



The workshop will start soon.

Plant based and alternative proteins

Workshop 7

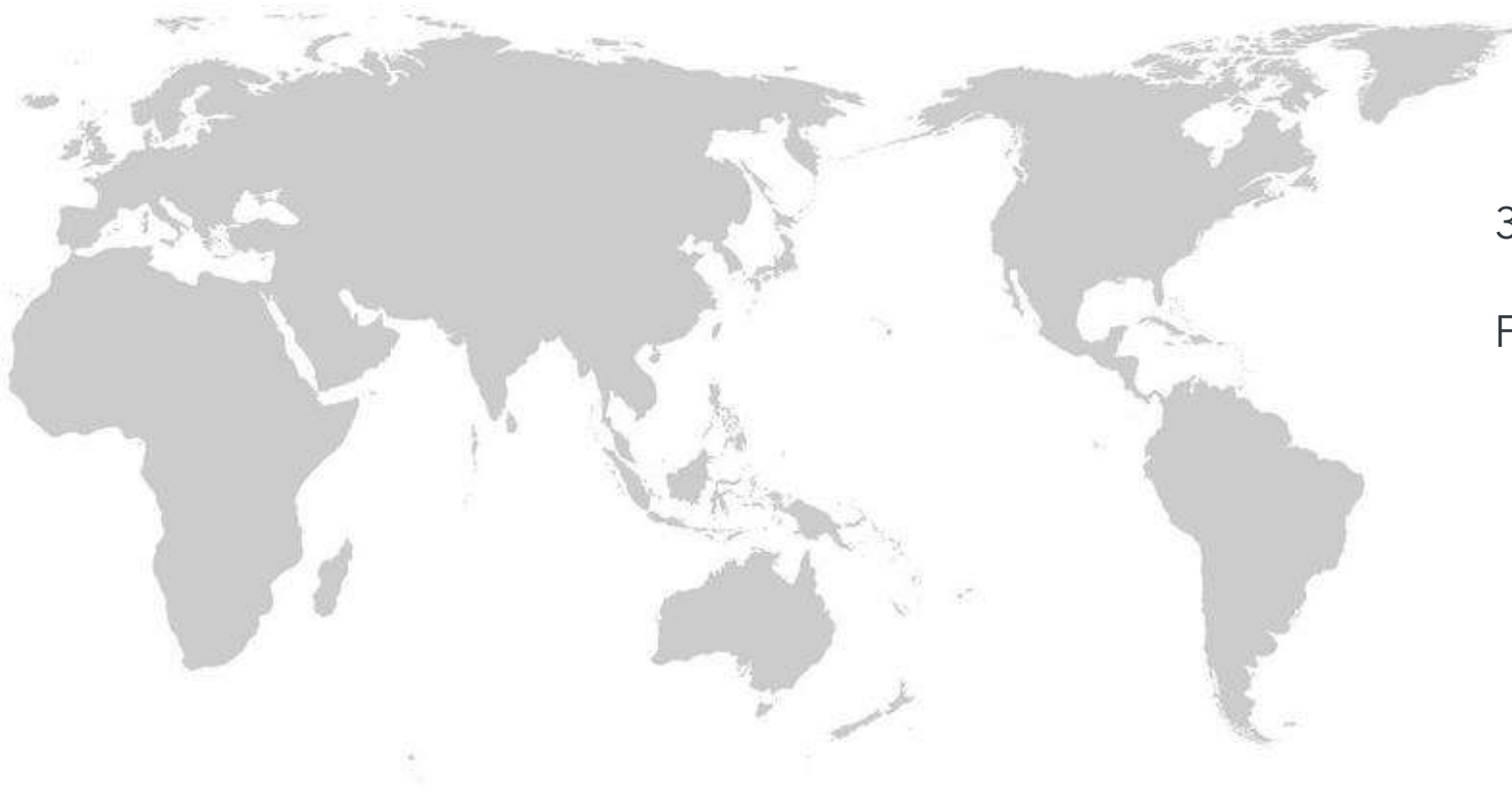
20 April 2023



Organisers



Welcome!



384 Participants

From 30+ Countries



Global Foodture project



European project, collaboration of 7 European Clusters and Asian partners: Enterprise Singapore, Foodpolis, FoodInnopolis, TMA Thailand, Kobe University and NARO.

Aiming to stimulate innovation collaboration between European SMEs and Asian organisations - Japan, Singapore, South-Korea Thailand

2022 - 2023: Several activities, including matchmaking, training program, international missions and online thematic workshops

Themes:

- Agriculture - cultivation & support solutions
- **Alternative proteins**
- Sustainable packaging
- Solutions to reduce food waste
- Health products, functional and personalised food



Programme

09:05 “Plant-based, the new normal? Perspectives on consumer demands and future directions” by **Marija Banovic, Ass. Professor at MAPP Center, Aarhus University**

09:25 Introduction to Masterclass 1: Innovative finished products giving the consumers a new take on meat, seafood and dairy products

09:30 Presentation by **Mr. Yongmin Lee, COO of the South Korean company Devotionfoods**

9h40 Presentation by **Charles Fouquet, CEO and Amélie Catelot, R&D Director of the French company Onami Foods**

09:50 Presentation by **Hyunseok Hans An, CEO of the South Korean company WeMeet**

10:00 Presentation by **Paul Cornillon of the Danish company PlanetDairy ApS**

10:10 Introduction to Masterclass 2: innovative ingredients and solutions applied to the food industry from alternative to egg to the potential of flaxseed and soy.

10:15 Presentation by **Anne Vincent, CEO, of the French company Yumgo**

10:25 Presentation by **Wakana Nitta owner of the Japanese company TEN-TWO Co. Ltd on OKARA, Soy pulp for sweets - historical but cutting-edge proteins ingredients.**

10:35 Presentation by **Iryna Gavrylova, Founder and CEO/Chief Innovations Officer of the “Danish” company Sprout Dynamics**





Alternative
proteins

20 April 2023 - 09:00-11:00

**PLANT-BASED AND
ALTERNATIVE PROTEINS,
NEW INGREDIENTS:
SOURCES OF INNOVATION**

Global
FOODTURE



Food & Bio Cluster

food

Foodwilly

Vitagora

FF

FLORIDAY

CLUSTER

PACKAGING
CLUSTER

PLANT-BASED, THE NEW NORMAL?

PERSPECTIVES ON CONSUMER DEMANDS & FUTURE DIRECTIONS

Marija Banovic

Associate Professor

The MAPP Centre, Department of Management, Aarhus University, Denmark

maba@mgmt.au.dk



MAPP - RESEARCH ON VALUE CREATION IN THE FOOD SECTOR
DEPARTMENT OF MANAGEMENT
AARHUS UNIVERSITY

PLANT-BASED AND ALTERNATIVE PROTEINS,
NEW INGREDIENTS:
SOURCES OF INNOVATION
20 APRIL 2023

MARIJA BANOVIC
ASSOCIATE PROFESSOR



FOOD SECTOR TRIBULATIONS



9.7 billion people by 2050

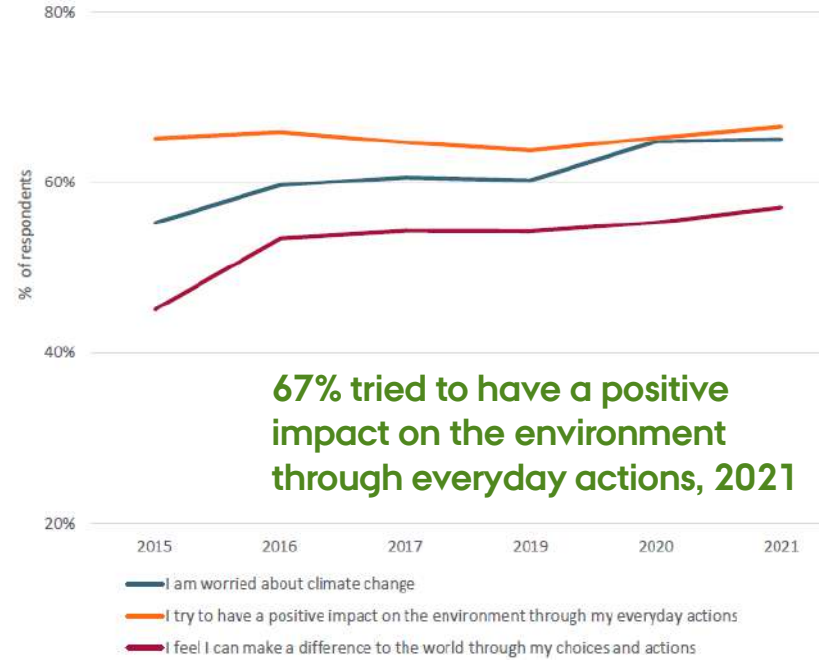


71% ↑ Food needed by 2050



55% ↓ Agricultural land per capita

Climate awareness & actions, EU consumers



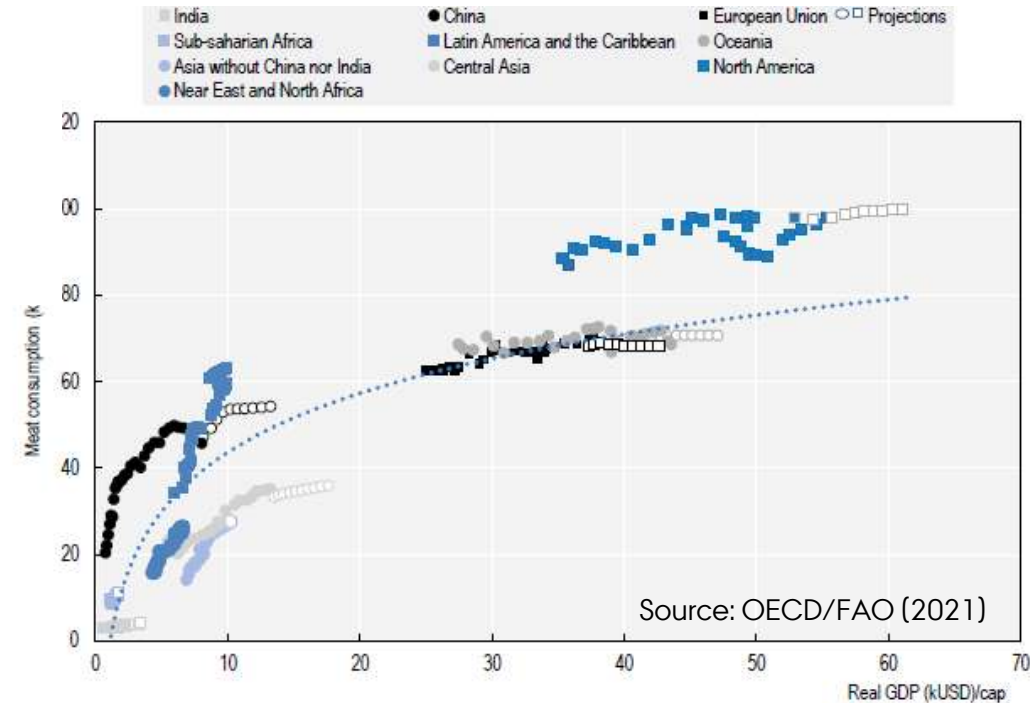
67% tried to have a positive impact on the environment through everyday actions, 2021

Source: Euromonitor (2021)

THE INTENTION-BEHAVIOR GAP



Income impact on per capita meat consumption per region, 1990 to 2030



Source: OECD/FAO (2021)

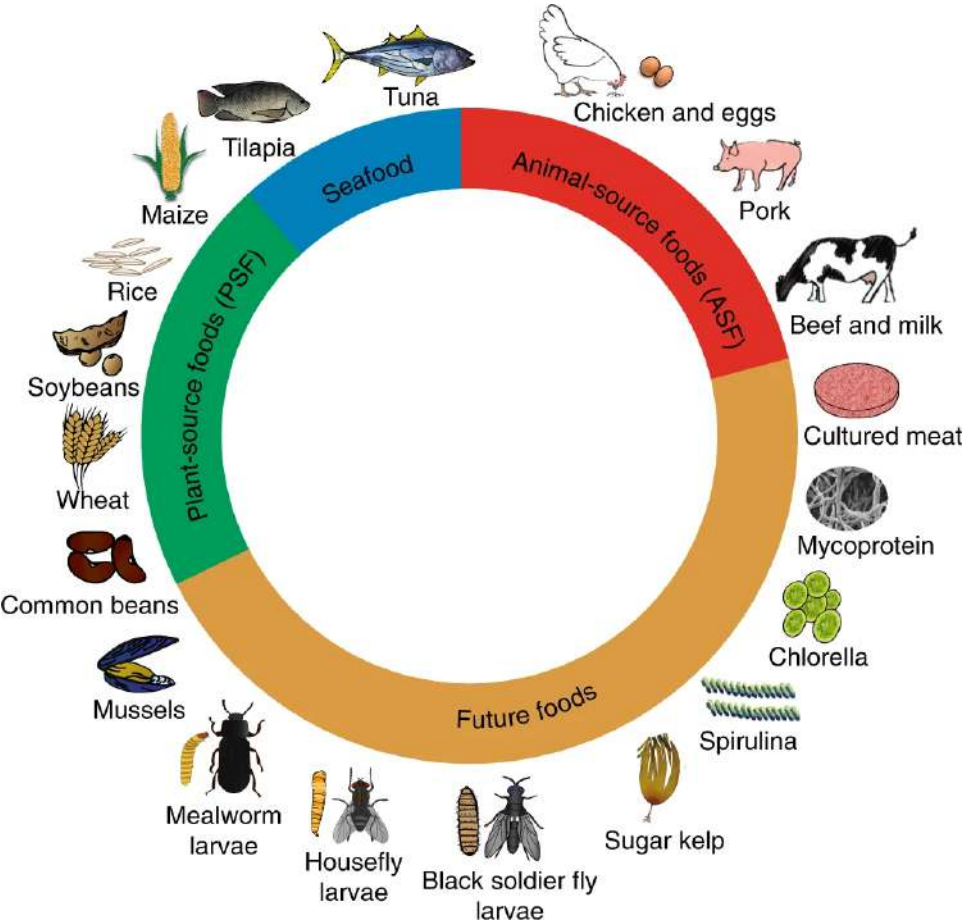


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20 APRIL 2023

MARIJA BANOVIC
ASSOCIATE PROFESSOR

MAKING ROOM FOR ALTERNATIVE PROTEINS: WHAT DO CONSUMERS THINK?



