

Bio Lauren:

Lauren Huff Founder & CEO Fönn

*A Harvard MBA and Entrepreneur Reimagines
Icelandic-Style, High-Protein Yogurt
for the Modern Era*

Lauren Huff is Founder & CEO of Fönn, a new destination for organic Icelandic-style skyr (pronounced *skeer*), a high-protein yogurt, featuring innovative skyr bowls, smoothies and toasted sandwiches with skyr-based sauces. A Harvard MBA and entrepreneur, Lauren also served as Chief of Staff for Katy Perry's De Soi. She oversees all aspects of Fönn, from brand and product development to operations, partnerships, fundraising and growth.

Lauren is currently focused on Fönn's first location, a residency within TALEA Bryant Park, a sophisticated female-owned craft taproom. This forward-thinking real estate model allows Fönn to build its business in a capital-efficient way and enables TALEA to generate revenue during its off-hours.

An Introduction to Skyr from a Harvard Classmate

Lauren first learned about skyr when she visited Iceland with a classmate from the Nordic nation while earning her graduate degree. She had long been a fan of global culinary traditions and was inspired by skyr's high-protein, low-sugar and probiotic attributes. She set out to bring the skyr bar, popular in Iceland, to the U.S. as a breakfast, lunch, and snack alternative, and founded Fönn (pronounced *fun*).

Our Team:

Bio Chef Baldur

'Lauren collaborated closely with Chef Baldur, an Icelandic chef and skyr enthusiast who works at Restaurant Daniel in New York City.

Having grown up with skyr in Iceland, Baldur knows it as an everyday staple, enjoyed for breakfast, as a snack or dessert. His deep familiarity with Icelandic food culture brings an authentic perspective to the collaboration.'