

THE NEW NORMAL

Or: if it doesn't taste good, why try again?

Plant Protein Seminar, 19 November 2019
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Chief Marketing Officer, Verso Food



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A SHORT INTRODUCTION

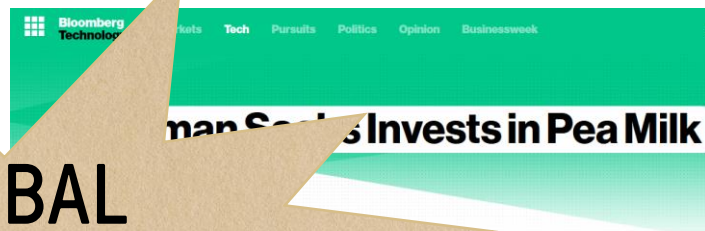
One step BYND: Investors feast on Beyond Meat as stock skyrockets in Nasdaq debut



Ruoan eettisyyden merkitys tulee tulevaisuudessa.

Unilever Acquires 'The Vegetarian Butcher' In Bid To Tap Into Vegan Market

The company's founder says Unilever's takeover means massive growth will be possible; he wants the brand to be 10x as big in two years



GLOBAL
MARKET SIZE
6 BN€

consumption of animal

Studie: Vegan bäst för klimatet

Den bästa insatsen du kan göra för klimatet är att bli vegan, enligt den hittills största studien som gjorts av lantbrukets klimatpåverkan.

– Genom att äta växtbaserat kan vi minska utsläppen från livsmedel med över 70 procent, säger docenten Fredrik Hedenus.



Nestlé, the world's largest food maker, sees plant-based foods as a leading trend in overall industry growth! The food giant recently noted at an investor summit in London that consumer groups flexitarian, vegetarian, and vegan are all on the rise and they want to bring more plant-based options to the masses. Alongside the trend of plant-based, Nestlé also noted five more trends: natural is king, organic, free from, reduced sugar, and high in protein.

And Nestlé is right, the plant-based food sector is booming and around 87 percent of Americans consume plant-based proteins and nearly two-thirds do so once a week or more often. According to some estimates, the plant-based meat market is set to reach \$5.2 billion market by 2050. This move away from meat is

McDonald's has just announced a new addition to its burger lineup: The McVegan. But before vegans in the United States get too excited, they should know that they'll have to fly overseas to give it a taste.



1,155 likes 287 comments



Ruoan ilmastovaikutus on tähän asti arvioitua suurempi
– Heisingin Sanomat 20.10.2018

Pyrki vähentämään ruokahävikkiä

45%
Suosii lähiruokaa
Kasvua 11%
vuodesta 2018

*Raportissa esitetyt kasvukertoimet on laskettu kaikkien arvostettujen ilmiöiden tai alajamien 2019 verrattuna nykyiseen kokoon.



PLENTI® - PLANT-BASED MEAT SUBSTITUTE

Revolutionary range of meat substitutes: 100% plant based, gluten free, non-GMO and clean label.

Base: Italy: 1,888 internet users aged 16+ who have personally used milk in the last 3 months; 70% of German meat/fish/poultry/meat substitutes consumers make a point of regularly having meat-free days such as meat-free Mondays

Nestle Predicts Its Vegan Business Will Hit \$1 Billion Within 10 Years

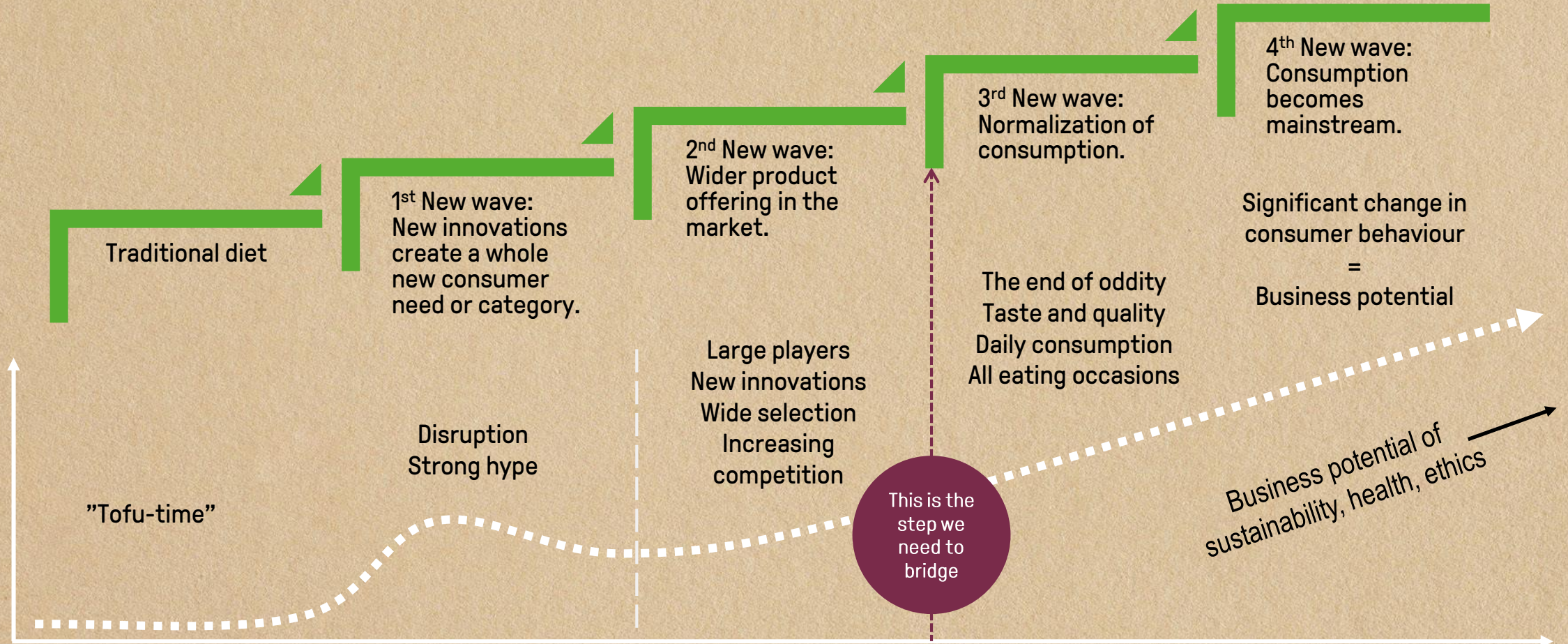
The Swiss conglomerate is launching multiple plant-based products including a high-tech patty called the 'Incredible Burger' and 'Purple Walnut Milk'