Source: Parodi et al. (2018)



Plant-based foods



Hybrid (blended) foods



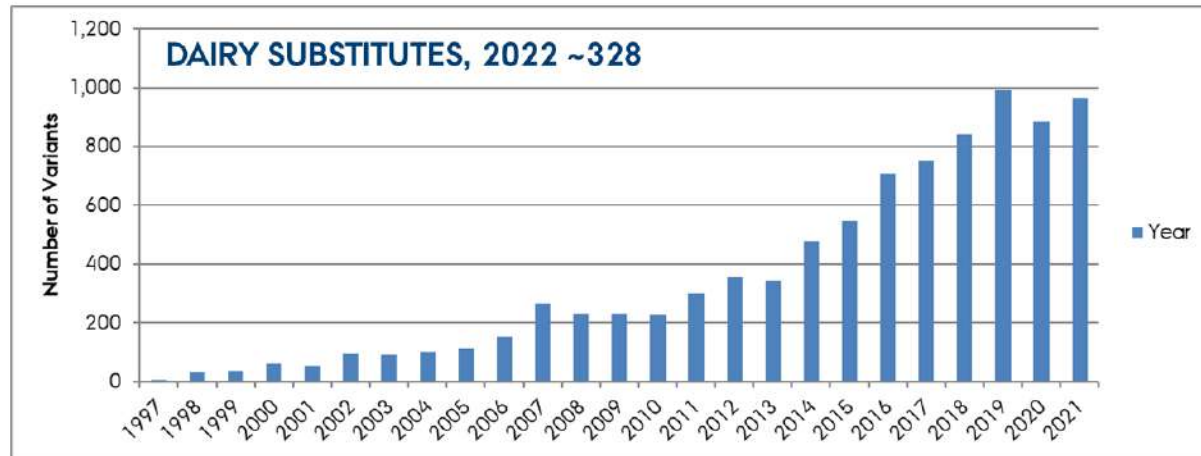
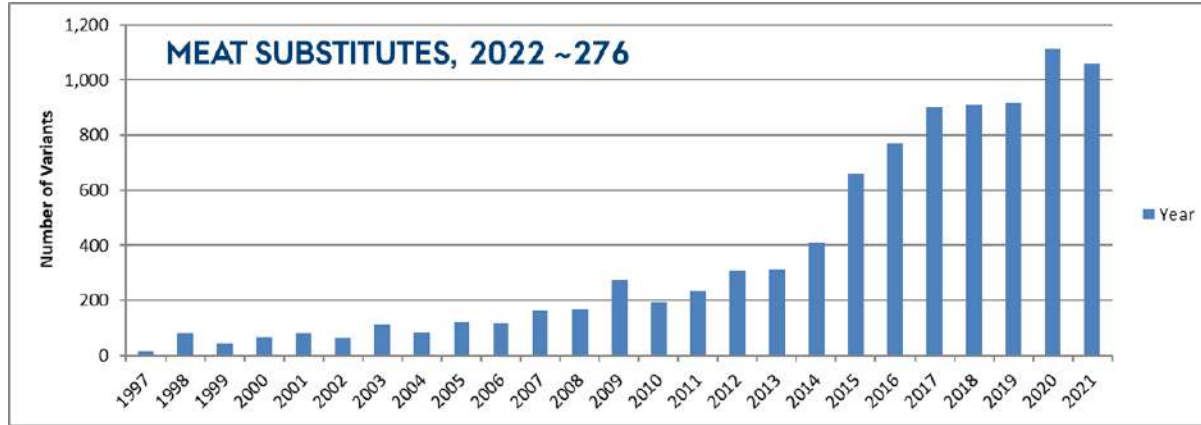
Cultured meat



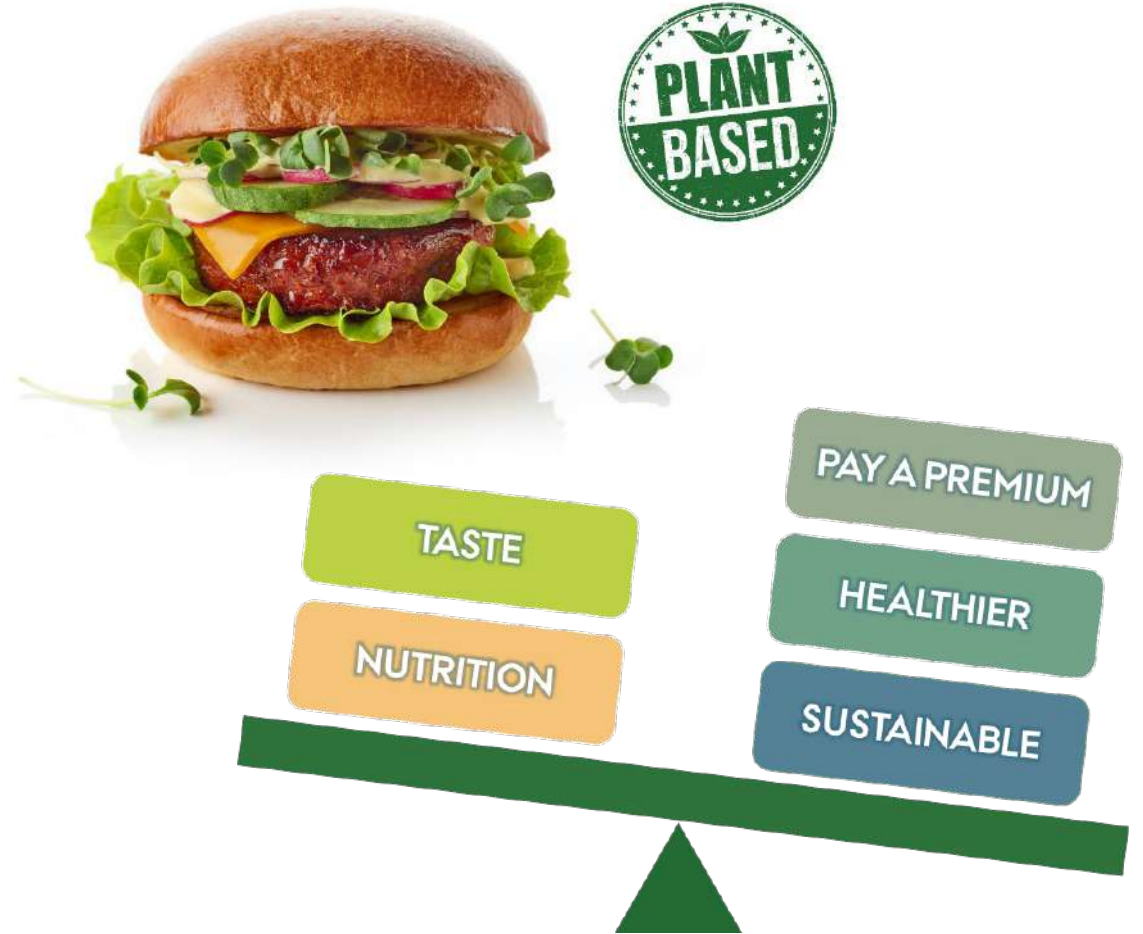
Precision fermentation

Source: e.g. Banovic et al. (2022); Banovic et al. (2021)

PLANT-BASED PRODUCTS FACE A REALITY CHECK



Source: Mintel, GNPD (2022)



Source: Deloitte Insights Report (September 2022)

SUCCESS PARADOX: CURRENT ALTERNATIVES NOT GEARED FOR MASS ADOPTION

Product innovation & new technology
are a *necessary*, but *not sufficient*
condition *for success in the marketplace.*

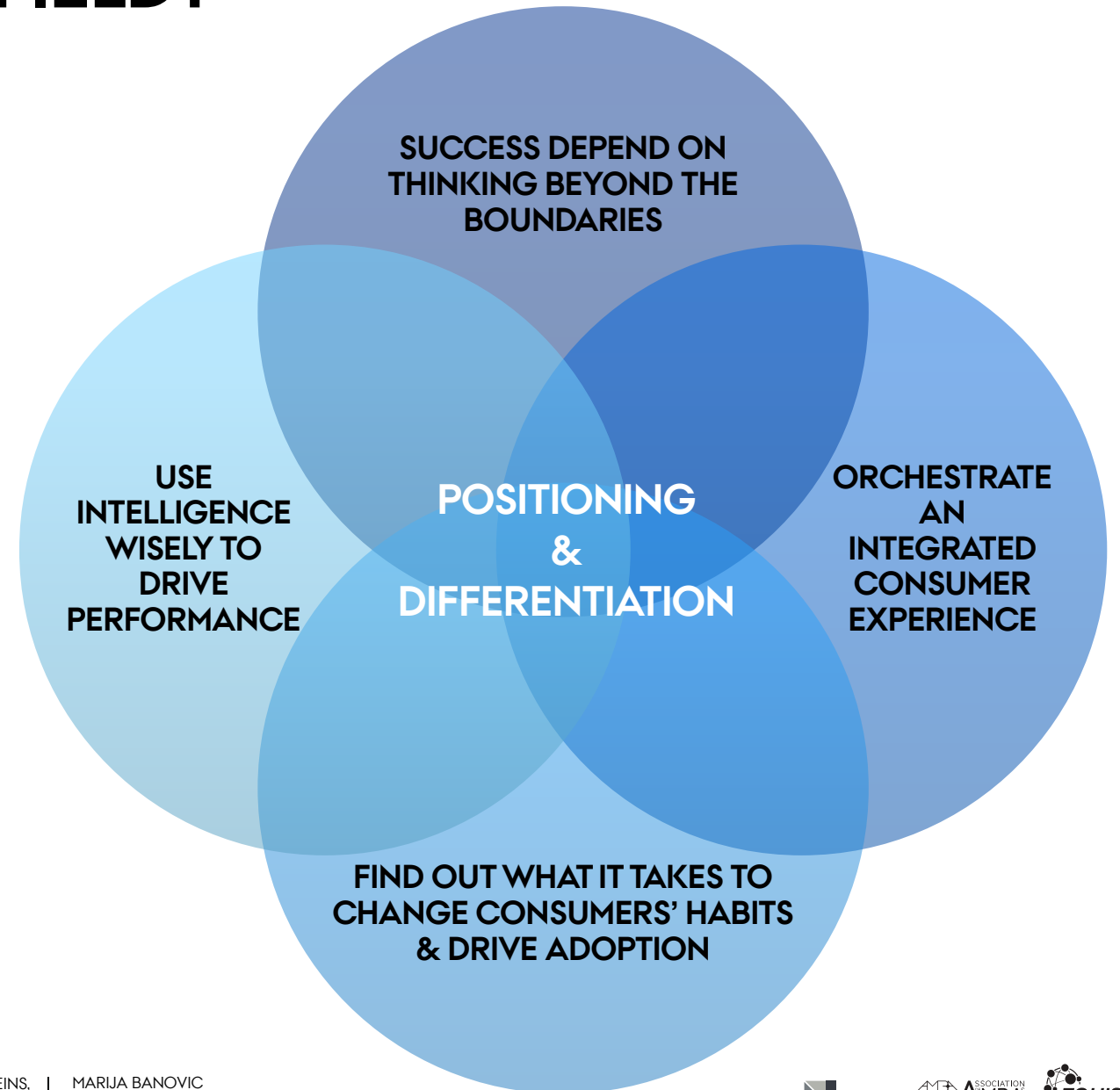


Consumers' intent to reduce challenged with
**unwillingness to compromise on
taste, nutrition & functionality**

The Intention - Behaviour Gap



HOW TO LEVEL THE PLAYING FIELD?



SUCCESS DEPEND ON THINKING BEYOND THE BOUNDARIES I: SHOULD OR NOT MIMIC ANIMAL PRODUCT?



SIMILARITY COULD INDUCE NEGATIVE CONSUMER PERCEPTIONS

PERCEIVED AS ULTRA-PROCESSED SUBSTITUTES



IMPROVING PLANT-BASED INGREDIENTS WILL HAVE AN EVEN GREATER IMPACT ON THE MARKET



Meat analogue (rapeseed protein)



MAIN PLANT BASED INGREDIENT BOOST (INHIBIT) ACCEPTANCE

N = 1,400; Online survey; DK, DE, ICE, FI.

Source: Banovic & Sveinsdottir (2021); Food Control.

Project: FUNPRO



SUCCESS DEPEND ON THINKING BEYOND THE BOUNDARIES II:

PRODUCT

VS.

PRODUCT + POSITIONING

...what attributes product have...



Fig. 2. Hybrid product.

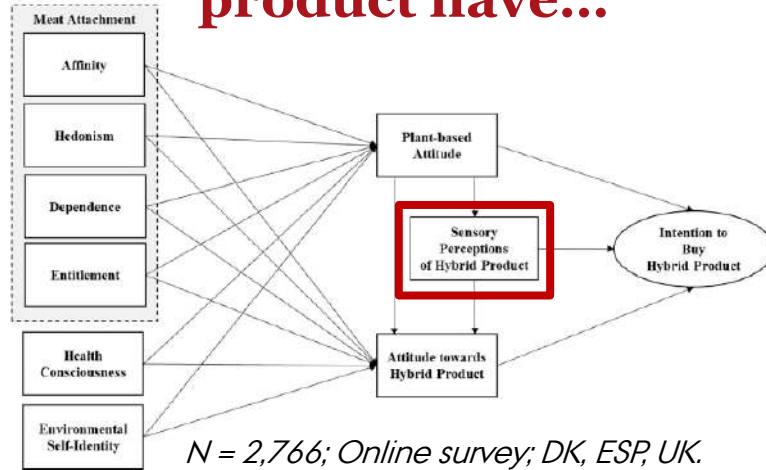


Fig. 1. Conceptual framework.

Source: Banovic & Barone (2021); Food Quality & Preference.
Project: <https://www.eitfood.eu/projects/consumer-attitudes-towards-healthier-processed-meat-products-2020>

...what product promises but does not specify...

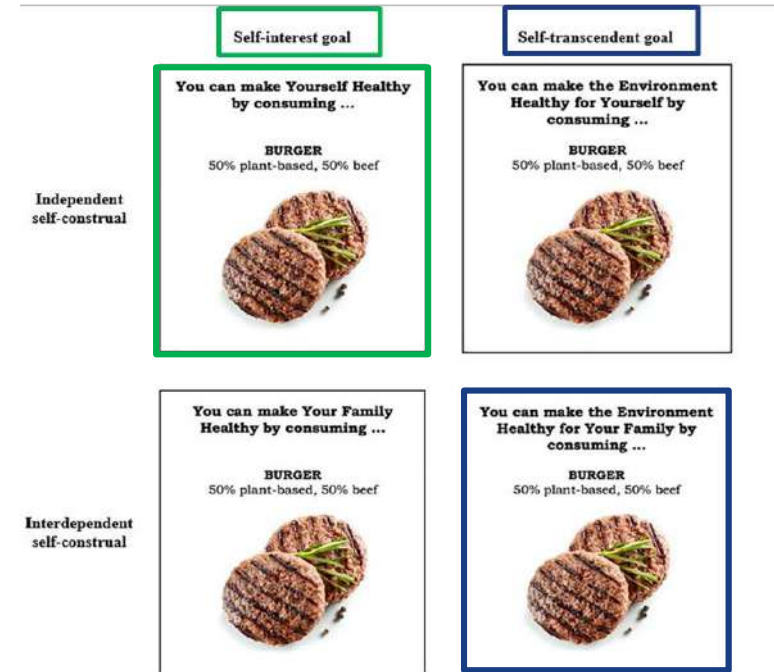


Fig. 2. Experimental conditions.

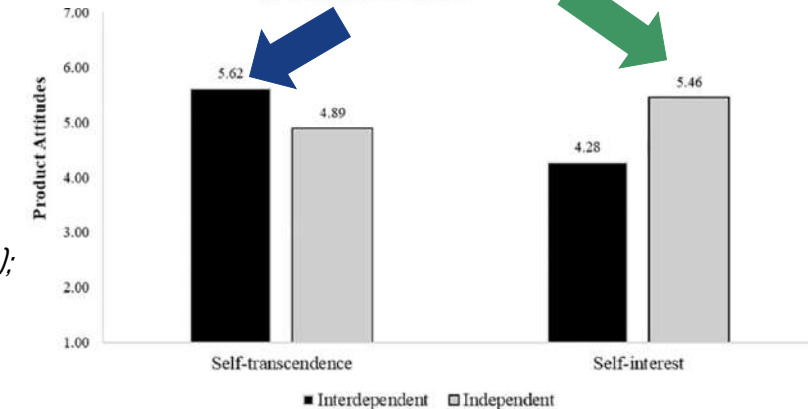


Fig. 4. Interaction effect of goal and self-construal on product attitudes.

N = 1,958; Experiments, DK, ESP, UK.

Source: Banovic et al. (2022); Food Quality & Preference.

