

DrS

QUEST FOR QUALITY





A Smood Love Story

If you think, this is just a story of how you get a good meal, let me give you some keywords to turn on your appetite: A man in love, a Danish airport, magical bread, potent cakes, super nutrition, huge amounts of raw juice power combined with new music and great ambiance... And a vision of making healthy eating the easiest, smartest and most beneficial way to get going all over America. Dig in!

Text Katrine Sekjær | Photographer Lizette Mikkelsen | Photographer assistant Marie Louise Munkegaard

As in all good stories, it begins with a man, who falls madly in love with a beautiful woman. A man who will do anything for the Goddess, who visits his home country for the first time. And lets be honest here; this man is not Mr Anybody: He is an experienced and pretty cool guy, a successful businessman, who has had his share of victory. However the biggest challenge now stands before him: Will she, his Italian wife, love his country, the same way she loves him?

The air stairs fold down, touch the soil of the old Prince Hamlets Denmark... Meanwhile he holds his breath, well aware of the fact, that first impressions last. But then the worst case scenario occurs: A HUNGRY WOMAN.

As she steps down from the aeroplane, her stomach tells

her, that she needs something to eat: Something fast, something healthy and something delicious. Pretty achievable demands, most women would agree. Not the kind of fairy-tale-quests, where a man has to invent a whole new magical diet to satisfy his princess. No - this is just a simple question: "Can I get a proper meal to go, before we leave the airport?"

If you are a female reader with a tendency to low blood sugar, you probably know the feeling: 'I have got to get something to eat, now, as in five minutes ago'. And that something has to be something else than white flour or candy'. So he starts running around in the airport. It turns out, that the most healthy eatable prey he can hunt down is ...an apple. An apple wrapped in plastic, pesticides and with the final touch; a little sticker on the glistening surface. Definitely not Eve's choice of apple - even though this fruit should be forbidden: It is not

an apple but a chemical cocktail. She turns down his offer with grace and dignity. He is just about to give up: Could it really be that difficult to find fast, healthy and functional food? Then his eye catches the sight of a juice bar. A compromise. Better than an apple.

The loving couple sits down: "So this is healthy, right?", he asks. Honesty is important in a relationship - everybody knows that. So she gives him an honest, but polite and, as it turns out, very informative answer: "Well... the juice might have some vitamins left. But most of the nutrients are probably completely smashed in the blending process..."

Now his curiosity is being activated; He asks, and she answers. This is her field. Healthy living and good food is her courtyard. They start talking about how this juice bar should be - and could be - optimized; how the juice products could be both



THE PRODUCT

“Dr. Smood is a super healthy boutique and cafe concept, where we both serve and deliver wholesome food that tastes delicious - and tastes of ‘more’! We express it this way; suddenly it’s just been highly addictive to eat healthy food. It just tastes damn good! Our food is made according to the idea of ‘super foods’ and our bottle juices are 100% organic and cold pressed. We serve super tasty and healthy cakes made of fibres from our cold pressed juices, and ‘white coffee’ with super health benefits. The coffee is only toasted and not roasted the way black coffee is. All our products are free of artificial sweeteners, colors, flavors, preservatives, chemicals, pesticides, GMO’s, GE’s etc. Bengt Valentino, professor in the Body Self Development system, develops our sandwich bread. The bread is made from an Old Stone Age recipe, and it stimulates the blood sugar level. Our organic dressings boost the energy on top of both our salads and sandwiches.”



beneficial for body, health, mood and mind and how the surroundings could invite people in – embrace them and welcome them, just the way you want to be welcomed, when you enter a new country. They both agree, that it is strange, that no one has made a concept like that; a healthy juice bar and café – a place that should be one hundred procent organic, contain information about both nutrients but also – and more important – how the specific foods and juices influences your health and your mood. All of a sudden she asks him: “Why don’t we make a juice bar and café like that?” Some of the questions women ask, can really be difficult to find a good answer to. This is one of them. Another good question: If she needed a really healthy, smart and easy alternative to fast food, why shouldn’t other women have the same kind of wishes? Not just when they find themselves in an airport, but also on an everyday basis: Good food, that builds up your body and mind, should be available to everybody. As simple as that; a new idea is born. A smood one.

Meet Dr. Smood

I meet him in a café: A polite, friendly and good-looking man. He is well dressed and has a kind of Robert Redford aura around him, a look that is pretty far from the organic, holistic-vibe, you could imagine a super health pioneer, would have. But as soon as he gets to talk about nutrition, food and how it correlates to body and mind, there is no doubt about it; this is Dr. Smood.

The name is René Sindlev. A self made man, who has had great success with his former businesses, Pandora Jewellery among others. However the café-market is a new field to him. Asked why he wanted to build a super healthy food-and-beverage-chain, René Sindlev answers: “It’s a combination of two things: First of all; I am a developer. I get a kick out of creating something the world hasn’t seen before. That is what I do, and that is what I am really good at. The second reason is, that this is good for other people. It benefits everyone – and that to me is meaningful,” René Sindlev pauses before he adds a comment: “Also it makes a lot of sense to me. It is meaningful to me personally – I love to have a healthy lifestyle.”