'LESS MEAT AND MORE VEG'
33%
of Northern Irish consumers agree that meat products with less meat and more vegetables/beans/pulse are appealing



FOOD IS CHANGING

SPECIAL DIETS TRANSFORM INTO NEW NORMAL





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WHAT WE REALISED - THE INSIGHT

beanit

*Just enjoy the taste,
and the rest will follow*





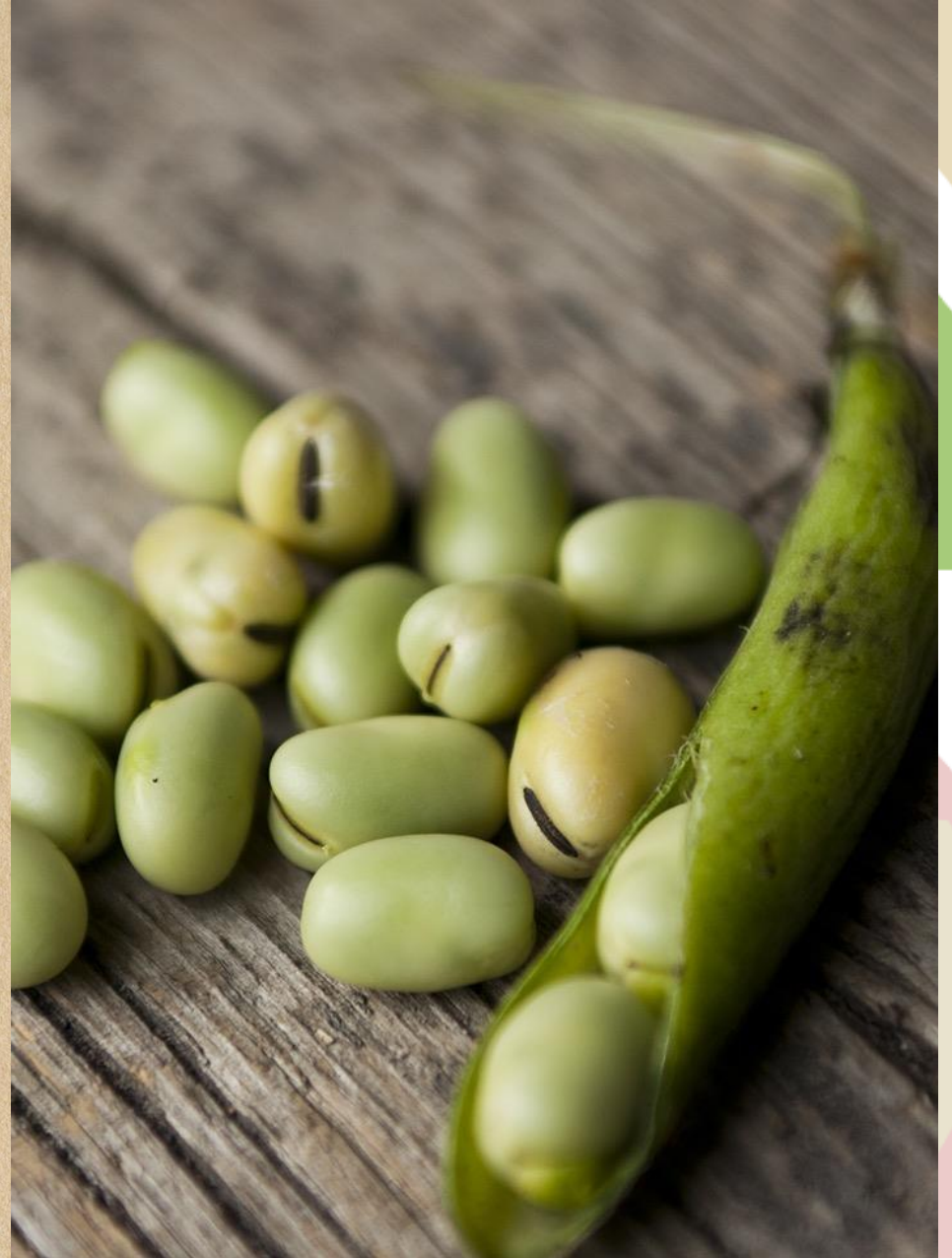
OUR PURPOSE IN LIFE:
HELPING TO SAVE THE
PLANET THROUGH
FAVA BEAN FOODS

beanit

Our hero ingredient:
THE FINNISH FAVA BEAN

Cultivated in our country
for centuries. Mild and tasty,
packed with nutrients and protein.

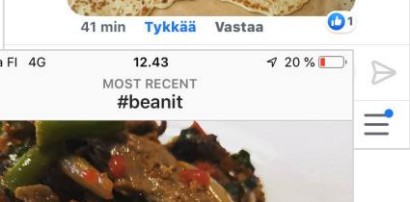
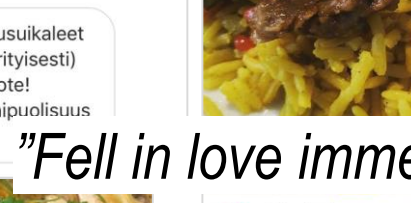
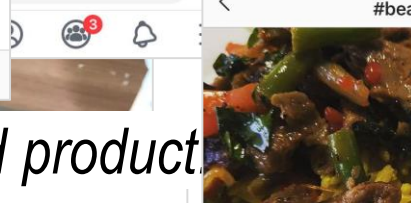
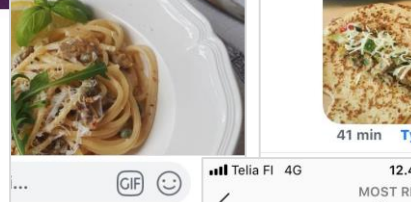
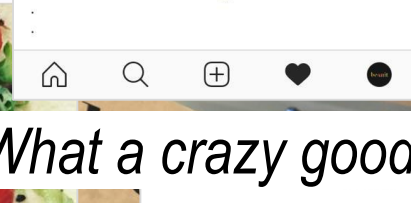