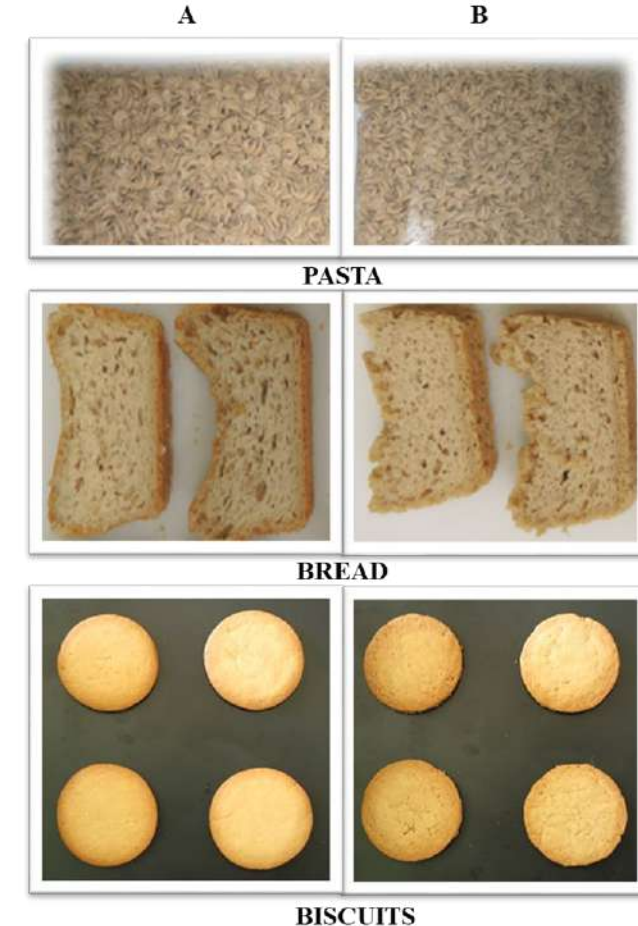
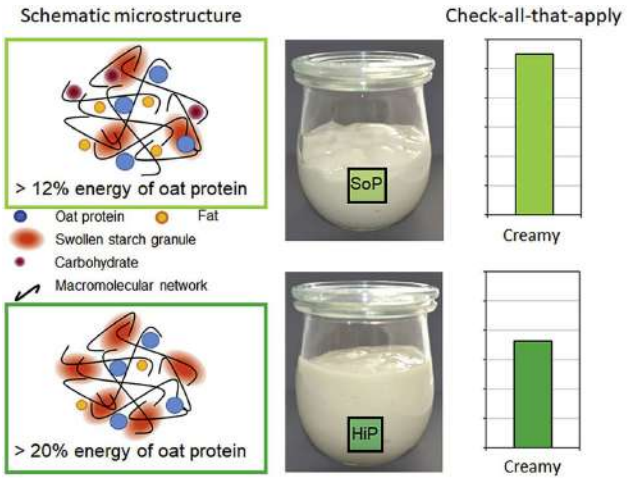
MARIJA BANOVIC
ASSOCIATE PROFESSOR

PLANT-BASED AND ALTERNATIVE PROTEINS,
NEW INGREDIENTS:
SOURCES OF INNOVATION
20 APRIL 2023



Source: Mintel.

ORCHESTRATE AN INTEGRATED CONSUMER EXPERIENCE I: MAKE IT VISUAL, CONNECT IT TO OTHER LIFESTYLE CHOICES



N = 100; Sensory study; DE.

Source: Brückner-Gühmanna, Banovic &

Drusch, (2019); Food Hydrocolloids.

Project: OATPRO

N = 643; Sensory study; DK, FI, ICE, RO.

Source: Banovic et al. (2022); Frontiers in Nutrition.

Project: OATPRO & FUNPRO

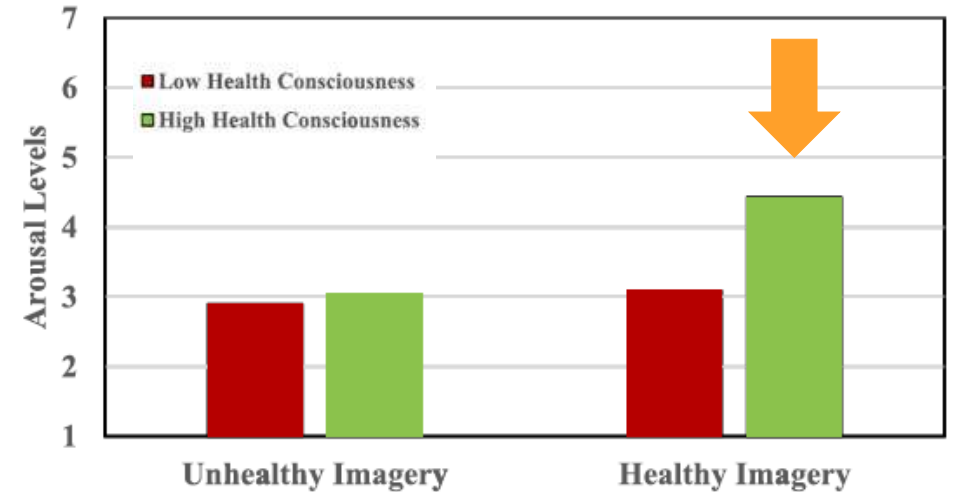
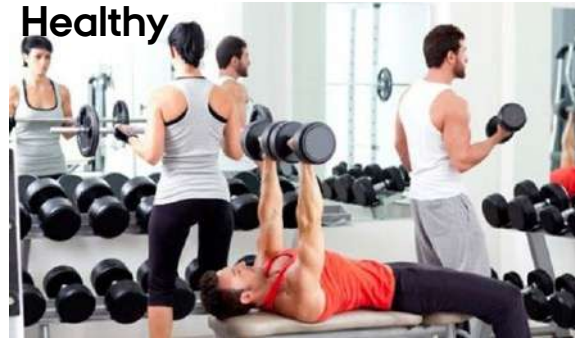


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ORCHESTRATE AN INTEGRATED CONSUMER EXPERIENCE II: NOT ONLY HEALTHY, BUT WAY OF EATING THAT CONSUMERS COME BACK TO



N=959; Priming Experiments; DK, DE, ESP, UK.

Source: Banovic & Otterbring (2021), Food Quality and Preference.

FIGURE OUT HOW TO CHANGE CONSUMERS' HABITS & DRIVE ADOPTION I: FOR HYBRID PRODUCTS - HEALTH & SENSORY INFORMATION AFFECT JUDGEMENT DIFFERENTLY, WHILE CONVENIENCE INFORMATION NOT...

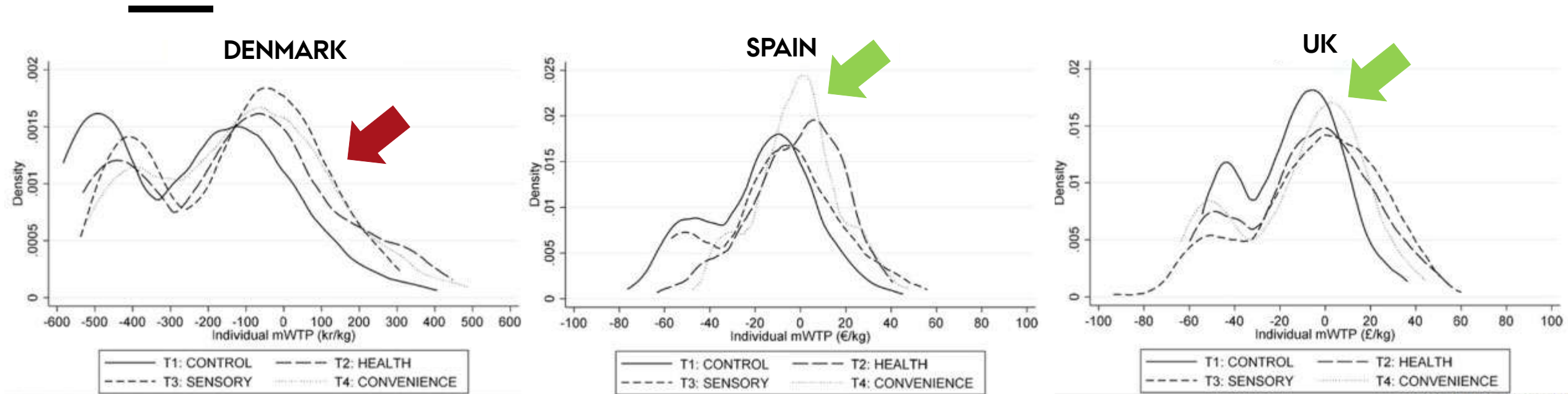



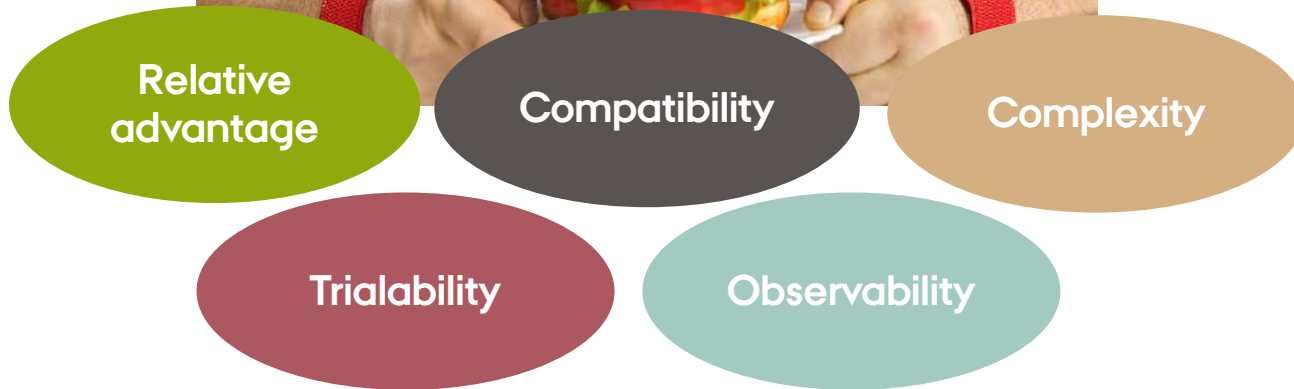
TABLE 1 Attributes and levels

Attributes	Levels												
Ingredient	"100% beef" "50% beef and 50% plant-based" "100% plant-based"												
Fat content	"Reduced fat" "Regular fat"												
Carbon trust label	No label reported 												
Price	<table border="1"> <thead> <tr> <th>United Kingdom</th> <th>Spain</th> <th>Denmark</th> </tr> </thead> <tbody> <tr> <td>£5.00/kg</td> <td>5.51 €/kg</td> <td>41 kr/kg</td> </tr> <tr> <td>£17.50/kg</td> <td>19.29 €/kg</td> <td>143.6 kr/kg</td> </tr> <tr> <td>£30.00/kg</td> <td>33.07 €/kg</td> <td>246.1 kr/kg</td> </tr> </tbody> </table>	United Kingdom	Spain	Denmark	£5.00/kg	5.51 €/kg	41 kr/kg	£17.50/kg	19.29 €/kg	143.6 kr/kg	£30.00/kg	33.07 €/kg	246.1 kr/kg
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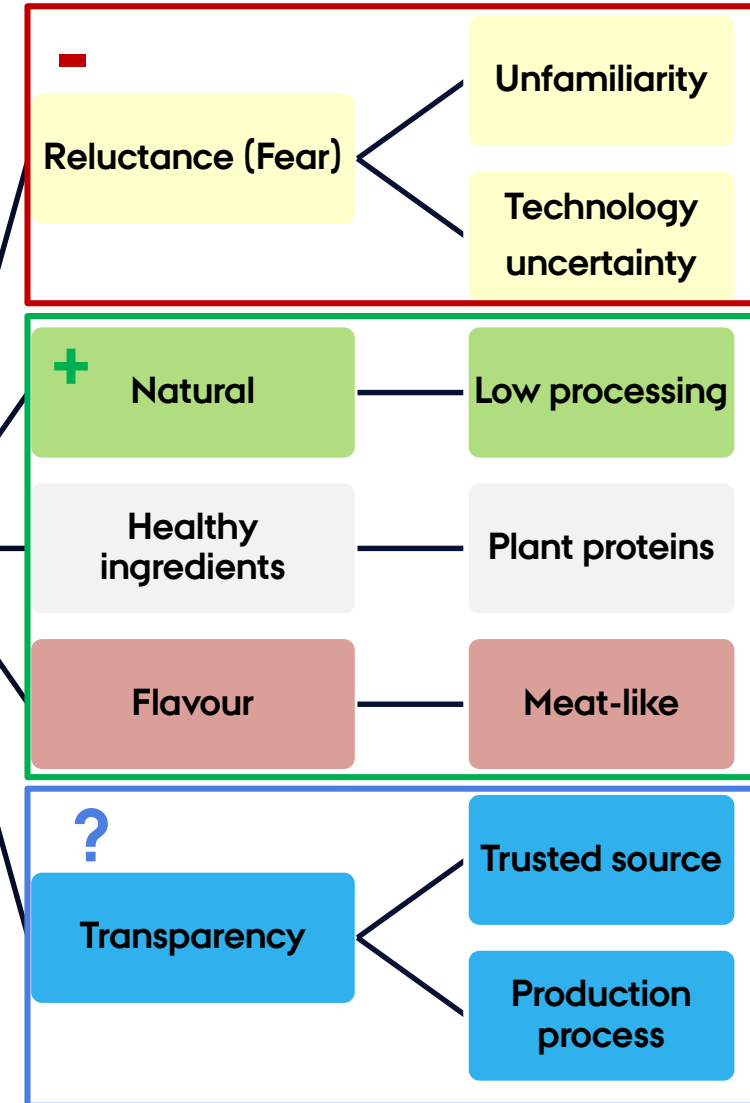
N = 2,477; DCE Experimental study; DK, ESP, UK.

Source: Asioli, Banovic et al. (2022), Applied Economics, Perspectives and Policy.

FIGURE OUT HOW TO CHANGE CONSUMERS' HABITS & DRIVE ADOPTION II: UNFAMILIARITY = LOWER ACCEPTANCE



Perceptions of Healthier Meat with Partial Substitution



N= 48; Focus Groups; DK, ESP, UK.

Source: Barone, Banovic et al. (2021), Food Research International.

USE INTELLIGENCE WISELY TO DRIVE PERFORMANCE I: ERASE THE TASTE GAP & CREATE GREATER CHANGE THROUGH HOLISTIC APPROACH



Beef-like fat prototype produced via precision fermentation



*N=4,500; Framing Experimental study; DK, DE, POL
Source: Banovic et al. (2023); in progress.*



Vegan meat-ball with PF fat ingredient
Source: adapted from Meat & Marble, Food-Navigator



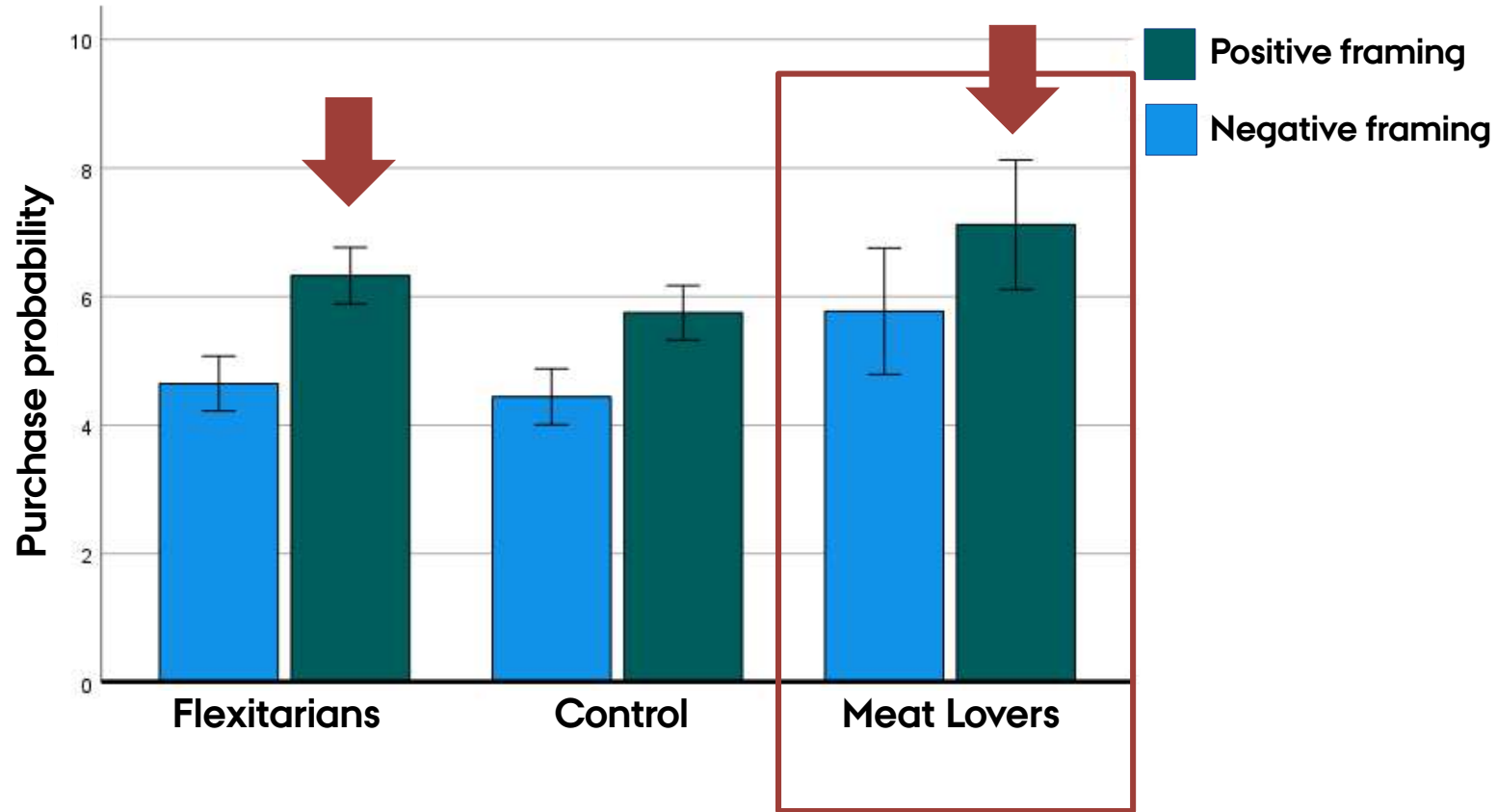
USE INTELLIGENCE WISELY TO DRIVE PERFORMANCE II: ELIMINATE A CHANCE THAT CONSUMERS MISUNDERSTAND THE PRODUCT



N = 1,507; UK.

