Oct 25, 2026 · Source: WirtschaftsWoche

Fryzza on “Die Höhle der Löwen”: What happened to the startup after the show

WirtschaftsWoche on the Fryzza double deal: Frank Thelen and Ralf Dümmel invest €350,000 in the air fryer pizza — now in around 700 stores.

WirtschaftsWoche follows up with the founders of Fryzza: The startup from Baesweiler brings frozen pizza for the air fryer to retail — and landed a double deal on the show (Germany’s version of “Shark Tank”) with Frank Thelen and Ralf Dümmel, who are jointly investing €350,000 for 28.57 percent of the shares.

Things have been going well since the episode aired: The four pizza varieties are now stocked in around 700 stores in Germany and Austria — including at Bofrost, Lidl, Edeka, and Rewe. In the interview with WirtschaftsWoche, the founders talk about what has happened since the taping and what comes next.

Online-Fassung: https://frank.io/en/news/wiwo-fryzza-wie-es-weiterging/
Original-Quelle: https://www.wiwo.de/erfolg/trends/fryzza-bei-die-hoehle-der-loewen-wie-es-mit-dem-start-up-nach-der-sendung-weiterging/100263204.html
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