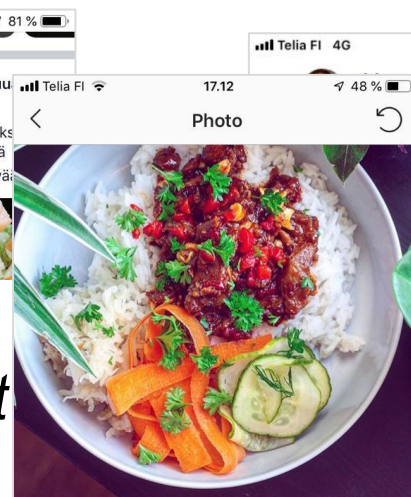
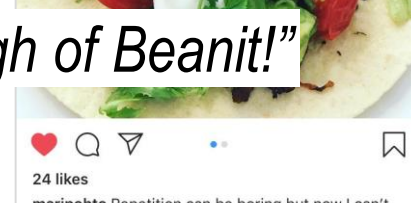
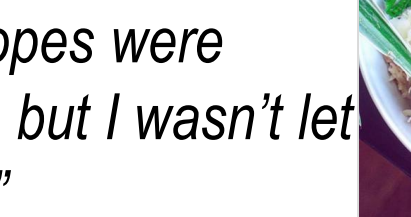
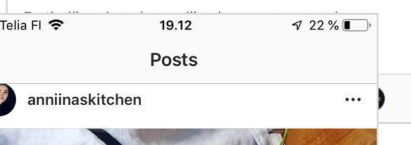
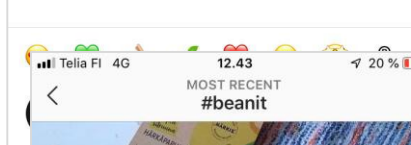
"New old food"



A close-up photograph of a person's hand squeezing a yellow lemon wedge over a black bowl. A clear stream of lemon juice is falling from the wedge into the bowl. The bowl contains a dark, chunky food item, likely the 'Beanit Chunks', topped with white sesame seeds and small pieces of red chili. The bowl is being held by a hand wearing a light green cloth. The background is a blurred, textured surface.

THE BEANIT® CHUNKS

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Just Beanit.

THANK YOU!

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