Source: Banovic et al. (2023); in progress.

Project: ESTIMA



INNOVATION GENERATES CHOICES FOR ALL CONSUMERS, BUT WHAT COULD BE POTENTIAL MARKET DISRUPTORS?



Animal-based foods



Blended (hybrid) foods



Plant-based foods



Precision fermentation



Cultivated foods



Thank
you



Acknowledgments projects:

- OATPRO
- FUNPRO
- HEALTHIER MEAT PRODUCTS
- ESTIMA
- PRECISION FERMENTATION

<https://mgmt.au.dk/research/marketing/mapp/projects/>

Check out Project:

<https://www.eitfood.eu/projects/precision-fermentation-from-biotechnology-to-sustainable-nutrition>

Youtube: <https://youtu.be/hYiksTOlloQ>

BBC Inquiry Podcast:

<https://www.bbc.co.uk/programmes/w3ct39v5>



**MAPP - RESEARCH ON VALUE CREATION
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DEPARTMENT OF MANAGEMENT
AARHUS UNIVERSITY

Plant-Based Meat

CEO . Hyungsu Park

COO . Yongmin Lee

INDEX ▾

1. Product Introduction

- Status of alternative meat
- Devotion meats Introduction
- Product line

2. Company Introduction

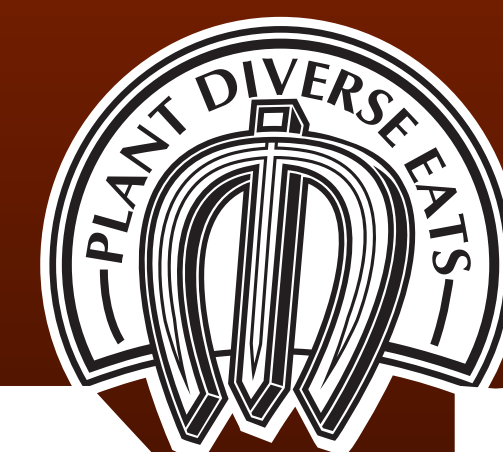
- Production facilities

3. Certification Status

- Patents/Application
- Awards
- History

4. Press

DVOTION



● **Five types of classification by raw material**

Cultured meat : Produced based on tissues or cells produce through in vitro culture





Plant based meat: Using vegetable protein ingredients extracted from plants

Algae: Using protein ingredients extracted from seaweed

Microbe: Proteins obtained from the mycelium produced mainly by growth of filamentous fungi are used.

Edible insects: Using edible insects.

Status of alternative meat

TYPE		INGREDIENT	METHOD	CHARACTERISTIC	PROBLEM
TVP	TSP (Textured Soy Protein)	Soy protein	After degreasing the raw material, using extruder to Extrusion at high temperature and high pressure	Dry Products	 <ul style="list-style-type: none"> When you use protein materials, food, no taste, and taste emerging risk factors
	TVP (Textured Vegetable Protein)	Soy, Wheat, Pea, Oat, Mushroom, Algae, Microbe			
HMMA (High Moisture Meat Analogue)		Soy, Mushroom, Chickpea	After degreasing the raw material, using extruder to Extrusion at high temperature and high pressure with high moisture.	Wet Products	 <ul style="list-style-type: none"> It is short of moisture content There is risk of microorganisms
Insect meat (edible insect)		Silkworm, Grasshopper and etc	Beneficial protein from insects, processing only fats and oils, Extract and add to ingredients /High on protein	One of the most biological resources on earth	 <ul style="list-style-type: none"> There is a big negative perception Antinutrients (kitin and toxic substances, microbial hazards, allergy concerns)
Cultured meat		Stem cells	Harvested from animals culturing muscle cells or fat cells/ existence of technical barriers.	Presence of technical barriers	 <ul style="list-style-type: none"> Low economics (cost, speed of production, yield) Safety not confirmed science and technology phobia Ethical problems arise mostly by using rosin and bovine fetal serum to produce cultured meat

Are you seeking for the better qualified alternative meat?

The alternative meats of Devotion Foods Inc.
has plant-based marbling which you never seen it before.
Since today when you knew us, your brand finally found the way
of trying up the reasonable plant-based meat product with high quality.



DVOTION

Devotion meats Introduction



- 1. Lower content of Kcal & Sodium
- 2. Upgrade plant-based flavor & Cholesterol & Gluten Free
- 3. Improvement of 3 objections to old soy-based meat
- 4. We are acting for Environment, Social.



DVOTION

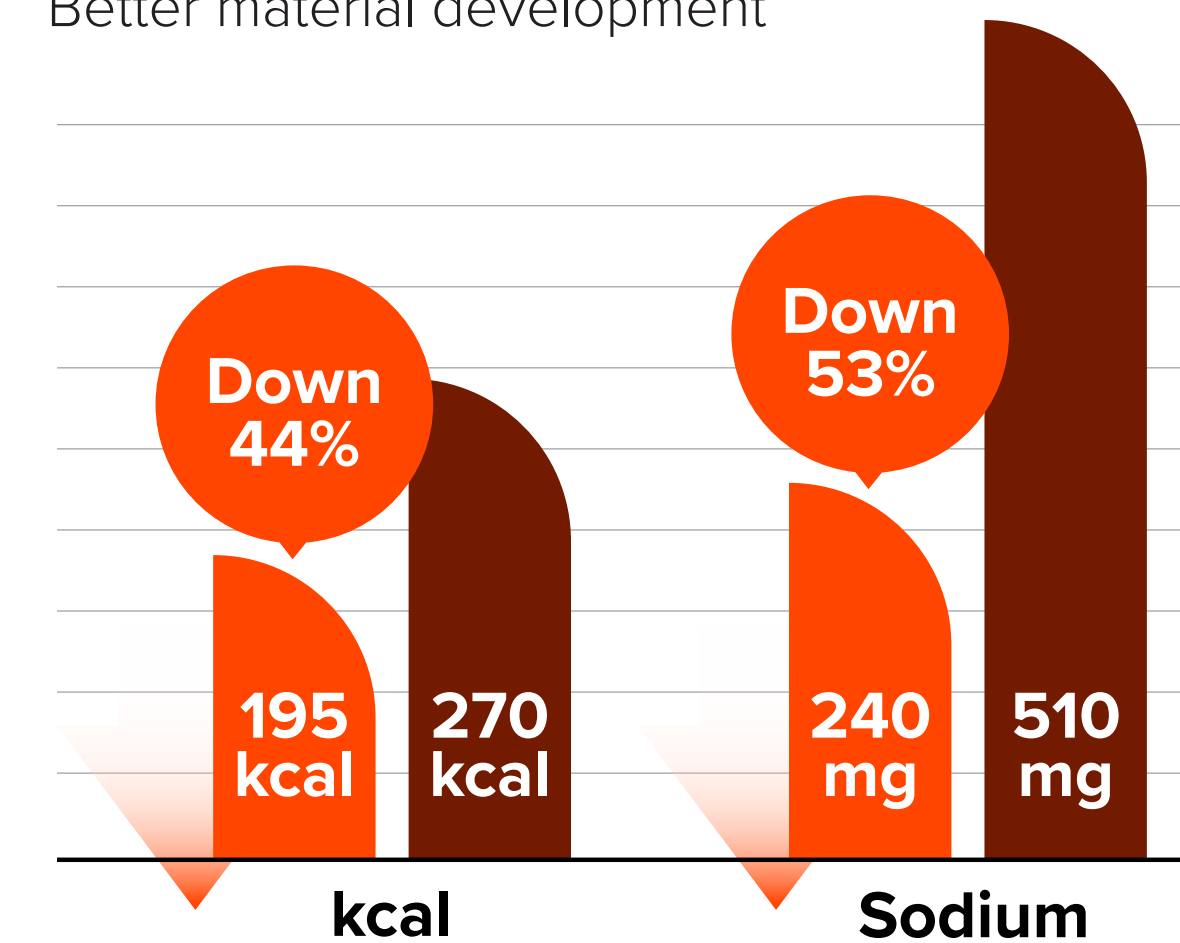


Devotion meats Introduction

Lower content of Kcal & Sodium

1
CHECK POINT

Better material development



DVOTION
Ordinary Plant-Based Meat

▲ Based on the ratio (%) of 2000 kcal to the standard value of nutrients per day.



Devotion meats Introduction



Upgrade Plant-Based Flavor & Cholesterol & Gluten Free

The alternative meat skill that Only Dvotion Foods has

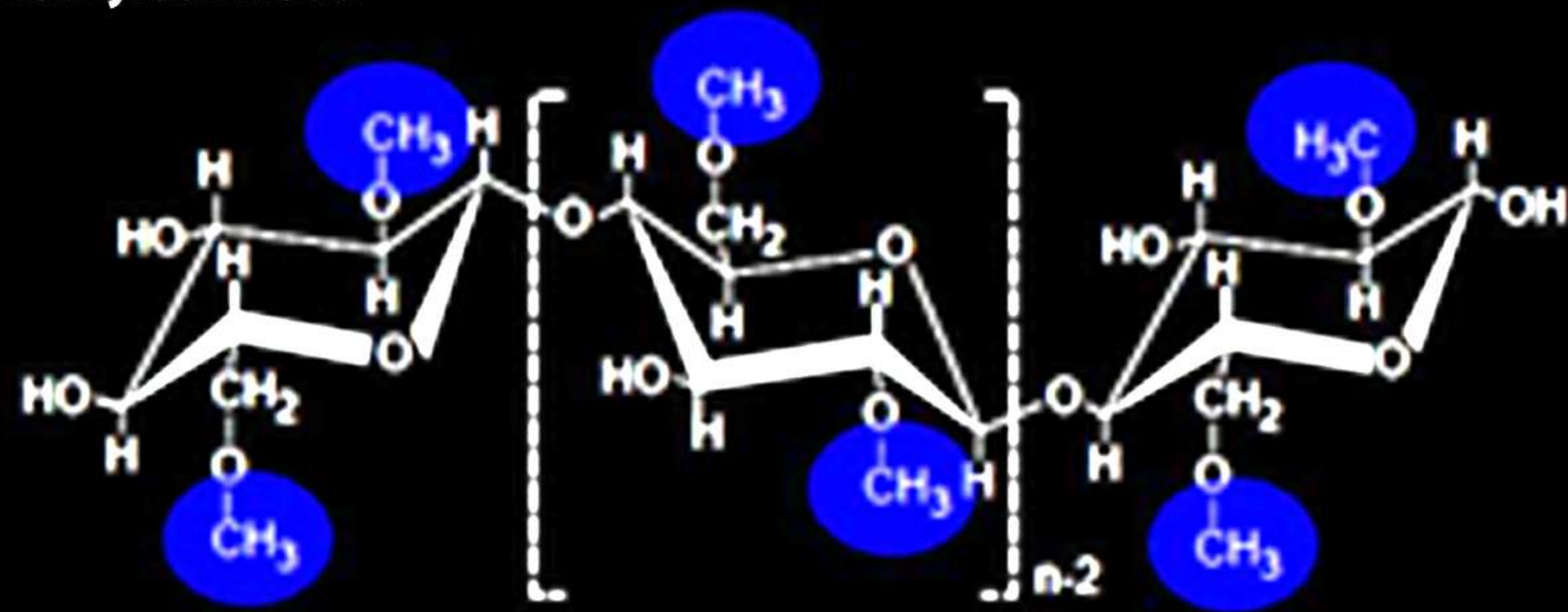
Flavor

The 100% plant-based 'white spots' which is made with our patented fat freezing maintaining skill.

Cholesterol & Gluten Free

Gluten-free is based on 'Devotion Meat(Patty/Mince)'. Please inquire for confirmation by product.

