



## Press Release

### Healthy living, one bite at a time.

Leiden and Monster; December 1<sup>st</sup>, 2016 – SysBioSim and Koppert Cress have teamed up to enhance the understanding of the long-term benefits of consuming cress, freshly germinated seedlings. SysBioSim will perform *in silico* analyses by modeling signaling and metabolic pathways that have exceptional predictive power. These analyses will contribute to developing a comprehensive understanding about the effects of cress herb consumption. Cresses, which are already known for their characteristic flavours and aromas as well as their decorative features, come with various potential benefits. Koppert Cress has years of experience in selecting and improving very special cress from all over the world.

“SysBioSim believes in the importance of self-management of health,” said Basak Tektemur Altay, CEO of SysBioSim and continued, “however, there is a lot of confusion and lack of scientific evidence about what is healthy and why. We are very excited about this collaboration with Koppert Cress where we are aiming to generate scientific evidence that can contribute to our understanding of a healthy diet. We believe that these *in silico* analyses can create the scientific foundations of knowledge on the health benefits of cress.”

“The main objective of Koppert Cress is to develop healthy herbs that have unique and concentrated flavors. Koppert Cress also believes that these unique herbs have concentrated health benefits that fit into the modern way of life. The company trusts that the required amounts of consumption of these herbs, being significantly less than the common vegetables, can promote healthy living, healthy life choices and self-management of health” added Rob Baan, CEO of Koppert Cress.

### About SysBioSim

As a dynamic and energetic company located in Leiden, SysBioSim offers various Systems Biology services via state of the art modeling, specially designed platforms and detailed simulations for various fields of life sciences. The company and the team are dedicated to offering smart and fast solutions to clients from the pharmaceutical industry, health and food ingredients and functional food industries, and academia for their research and development projects as well as needs. Our services help our partners to better design their research and development programs, to better allocate their resources within their programs and to achieve desired results faster. We are committed to offering high-quality services and custom solutions to our partners.

## **About Koppert Cress**

Koppert Cress is constantly looking for natural and innovative ingredients, which chefs can use to intensify the flavour, aroma and presentation of their dishes. Products that meet the increasingly stringent demands of restaurants across the globe. Cresses are freshly germinated seedlings of 100% natural aromatic plants. These plants provide freshness and intensity of taste and aroma that is almost exclusively found in young plants.

It is the appreciation of the gastronomes worldwide that has allowed the company to grow into what it is now. Choosing a niche to start in, Koppert Cress was able to develop along with the market it had created. Doing so it was able to set the standards and become the authority on the subject. In stead of sitting back and enjoying the success, increased initiatives in product development, culture and market approach, are set up to ensure innovation and leadership.

Rob likes to look beyond the horizon. "Good food is crucial to a healthy life" is the vision of his company. Sustainability in the broadest sense, its guidance.

## **Contact**

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