And you know what they say about love – the more you share it, the bigger it gets. Healthy living should be achievable for everybody, unfortunately it isn’t: “I recently went to a spa-hotel with my wife, Patrizia. We wanted to buy some food – just plain, healthy food. And really it wasn’t possible. I mean, we were actually at a place, where someone should think, that healthy ingredients and whole food, would be within our reach, but it wasn’t,” Sindlev says with a wondering melody in his voice. But that is about to change.

Dr. Smood will make it easy for people to make healthy choices. René Sindlev explains how he during his years has been surprised by the food habits and choices people make: “At some point I

had maybe 200 employees in a company, and they could order pretty much what ever they wanted for lunch. They ordered fast food everyday from McDonalds, KFC, Burger King... And I just didn’t understand why.” Maybe because they knew exactly what they would get and how it would taste, or maybe just because it was an easy choice; easy to get and easy to eat? René Sindlev points out, that obesity is a huge problem today. But also a problem, which can be solved, if we are able to change some of our habits: He says it is all about quality and not quantity!

“A lot of them were big, and they just kept getting bigger. I want to give Americans a healthy choice that is just as easy to get as fast food, when you are in a hurry.”

To most people, changing our lifestyle or behaviour demands a lot of us. With Dr. Smood, René Sindlev will give people an alternative, that is just as easy to get as fast food burgers. And it is not just tasty – it is life-prolonging, curative and energizing.

Bottom line: We need healthy, nutritious and easy meals, which will make us both stronger and happier. “I have done a lot of research the last couple of years. My wife has been with me all the time – she is the aesthetician, and she is very critical and has high standards, when it comes to products. We didn’t just want something healthy – cause to be honest; a lot of healthy food tastes really horrible, in my opinion. Also the food should inspire our senses. A super healthy meal, that looks dull and boring doesn’t work,” René Sindlev concludes.

The Quest for Quality

So he and his wife, Patrizia Manici Sindlev, travelled around the world to find the best products and the best people to deliver them, with the idea of ‘super foods’ as their main goal: Food that would do more than just satisfy your appetite. The couple found as exotic foods as ‘white coffee’ with super power, cakes that can boost your libido, and bread made from an old Stone Age recipe – an almost magical kind of bread that will make you feel satiated for a very, very, very long time. Bengt Valentino, professor in the Body Self Development System, develops it.

On their journey they also met South Florida’s leading Detox Doctor, Dr. Etti, also known as The Juice Goddess. Her ideas of how juice and healthy living can purify body and mind has formed the basis of all Dr. Smoods organic and cold pressed juices. Health, body knowledge, taste, ambiance and passionate people are all factors, which play a crucial role in the genesis of Dr. Smood.

The Magical Bread

The bread, René Sindlev keeps talking about, almost sounds as the magical ones from a fairy tale, where an elf gives the starving hero just a crumble of bread, that makes him feel strong, vital and happy. Never the less, that bread blew his mind, Sindlev says: “Yeah well, I was kind

of sceptical about it at first. But I went with some of my staff to taste it, so that we could decide, whether or not we wanted it in our cafés. I was told, that this bread would stabilize my blood sugar, boost my energy, and that I would feel ‘addicted to it’ afterwards. I thought, ‘fine by me’, I tasted it and was pretty satisfied. But then comes the freaky part”, Rene Sindlev shakes his head. Actually he laughs, as if he still cannot believe, what he is about to say: “After half an hour, we leave the building. All chatting and then – boom – it hits us all at once; We just look at each other, puzzled, cause we all felt it: A sensation of massive wellness, that just spreads out in every cell of the body. And the feeling of being sated without being too full. The sensation lasted for several hours. I just felt, that I had done something good to myself”. René Sindlev pauses. A confession from a sceptical Scandinavian is on its way: “You know, what was really weird about it? A long time after this, several weeks after – this bread was all I could think of, when I got hungry. So in a way – yes, I got completely addicted”.

My Miami

Okay, to make it short, what we have here is: An Italian woman with a thorough knowledge of healthy living, who knows what she wants, knows newest trends and the best experts, and who has a passion for aesthetics. A Scandinavian man with a vision of creating a new kind of super food-and beverage chain of boutique-cafés. A lot of healthy and specifically chosen products and foods from all over the world. Now all they need is a place to get Dr. Smood started: Miami. What made René and Patrizia Sindlev choose exactly this city?

“I love Miami” René Sindlev smiles. It is a statement. “Miami has a South American culture, that comes straight from the heart and has its soul in it, – they are chasing happiness, are health conscious and are welcoming new concepts”. The vibrant life and the atmosphere in Miami make it ideal; surroundings, vibe and atmosphere are important factors in the making of Dr. Smood. Therefore, the beautiful city is the right place to launch, what hopefully will become a nationwide café-brand: “We want to awaken the senses. Our motto is; ‘smart food for a good mood’. We want it to be a pleasure to visit Dr. Smood, an experience, just to walk in and discover the environments”.