• Methylcellulose



• Gluten



Muscle membrane simulation

> Plant based binder

- Meat is composed of protein-based muscle fibers and adipose tissue. It is a high-density concentrated polymeric tissue through connective tissue.
- Plant proteins can not link with each other and have low water holding capacity
- In order to compensate for these shortcomings in vegetable substitute meat, manufactured by adding methylcellulose and other hydrocolloids.
- When mixing between raw materials in the process of manufacturing vegetable substitute meat different types of raw materials adhere to each other like a single tissue without empty spaces
- Gluten utilizes its viscoelasticity to increase its viscosity when hydrated in water. It has the advantage of improving water retention and texture of food, There are problems with gluten digestion and deterioration of product flavor



Devotion meats Introduction

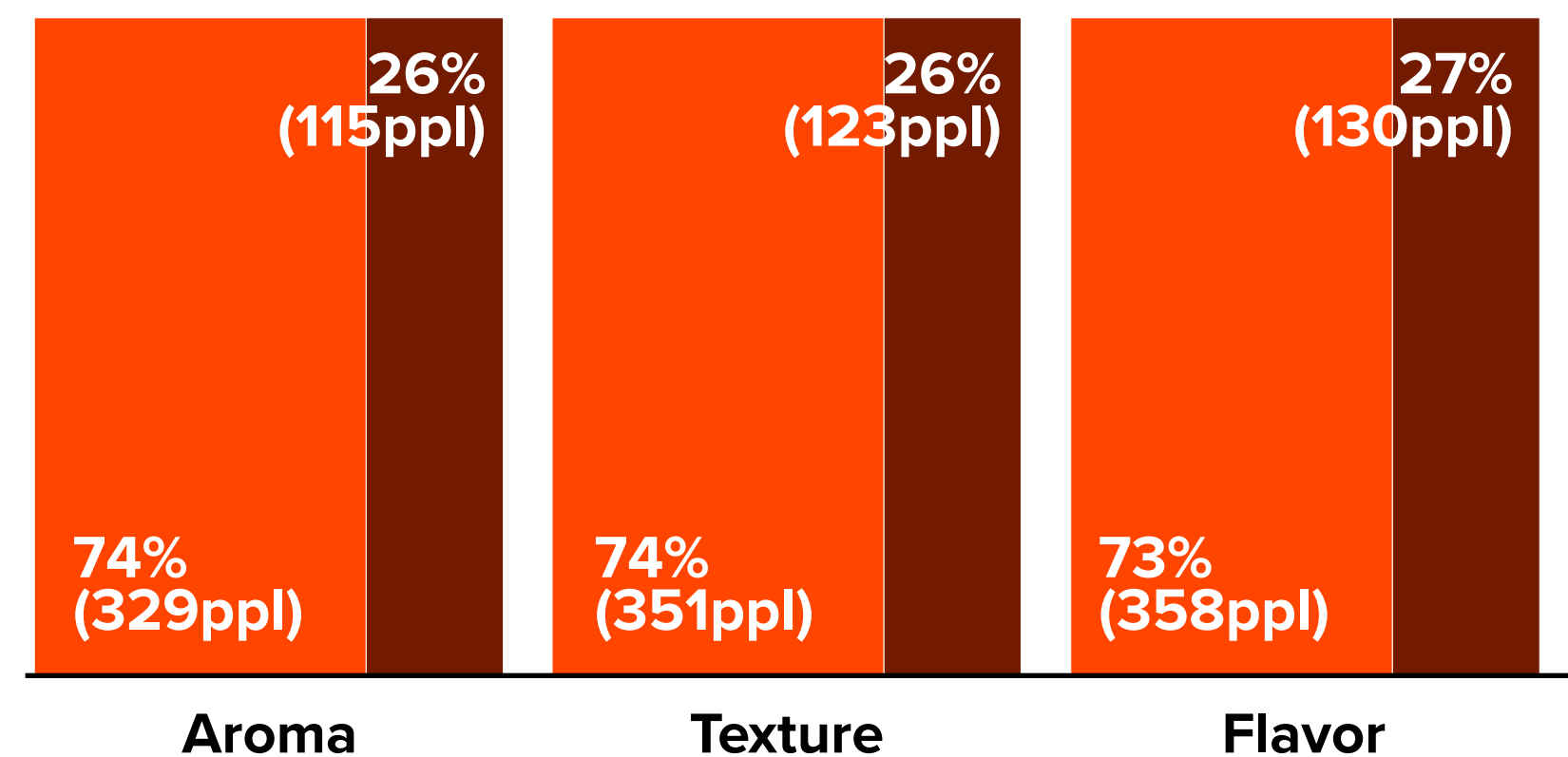
Improvement of 3 objections to old soy-based meat

3
CHECK POINT

High evaluated in sensory test of Aroma, texture, flavor

Satisfaction with the three categories of soy based meat **80%**

Female Male



▲ Sensory evaluation results in which 551 (25%) of 2,200 people who sampled during Food fair in 2021 participated in the survey

Product **Patty Line**



Devotion meats - Original
(115g x 2ea)



Devotion meats - Bulgogi
(115g x 2ea)



Devotion meats - Herb salt
(115g x 2ea)



Devotion Mince
(350g)



Devotion meats - Planta-taco
(115g x 2ea)



Devotion meats - Jeyukbokeum
(115g x 2ea)



Devotion meats - Spicy Jeyukbokeum
(115g x 2ea)



Dvotion Tteokgalbi
(95g x 4ea)

Product **HMR Line**



Devotion Chaeum - Son Mandu (560g)



Devotion Chaeum - Gun Mandu (560g)



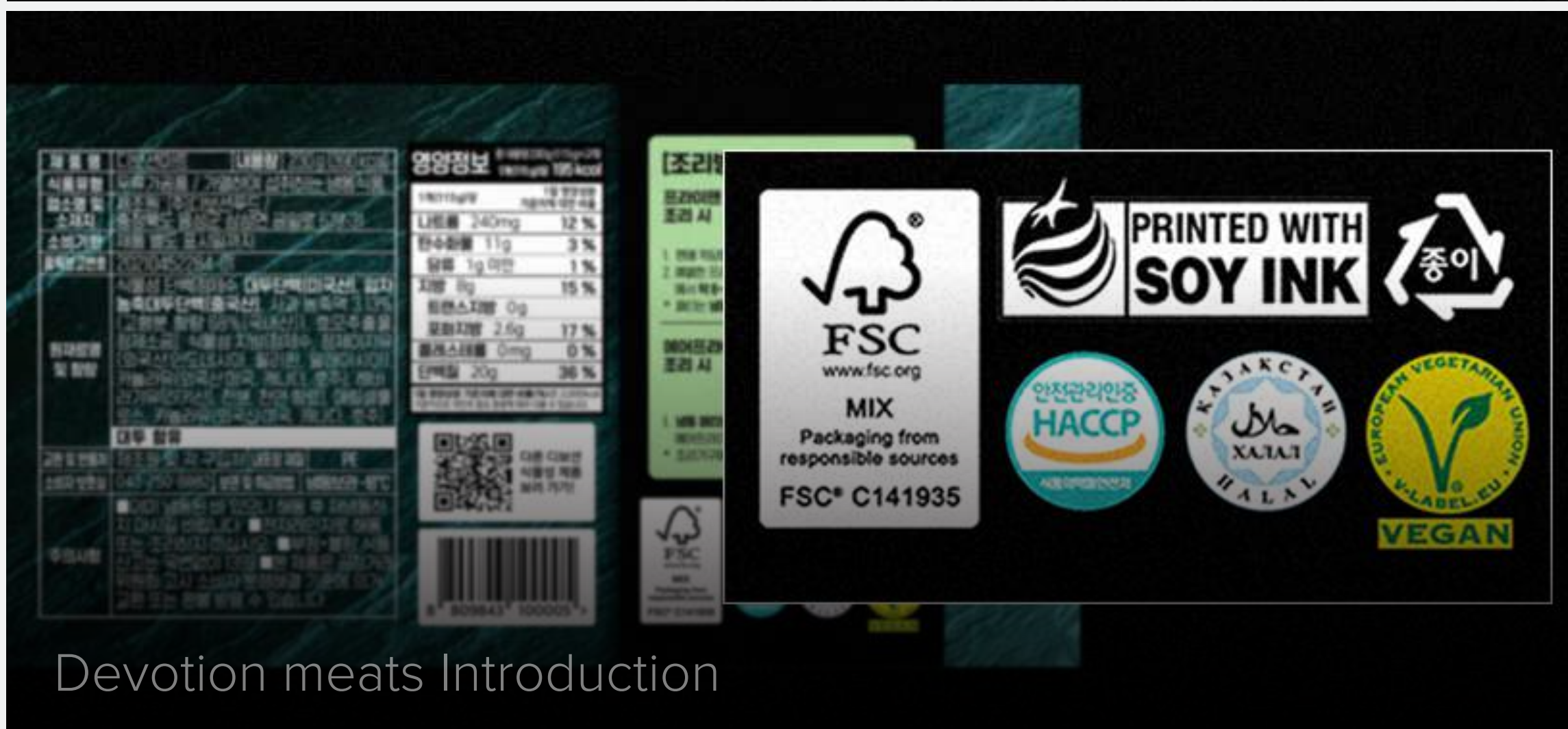
Dvotion Fried Rice - Bulgogi (560g)



Dvotion Hamburg steak - Original (560g)



Dvotion Hamburg steak - Sweet Cheongyang (560g)



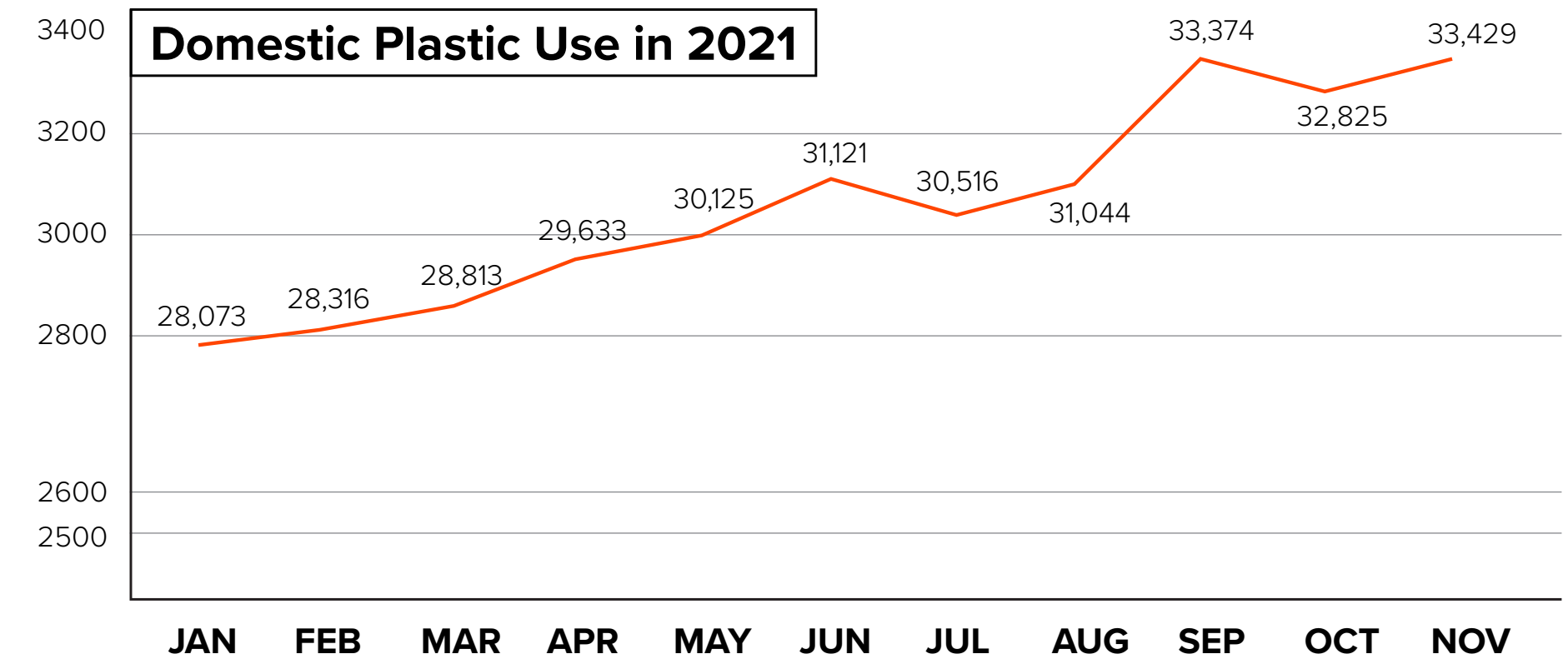
Devotion meats Introduction

We are acting for Environment, Social

4
CHECK POINT

Minimalization of using plastic.
Our package is designed without our plastic tray.
 It is to reduce over packaging and also maintaining freshness of product.

* **DVOTION** uses FSC-certified paper.



Sources : Refer to Statistics Korea data (National Waste Generation and Disposal Status)/Unit: kg

Own production facilities

Devotion Food handles 100% plant-based raw materials in its own production plant established with customized production facilities. All products are distributed after meticulous quality check through an independent production process.

Location: Samseong-myeon, Eumseong-gun, Chungcheongbuk

Land area: 5,304 m²

dedicated area :1,905.1m²

Devotion Meat Production

Division	P/H	P/D	P/M	P/Y
Devotion Meat	500	3,000	60,000	720,000



Patents/Application

발급번호 : 5-5-2022-010675814

출원사실증명원
CERTIFICATE OF APPLICATION

출원인 Applicant	성명 Name	주식회사 디보션푸드 DevotionFoods Inc.	주민번호 Residence No	110111-6911922
	주소	서울특별시 서대문구 수색로 43 (2층)가좌동,사회적경제마을센터)	전화번호	010-4214-2015
발명자 Inventor	성명 Name	박형수 HYUNGSU PARK	주민번호 Residence No	890420-1*****
	주소	강북구 미아동 1354-2 백산아이브파크아파트 107동 803호	전화번호	
	성명 Name	이용민 YONGMIN LEE	주민번호 Residence No	911214-1*****
	주소	서울 강북구 숭매로 7나길 3 201호	전화번호	
대리인 Agent	성명	신영건	대리인 번호	9-1999-000561-0
	주소	서울특별시 서초구 법원로4길 42(서초동, 수밀당 3층)(최신특허법률사무소)		
출원번호 Application Number		특허-2021-0161666 PATENT-2021-0161666	출원일자 Filing Date	2021년 11월 22일 NOV 22, 2021
발명(고안)의 명칭, 디자인을 표현할 문품, 상표(서비스업)류 구분 Title of Invention, Product(s) Embodied in Design, or Classification of Mark		물성개량제를 이용한 식물성 지방구성물의 제조방법, 상기 지방구성물 을 함유한 식물성 대체육 및 상기 식물성 대체육의 제조방법 A method for preparing vegetable fat composition using a physical improverment agent, a method for preparing vegetable meat containing the fat composition, and a method for preparing vegetable meat		
용도	확인용	IPC 분류	A23L 29/00	
최종처분상태		최종처분일		
심사청구유무	Y	심사청구일자	2021년 11월 22일	
<p>위 사실을 증명함. This is to certify that the above applicant has filed as stated in this certificate at the Korea an Intellectual Property Office.</p> <p>2022년 03월 03일</p> <p>특허청 COMMISSIONER</p>				

● 본 증명서는 인터넷으로 발급받았으며, 특허청 홈페이지(www.kipo.go.kr)의 '특허-증명서 발급' 메뉴를 통해 발급번호 또는 공서하단의 바코드로 내국의 위·변조 여부를 확인할 수 있습니다. 단, 발급번호를 통한 확인은 해당되지 않습니다.

Patent application: Vegetable fat composition

A method for producing a vegetable fat component using a physical property improving agent, a vegetable substitute meat containing the component, and a method for producing the vegetable substitute meat.

Application No.: Patent-2021-01161666
Inventor: Hyungsu Park, Yong min Lee
Applicant: Devotion Food Co., Ltd.

발급번호 : 5-5-2022-010675814

출원사실증명원
CERTIFICATE OF APPLICATION

출원인 Applicant	성명 Name	주식회사 디보션푸드 DevotionFoods Inc.	주민번호 Residence No	110111-6911922
	주소	서울특별시 서대문구 수색로 43 (2층)가좌동,사회적경제마을센터)	전화번호	010-4214-2015
발명자 Inventor	성명 Name	박형수 HYUNGSU PARK	주민번호 Residence No	890420-1*****
	주소	강북구 미아동 1354-2 백산아이브파크아파트 107동 803호	전화번호	
	성명 Name	이용민 YONGMIN LEE	주민번호 Residence No	911214-1*****
	주소	서울 강북구 숭매로 7나길 3 201호	전화번호	
대리인 Agent	성명	신영건	대리인 번호	9-1999-000561-0
	주소	서울특별시 서초구 법원로4길 42(서초동, 수밀당 3층)(최신특허법률사무소)		
출원번호 Application Number		특허-2021-0178747 PATENT-2021-0178747	출원일자 Filing Date	2021년 12월 14일 DEC 14, 2021
발명(고안)의 명칭, 디자인을 표현할 문품, 상표(서비스업)류 구분 Title of Invention, Product(s) Embodied in Design, or Classification of Mark		식물성 대체육용 천연색소 조성물, 이를 함유한 식물성 대체육 및 이의 제조방법 Natural pigment composition for vegetable substitute meat, vegetable substit ute meat containing the same, and method for manufacturing the same		
용도	확인용	IPC 분류	A23L 5/43	
최종처분상태		최종처분일		
심사청구유무	Y	심사청구일자	2021년 12월 14일	
<p>위 사실을 증명함. This is to certify that the above applicant has filed as stated in this certificate at the Kore an Intellectual Property Office.</p> <p>2022년 03월 03일</p> <p>특허청 COMMISSIONER</p>				

● 본 증명서는 인터넷으로 발급받았으며, 특허청 홈페이지(www.kipo.go.kr)의 '특허-증명서 발급' 메뉴를 통해 발급번호 또는 공서하단의 바코드로 내국의 위·변조 여부를 확인할 수 있습니다. 단, 발급번호를 통한 확인은 해당되지 않습니다.

