. Things need to change and thus, "Better food for more people" is a strong and ambitious vision that involves the entire food value chain - from agriculture to end-consumers.

- **What did your time at Too Good To Go teach you about changing food behaviour at scale?**

It takes time to change food behaviours. Habits and behaviours around food are deeply embedded in our daily lives and culture so even though many people are motivated to eat differently it takes time to build up skills, competences and new habits.

- **What does a PhD in consumer behaviour actually change about how you approach the food industry?**

A PhD gives you a deep understanding of a topic. For me that means extensive knowledge and different perspectives on food behaviours that is always useful to bring to the table when working with the food industry. You can never know enough about your consumers. That also goes for the food industry.

- **What is the first thing you want to tackle at Kost Studio?**

First and foremost I want to get to know the team and how they work. I already know it is a good and talented group of people so I'm very excited to get to know them much better and get into the business. One step at a time.