



# Sheep milk - our heritage, your treat

We produce high quality foods from Icelandic sheep milk and offer our customers delicious, unique and handcrafted treats.

## Sheep vs. Cow - did you know?

More Protein, Vitamin A, D and B12

World wide: Sheep milked, variety of products, markets increasing

Sheep milked in Iceland until ca. 100 years ago

Smaller fatglobules = Better digestability

Attributed to lowering cholesterol

People with cow milk intolerance usually tolerate sheep milk

## Ok...and what now?

We want to show the great opportunities Icelandic sheep milk offers for a struggling sheep farming economy. We emphasize on creating interest and curiosity about sheep milking through products such as cheese and chocolates and selling them directly to customers. Our goal is to increase the production of sheep milk to sell our products in our own and other specialised food shops to foodies, tourists and high end customers

## Why us?

We are an international family with a long standing tradition as sheep farmers. Each of us is highly skilled in a different aspect of the company, such as social media marketing, financial administration, start ups, project management, international communications, carpenting, sheep management and much more

Ann-Marie Schlutz



CEO and Founder  
Productdevelopment,  
Production  
Sales and Operations

Gunnar Gunnarsson



Communications,  
Marketing  
and  
Social Media

Gunnar Jónsson



Sheep management  
Carpentry

Egill Gunnarsson



Consultant for  
milking  
management

The sheep



Production

Sept '18 - March '19

First milking and cheese making trials

January '19

Company founded

Sept - Dec '19

First christmas sales  
**SOLD OUT**

May - June '20

Milking

Sept - Nov '20

Til Sjávar og Sveita

Oct - Dec '20

Production and Christmas sales