Patent application: natural pigment

Natural pigment composition for vegetable substitute meat, vegetable substitute meat containing same, and manufacturing method thereof

Application No.: Patent-2021-01161666
Inventor: Hyungsu Park, Yong min Lee
Applicant: Devotion Food Co., Ltd.

발급번호 : 5-5-2022-010675814

출원사실증명원
CERTIFICATE OF APPLICATION

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	주소	서울특별시 서대문구 수색로 43 (2층)가좌동,사회적경제마을센터)	전화번호	010-4214-2015
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	주소	강북구 미아동 1354-2 백산아이브파크아파트 107동 803호	전화번호	
	성명 Name	이용민 YONGMIN LEE	주민번호 Residence No	911214-1*****
	주소	서울 강북구 숭매로 7나길 3 201호	전화번호	
대리인 Agent	성명	신영건	대리인 번호	9-1999-000561-0
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출원번호 Application Number		특허-2022-0024614 PATENT-2022-0024614	출원일자 Filing Date	2022년 02월 24일 FEB 24, 2022
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용도	확인용	IPC 분류		
최종처분상태		최종처분일		
심사청구유무	Y	심사청구일자	2022년 02월 24일	
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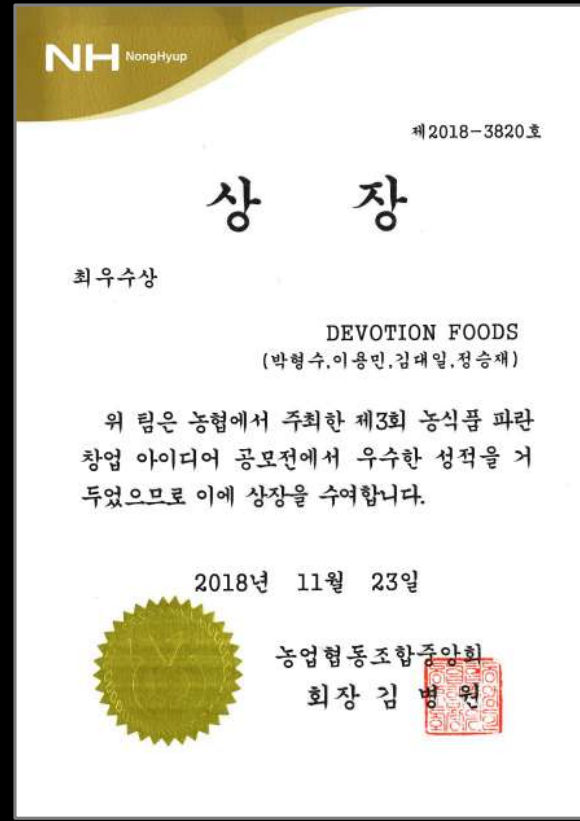
● 본 증명서는 인터넷으로 발급받았으며, 특허청 홈페이지(www.kipo.go.kr)의 '특허-증명서 발급' 메뉴를 통해 발급번호 또는 공서하단의 바코드로 내국의 위·변조 여부를 확인할 수 있습니다. 단, 발급번호를 통한 확인은 해당되지 않습니다.

Patent application: Beef flavoring

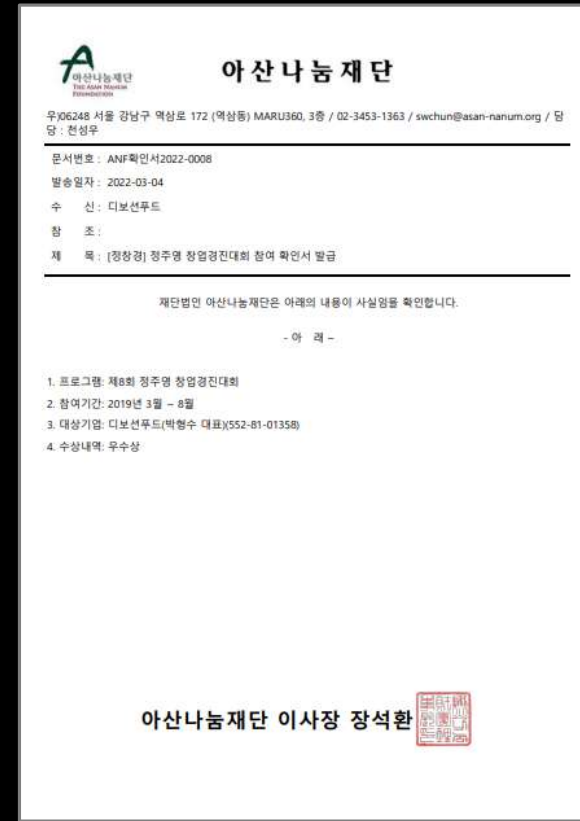
Natural pigment composition for vegetable substitute meat, vegetable substitute meat containing same, and manufacturing method thereof

Application No.: Patent-2021-01161666
Inventor: Hyungsu Park, Yong min Lee
Applicant: Devotion Food Co., Ltd.

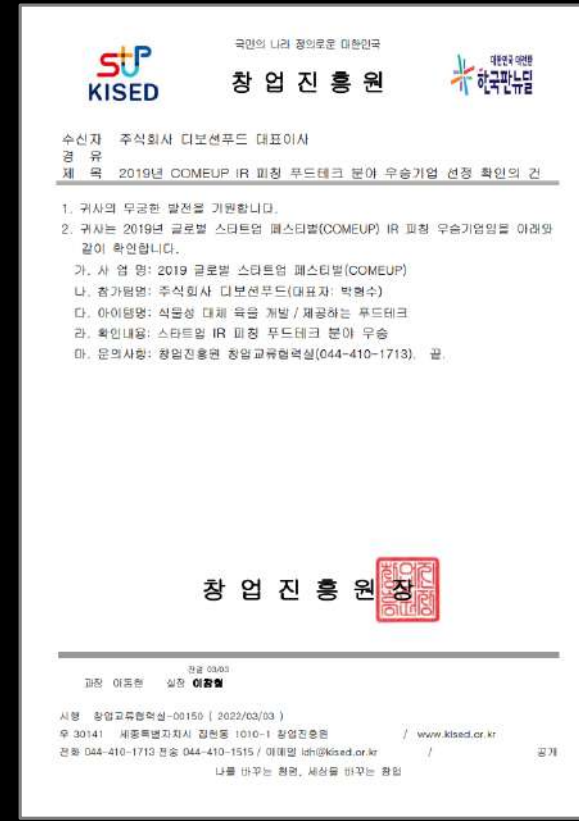
Award & Certification Status



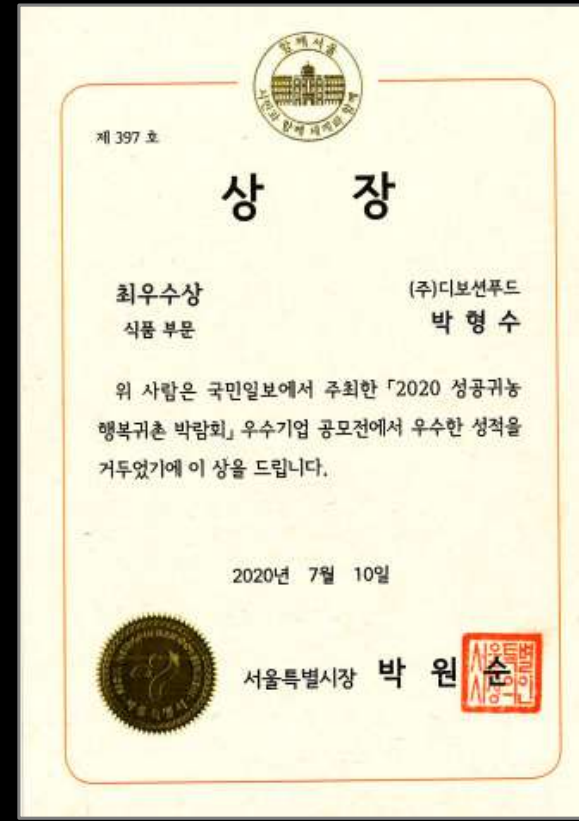
Nonghyup Entrepreneurship Competition 'Best Prize'



Hyundai Entrepreneurship Competition 'Excellence Award'



K-START UP WEEK COME UP Awarded 'No. 1 Company' Awards

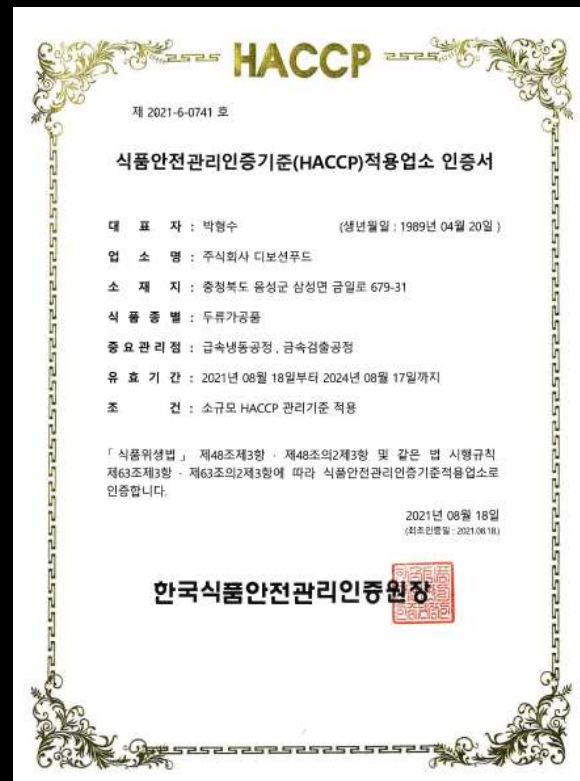


2020 Success Farming Happy Returning Village Fair Excellent company

Food Tech 500 Selection

Foodtech 500? The Foodtech 500, hosted by Forward Foding of the UK, a food tech exchange platform, is a reward for discovering and selecting companies with excellent sustainability.

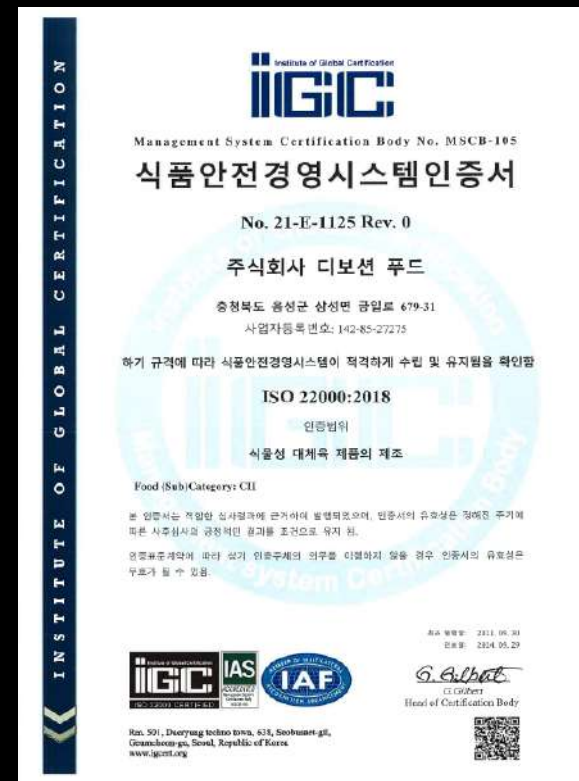
In 2021, more than 2,550 companies from 47 countries around the world applied, It was selected in the top 500.



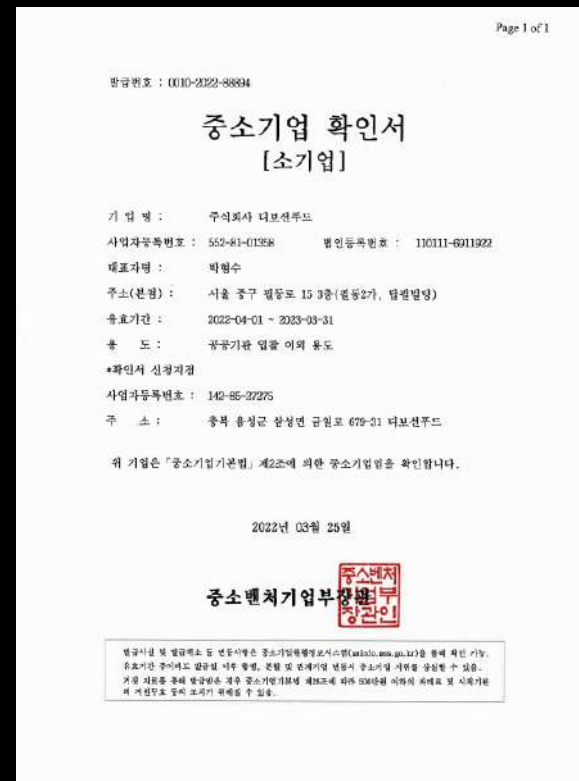
HACCP certification for processed beans



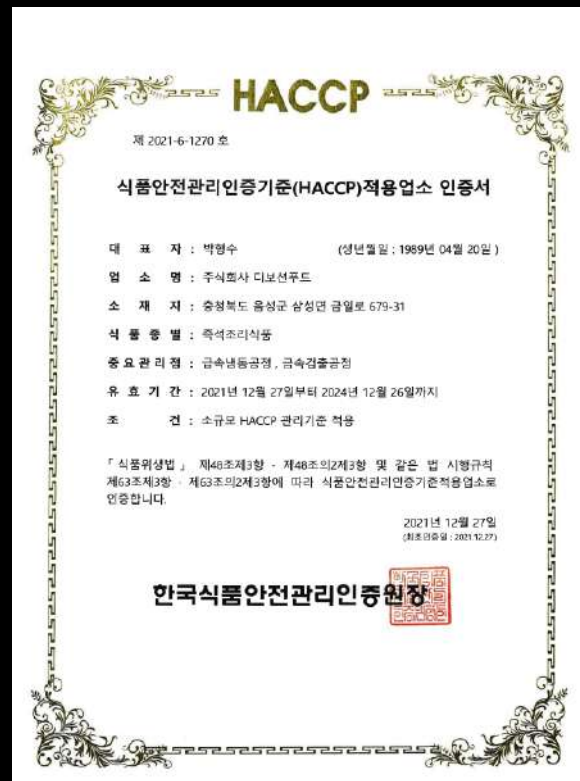
Corporate R&D Center



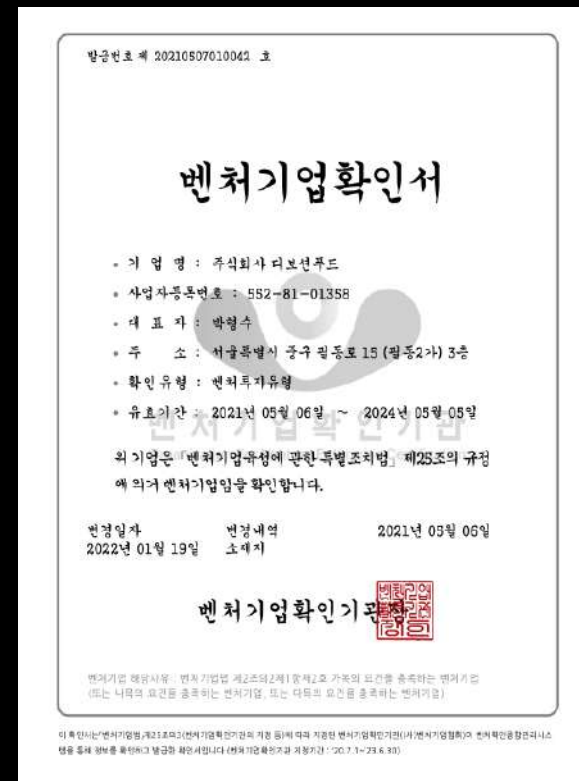
Food safety management system certificate



Small business confirmation



Instant food cooking HACCP certification



Venture company confirmation

History

2018

Corporate Incorporation

2019 -

- **Development of freezing point maintenance of vegetable fat tech.**
- 'Excellence Award' in the Entrepreneurship Competition of Hyundai's
- **Attracted SEED investment from KAIST Youth Startup Investment Holdings**
- K-START UP WEEK COME UP 'No. 1 Company' Award
- SGS food ingredient inspection and safety inspection completed
- Nonghyup Startup Contest 'Best Prize' (Nonghyup Central Chairman's Award)

2020

- Complete product production process development
- Selected R&D program by the Small and Medium Business Administration
- Complete product production process development
- **Series A round**

2021

Series A round

kakaoinvestment  

- Completed establishment of substitute meat production plant
- Completion of research on advancement of devotion meat
- Completed sales registration for Meat Production Plant
- **Completed HACCP certification** for substitute meat production plant
- **Selected as FOODTECH 500**

2022

- Innis Holdings School Lunch Delivery
- **Use FSC certified paper** front replacement
- **V-label certification completed.**
- Vegetable Devotion Tteokgalbi Launches
- Vegetable Devotion Dumpling Launched
- **FDA Registration Completed**
- **FSCC 22000 Certification Completed**
- **Halal certification Completed**
- Korea Institute of Food and Technology won the Food Technology Grand Prize

2023 ing

Head office. Toppil Building, 15, Pildong-ro, Jung-gu, Seoul

Factory 1. Geumil-ro, Samseong-myeon, Eumseong-gun, Chungcheongbuk-do

DVOTION



Press

Forbes Korea

[Forbes Asia Under 30 Leader]
Devotion Foods CEO Hyungsu Park and CTO Yongmin Lee



Development of plant-based meat with reduced calories.

