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## Pressemitteilung

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### „Next Generation Breakfast“ goes TV – SevenAccelerator invests in Wholey alongside Helene Fischer

**Unterföhring/Berlin, 06.02.2025.** Making the world's breakfast tables a little better – that is Wholey's vision. They have now received support: SevenAccelerator invested in the Green Grizzly GmbH, the company behind the Berlin breakfast brand Wholey, via a media investment in the low single-digit millions. [The first TV advert](#) will be broadcast on ProSiebenSat.1 channels and platforms from today.

Wholey offers a wide range of breakfast products such as muesli, cereals, granolas, smoothie bowls, shakes and spreads – all 100% natural, plant-based and organic. They also contain significantly less sugar than conventional products and rely on the natural sweetness of dates. Since its foundation in 2017, Wholey has developed from a smoothie supplier for cafés to a relevant player in the supermarket. Wholey's range is now available at major retailers such as Rewe, Edeka, Kaufland, Rossmann, Müller and Tegut, as well as online at Knuspr and dm.

Wholey not only won over the SevenAccelerator with their idea for a healthier breakfast. In autumn 2024, star coach Jürgen Klopp and his family as well as singer Helene Fischer also invested in the start-up. Fischer's investment additionally includes her involvement as an advertising ambassador. The superstar can be seen in Wholey's first TV advert, which will be broadcast from today.

With the brand campaign, Wholey is taking another step towards the mass market. The combination of Helene Fischer as an investor and testimonial with the reach of ProSiebenSat.1 is perfect for creating awareness and trust for the brand. The spot is not only meant to reach the target group, but also convince them of Wholey's mission of a better and healthier breakfast. With its supermarket setting, the TV spot shows where the products can be found. Helene Fischer also takes viewers into the world of Wholey at a colorful breakfast table. The campaign will be extended directly at the point of sale, online and via social media.

**Christopher Halbig, Management Team SevenVentures:** "As breakfast brands are integrated into people's everyday routines, the relationship with these brands is often very strong and emotional. This makes it very difficult for start-ups to convince consumers of their products, even though many of these brands have unfortunately not adapted to the changing needs of customers for decades and are neither healthy nor sustainable! With our investment, we want to convince as many people as possible to give the natural "Next Generation Breakfast" a chance and, in the best case, to integrate a new love brand into their everyday lives. The flavor and quality of the products speak for themselves!"



**Wholey®**

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**Casimir Carmer, Co-Founder and Managing Director Wholey:** "With our TV advert on ProSiebenSat.1 channels and Helene Fischer as an investor and brand ambassador for Wholey, we will reach and inspire many viewers. We want to show even more people that a healthy breakfast is not only important but can also be delicious and fun. By partnering with SevenAccelerator, we will achieve exactly the relevant reach we need to further drive Wholey's awareness and rapid growth. We are very much looking forward to the long-term collaboration with SevenAccelerator and see it as an important pillar for future campaigns."

Copyright pictures: Wholey

**About SevenVentures:** SevenVentures is the leading TV media investor and, as a company in the Commerce & Ventures segment of ProSiebenSat.1 Media SE, the optimal partner for high-growth consumer-oriented companies, especially from the consumer goods, retail and services sectors, that have the potential to achieve sustainable success through the use of TV advertising: In return for shares in their equity (media-for-equity) or revenue shares (media-for-revenue), companies receive advertising time on ProSiebenSat.1 stations in particular. In the Commerce & Ventures segment, ProSiebenSat.1 bundles the Group's minority and majority investment areas. In addition to SevenVentures with the SevenAccelerator, this also includes the investment unit SevenGrowth and the companies of NuCom Group.

**About Wholey:** The Berlin start-up Wholey has set itself the task of bringing better breakfast products on supermarket shelves and to make good nutrition more enjoyable. Innovative, plant-based products of the highest organic quality, without refined sugar and without unnecessary additives - fair, organic, delicious and always with full transparency for consumers. Launched in 2017 with smoothie mixes for the catering industry, the range now includes mueslis, cereals, granolas, nut spreads, smoothie bowls and shakes. The products are available in supermarkets in Germany, Austria and Switzerland as well as through the Foodservice and the company's own online shop. The Wholey team now comprises over 40 employees