Boost your mojo – and your fertility

Most people are aware, that eating healthy and organic food is good. Period. However Dr. Smood wants to take healthy diet to another level - and offers more than just a healthy, nutritious diet. Wouldn’t it be great if you could optimize your fertility by enjoying great food and beverage? Or take your sweet one out for a sweet treat and eat a delicious cake that not only taste wonderful, but also boosts your libido?

“All beverages and all food will get a little mark, a sticker, with a color, that symbolizes what exactly this food is good for. You don’t want to go in and have to ask or read a lot of information to find out, what health benefits this or that juice provides you. We want to make it simple,” René Sindlev says. And when it comes to the cakes, he laughs: “Oh yeah, the cakes, you ask... I was invited to come and taste them – and you know, they tasted really, really good, so I just kept eating them, as a kind of snack. Dr. Etti made the recipe, and she told me, the cakes were made from the fibres. And then she said, that the cakes also contained, a natural sex booster.”

We all want to stay healthy, fit and happy, but it all has to fit in to a busy life. The modern life-style is fast – and the easiest way to change such a busy life into a healthier one, is by changing everyday routines and add good nutrition and exercise. Just adapt some good routines, for instance by replacing one of your coffees-to-go with a juice-boosters. By developing the Dr. Smood-concept, René Sindlev realized, that it should be as simple as possible, just make the best choices the easiest ones. If you make healthy living too complicated, most people will not have the time for it: “We will colour code all our products – so you can pick exactly what you need or are in the mood for, without having to think too much about it,” Sindlev concludes.

The smood sound of music

When you enter a Dr. Smood, you will be embraced – not just by good and smart food, your other senses will be indulged by music from the most remarkable artists and DJ’s, while your eyes will be delighted by the modern interior design: “We will get the best DJ’s to come and play – to get a lounge feeling that makes it even more pleasant to visit us. And of course that demands, that the place is nicely decorated,” Sindlev says.

The next question; Miami, 2015? But what about the rest of us? Who wouldn’t like to drop by a local smood’ operator? When will it be possible for us to get the mojo up by eating cakes and our blood pressure down by drinking juice, while we feed our curious ears with the newest beats? Sindlev eats the rest of a (normal!) cookie and then puts his plate and coffee cup away. The table all of a sudden transforms into a map of America: “We start in Miami – but the vision is to have 400 cafés all over US within a couple of years. Dr. Smood should be available for everybody.”

A smood love story, if you ask me: What started out as a search in a Danish airport, a hunt for a wonderful meal to a wonderful woman - a man in love aiming to find his beloved something good to eat, has now become a vision: That everybody should be able to give their loved ones – and themselves – healthy food made with love, passion and all the smood’ benefits that comes with that!

Dr Smood first flagship store in Wynwood, Miami



FOOD

THE NAME

René Sindlev about the idea behind Dr. Smood:
"The name SMOOD is a combination of two words 'smart food'. I got the idea from 'functional food' - but I wanted our products to be simply basic and old fashioned -produced food without GMO's, chemical additives, pesticides and genetically modified ingredients - and as far as possible 100% organic.

The word Smood is an abbreviation for 'smart food'
- a new invented term for super healthy and beneficial food."

THE HEALTH COMPANY



THE MAN

René Sindlev: "I have throughout my life thought much about health, both mentally and physically well being, by eating healthy food and by exercising regularly. The idea of a healthy lifestyle is very much my way of living."

I am one of the founders of the jewellery company, Pandora, and when the Initial Public Offering was a reality in 2010, it was obvious to me, that I should find something new - a new challenge. I gave myself two - maximum three - years to reinvent a new life with my Italian wife, Patrizia Manici Sindlev.

She has always lived a super healthy life, and that lifestyle should just continue. She suggested, that we developed a concept based on the use of 'super foods'. We immediately began to develop our idea and now two years later, the result is clear:
"The Health Company. Dr. Smood - smart food for a good mood."

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SUPER HEALTHY AND BENEFICIAL FOOD™



THE FOCUS

In general we focus on six areas of wholesome food and beverages

1. Boosts the immune system
2. Detoxes the body
3. Boosts the energy levels
4. Boosts beauty
5. Boosts general health and wellbeing
6. Other and more specific health benefits

We have chosen not just to be a health concept, but also to focus on stimulating the senses; the taste experience, the sense of sight and sense of hearing. We provide super tasty and beautiful food combined with cool music by some of the world's leading DJ's and musicians. The decor is done in collaboration with the world's leading Italian interior designers. So the interior design is both very lounge-alike and super cool with 'a touch of an old pharmacy'.

THE VISION

"The vision for Dr. Smood is to give all Americans a choice to eat healthy and to focus on how healthy food can be both cool and taste fantastic. We want to make Dr. Smood accessible to all Americans - there should be a Dr. Smood in every American neighborhood. It should be easy to eat healthy."

THE MISSION

"The mission is to build a chain of 400 boutique cafes within the next five years, starting with 10 cafes in Miami, Florida, USA."