The replacement meat developed by CEO Hyungsu Park and Yongmin Lee, who used to be chefs, is low in calories, high in protein, and can be added or subtracted of desired nutrients, which is why it is being loved by food giants.

Delicate taste, texture and nutrition

Executives from Michelin restaurant chefs participate in the food development process.

Investor's note: "We paid attention to the needs of millennials and Gen Z for health and fair consumption. As awareness of environmental protection and animal welfare grows, the vegan trend is expanding. In addition, the co-founders praised their expertise highly as they had experience researching food ingredients in the laboratory of a Michelin restaurant."

Forbes Korea 2021.05.23. among the articles

The Korea Times

Lifestyle

Trend & Food Trends People & Events Books Around Town Fortune Telling

Fashion

[INTERVIEW] Startup founders seek to ignite boom for vegan meat substitutes



Food tech startup DEVOTIONFOODS makes non-genetically modified, gluten-free plant-based meat substitutes from textured vegetable protein. Courtesy of DEVOTIONFOODS

By Lee Gyu-lee

Although debuted in the 1960s as an alternative source of protein for vegans, substitute meat made from fermented soy wallowed in obscurity for decades. It was only recently that the plant-based protein market has emerged as a healthier, eco-responsible dietary alternative for conscious consumers.

Quantum
VENTURES KOREA

It also invested 1 billion won in Devotion Food, an alternative-meat development company. To realize social value and lead market innovation. This is thanks to the fact that they turned their eyes to the ESG field.

서울경제

Alternative meat made by the chef..."
From beef and pork to tuna, everything is possible with plants"

Interview with CEO Park Hyungsoo.

CEO Park Hyung-soo, who first made Devotion Food, was originally a chef. While cooking in Chicago, the U.S., concerns over infectious diseases and environmental pollution caused by livestock products such as bird flu led to the development of vegetable meat. CEO Park said, "I thought that Dae-sports could be an alternative to solve the problem of warming to give a better environment to the next generation."



한경 경제

You will be surprised when you taste Devotion Food's 'Substitute Meat with Juicy'
CEO Park Hyungsoo, a former chef.



박형수
디보션푸드 대표

성장하는 식물성 고기 시장
(단위: 억원)

12	18	30
2010년	2015	2020

설립 2018년 10월
위치 서울 송파구
사업내용 식물성 단백질로 만든 대체고기 개발, 생산
제품특징 소고기 분쇄육과 비슷한 식감과 맛을 살린 식물성 고기

디보션푸드

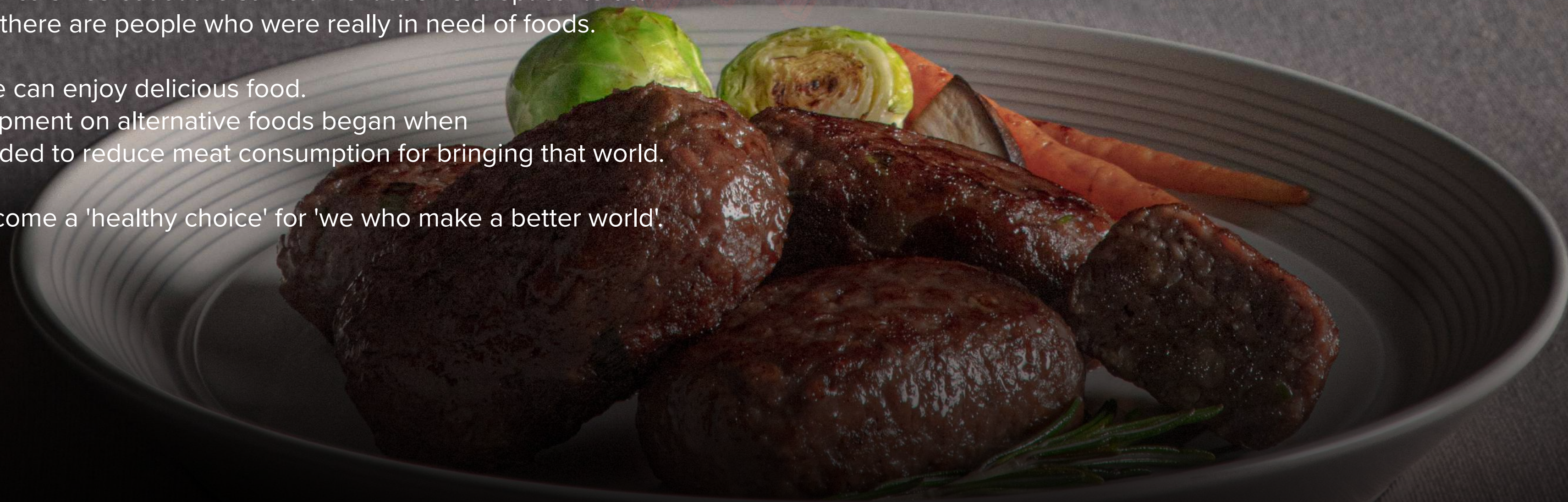


Bountiful meal

We were chefs of Michelin restaurant in Chicago, USA.
Many customers had our cuisines but at the same time it seems skeptical to us.
Because in somewhere there are people who were really in need of foods.

A world where everyone can enjoy delicious food.
Devotion Foods' development on alternative foods began when
we realized that we needed to reduce meat consumption for bringing that world.

Devotion Food's will become a 'healthy choice' for 'we who make a better world'.



THANK YOU ▼

Head office. Toppil Building, 15, Pildong-ro, Jung-gu, Seoul

Factory 1. Geumil-ro, Samseong-myeon, Eumseong-gun, Chungcheongbuk-do

URL. www.devotionfoods.com

Tel. 02 2278 9997

E-mail. hello@devotionfoods.com



DEVOTION



Embrace the Wave!

Presentation Global Foodture

20.04.2023





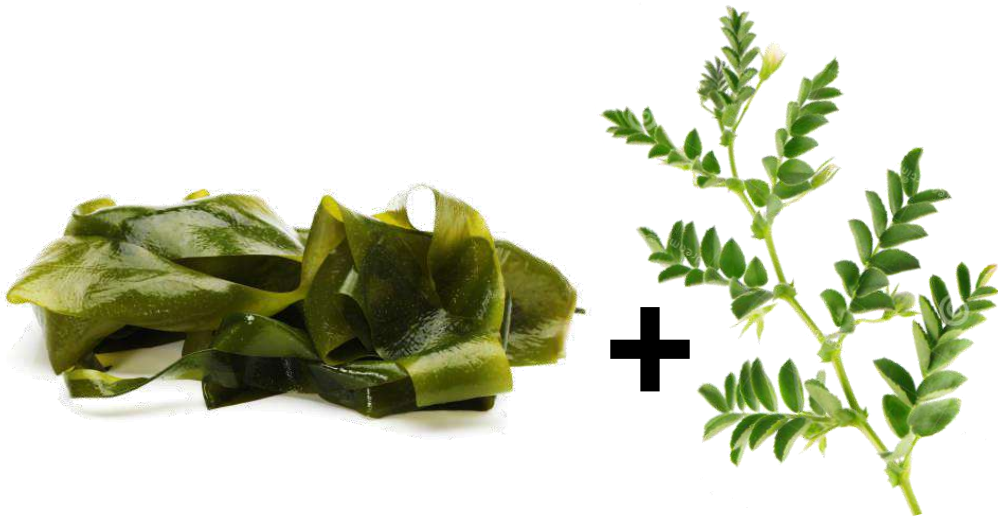
**Onami Foods™ creates delicious Alt. seafood,
designed from algae & plants to revolutionize consumers' behavior.**



We replace



with



+

to make



and save the



Meet the team.



Co-founder
Charles Fouquet
CEO + sales
20+ years international experience in F&B, CPG, retail, marketing & sales

The vision



Co-Founder
Benjamin Devos
COO + sales
20+ years of global expertise in F&B, founder of Comptoirs de France (China)

The entrepreneur



Amélie Catelot
CSO
10+ years of global experience in F&B - R&D (Danone, Kerry)

The food scientist



Marion Joannis
CMO
15 ans d'expertise en marketing & com., (Coca, Heineken, Granini)

The brand maker



Tristan Balozian
CIO + sales
20+ years experience in IT & e-commerce, founder of Vegan-place.com

The digital wizard



Agenda.

01 NOW IS THE MOMENT

Market perspective

02 WHY WE MAKE THE DIFFERENCE

Onami Foods overview

03 WHERE WE GO

Growth strategy and what's coming next

The oceans are suffering...

33%
marine stocks threatened by overfishing

269kT
microplastic released each year

> 1 Mio. T
pollution due to the fishing industry

24%
bycatch (22MT)

+42%
flexitarian population

+49%
vegan restaurants (+38% vegan sales on Deliveroo)

73%
food diet change intention

40%
say they will pay more for quality
plant-based products

...but consumers react.

We make the difference for biodiversity.



Assuming 1kg Onami = 1kg not fished
(+33% overfishing + 24% bycatch + 15% pollution-related mortality)

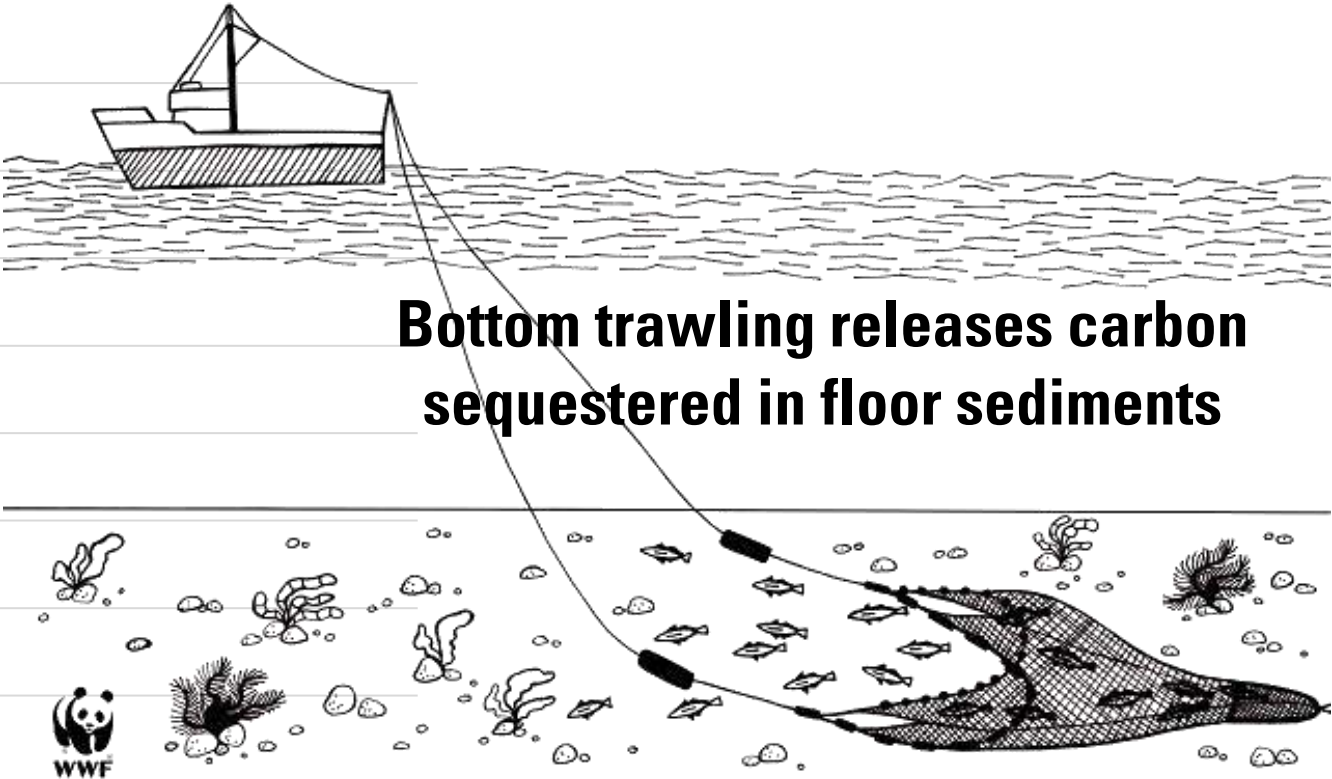
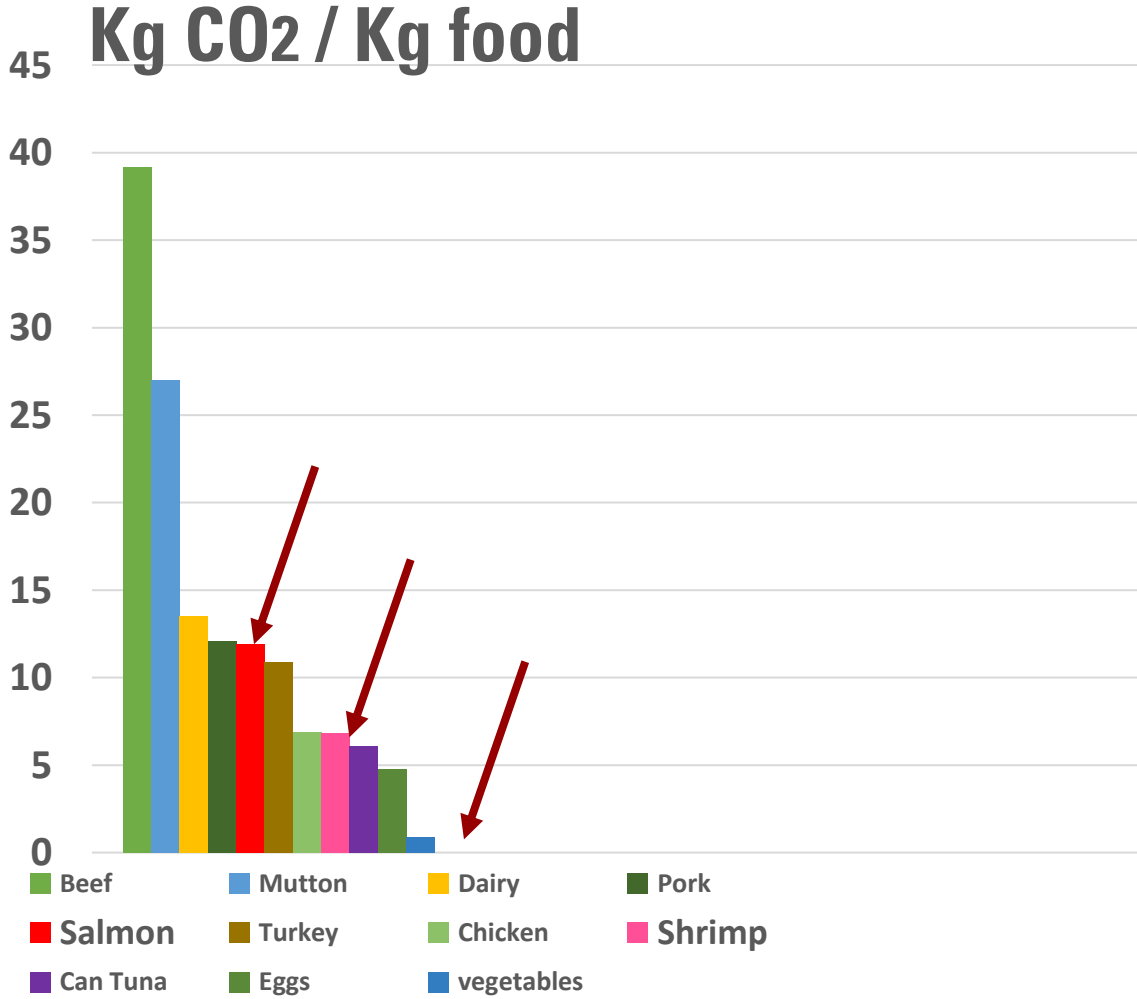
1kg Onami = 1.75kg fish saved

Global Seafood industry = 190MT/year

1% change = 3.3MT fish saved each year!

Onami Foods solves the overfishing crisis and contributes to the preservation of the oceans.

WE TACKLE CARBON IMPACT.

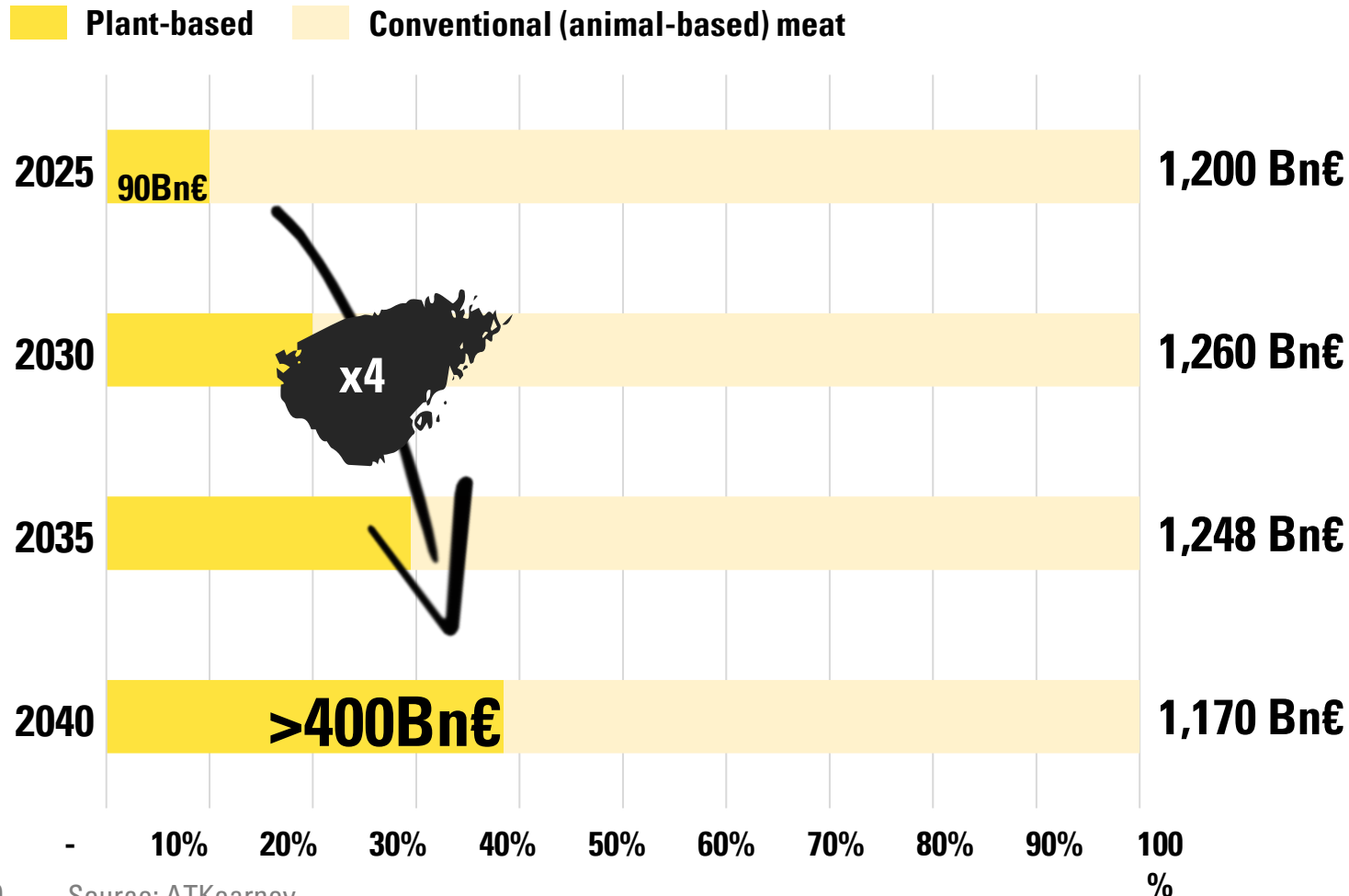


1.47GT CO₂ /Year
 =
Global Air transportation pollution

Source: EWG and CleanMetrics & <https://www.sciencedirect.com/science/article/abs/pii/S0959652617320991>

Plant-based is the next normal.

World meat production, 2025-2040, Bn€



While conventional meat production is collapsing,



Alternative proteins (plant-based) are soaring.











EU plant-based market Outlook.

Sectorial growth:

+49%

last 2 years to

EUR 3.6 BN

Country	Plant-Based Meat size Mo€	Plant-Based Meat Growth %	Population M	Consumption per capita €/pop.	Brands #	Brands/pop #/pop.	SKUs #	SKUs/pop #/pop.
 UK	502	63	67	7.5	22	0.33	87	1.30
 Germany	181	226	84	2.2	10	0.12	34	0.40
 Netherland	174	54	17	10.2	10	0.59	66	3.88
 Switzerland	116	49	8.6	13.5	12	1.40	79	9.19
 Italy	111	(10)	60	1.9	2	0.03	6	0.10
 Spain	87	31	47	1.9	9	0.19	54	1.15
 France	80	31	65	1.2	1	0.02	46	0.71
 Belgium	48	26	11.6	4.1	6	0.52	17	1.47
 Austria	25	58	9	2.8	6	0.67	35	3.89
 Ireland	23	-20	5	4.6	5	1.00	20	4.00

A Blue Ocean for plant-based seafood market.



Plant-based meat



Plant-based seafood



Plant-based dairy



Few direct competitors (e.g. ~35 brands vs. 1,000+ plant-based meat brands)

■ ■ : ∅ in retail || Garden in + Moving Mountain in Foodservice

Agenda.

01 NOW IS THE MOMENT
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Onami Foods overview

03 WHERE WE GO
Growth strategy and what's coming next



Our GOALS.

A clear VISION...

be the European reference for quality Alt. seafood.

...to deliver our MISSION.

add marine flavours to the wave of change for a sustainable food ecosystem preserving our oceans.



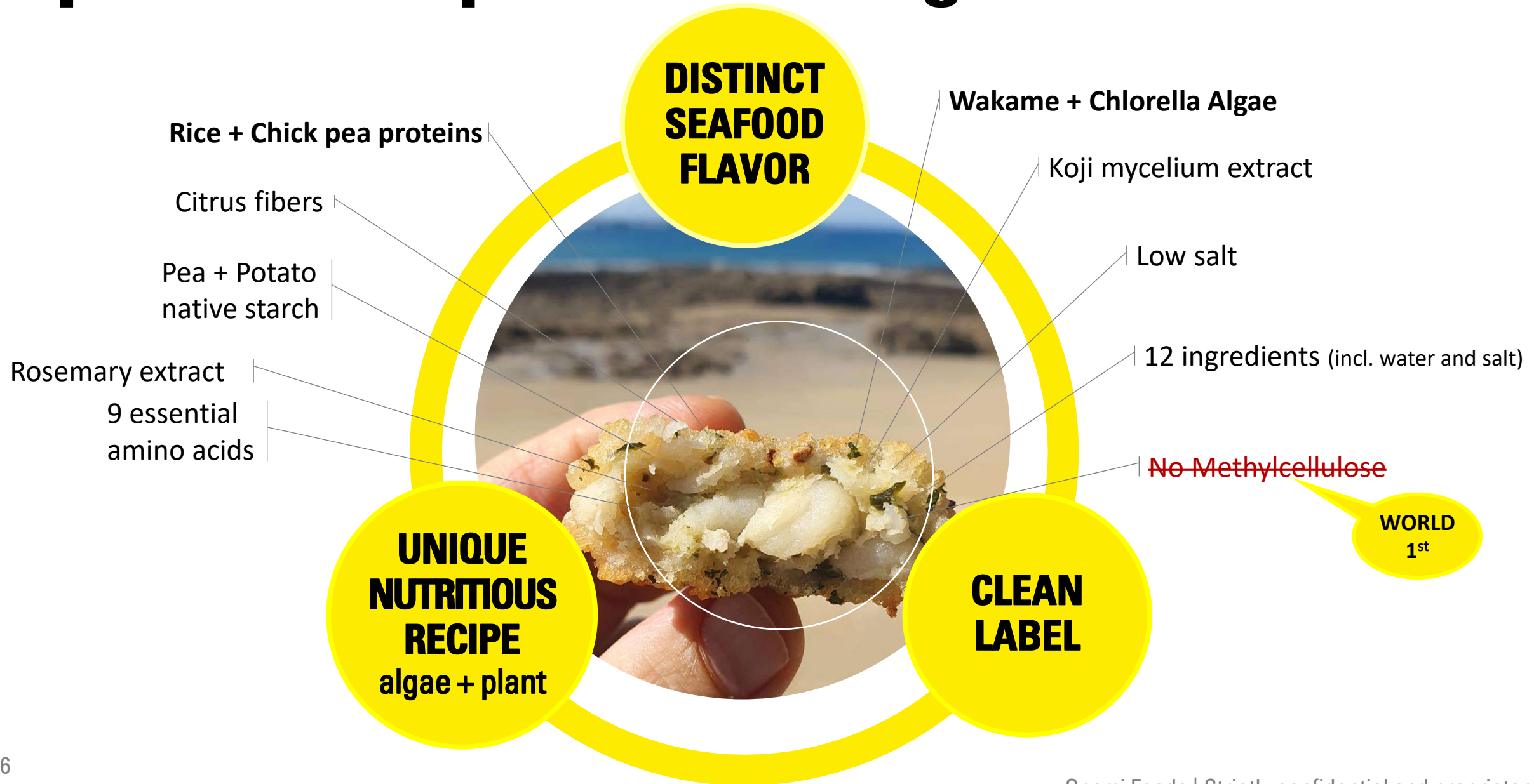
Algae, the Green Gold.



This is a **fish**
shrimp
crab
lobster
calamari
scallop
...











Unparalleled product design (patent pending)



What we create.



<p>KissKiss nuggets</p>  <p>Live!</p> <p>Ready-to-cook</p>	<p>Filet XoXo</p>  <p>Live!</p> <p>Ready-to-cook</p>	<p>Filet Mini Hug</p>  <p>Live!</p> <p>Ready-to-cook</p>	<p>BFF Burger</p>  <p>Live!</p> <p>Ready-to-cook</p>
<p>Shrimp tempura</p>  <p>2022</p> <p>Ready-to-cook</p>	<p>Seafood tortellini</p>  <p>2022</p> <p>Ready-to-cook</p>	<p>Gyoza</p>  <p>2022</p> <p>Ready-to-cook</p>	<p>White fish filets</p>  <p>2023</p> <p>Ready-to-cook</p>

Range of 6 SKUs launched
Alt. Fish & Chips style

All Clean Label



Innovation waves.



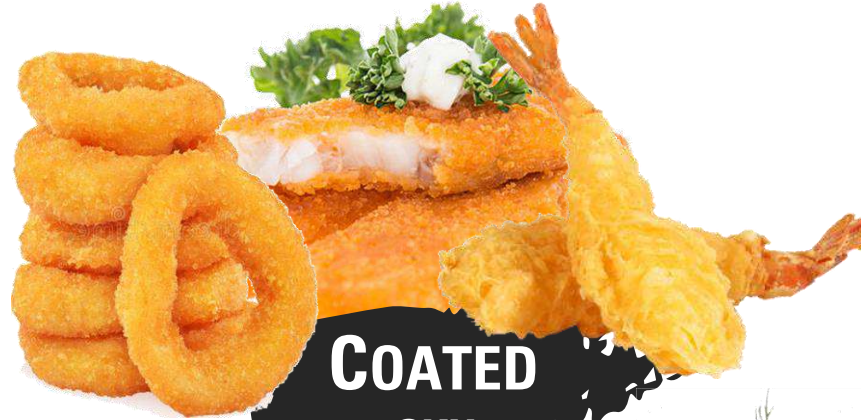
5 ranges

> 35 NPD to 2026

100% Clean Label



PASTA
x5 SKU



COATED
x8 SKU



READY MEAL
x10 SKU



CHUNKS
x10 SKU



SPREADS
x5 SKU

In Carton Packaging We Believe.



**-90%
plastic**



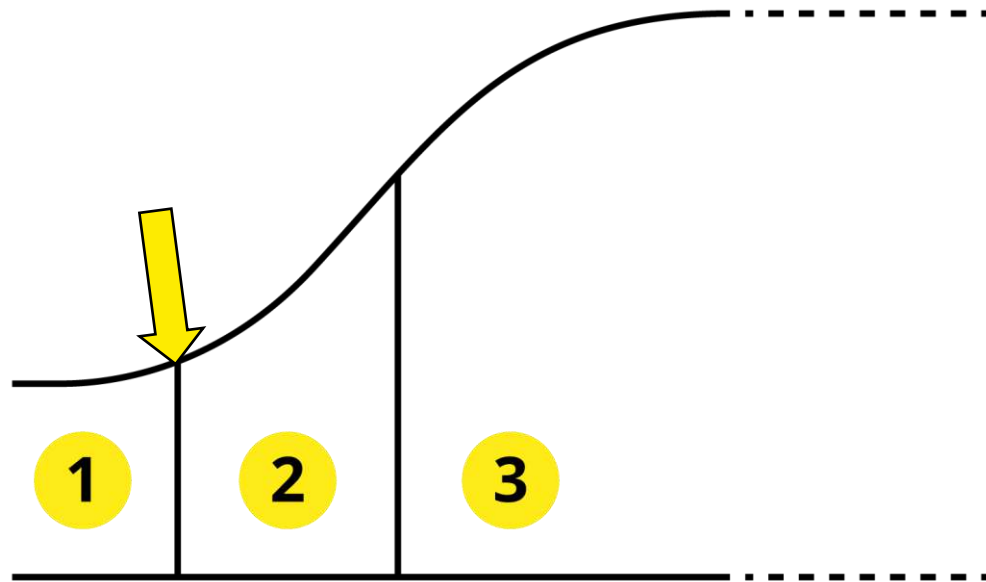
Agenda.

01 NOW IS THE MOMENT
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02 WHY WE MAKE THE DIFFERENCE
Onami Foods overview

03 MIX MARKETING
Grow at your side

Timely Addressing All Persona.



1 INNOVATORS

- Active Vegan et vegetarians, even towards militants
- 21-31 years
- Majorily womens (70%)
- Urbans, communities style / tribal, CSP+, higher education
- Omnichannels buyers
- « Epicurieux & Consom'acteur »
- Bloggers, ambassadors

2 EARLY ADOPTERS

- Majority Flexitarians (>25% pop.)
- 25-35 years
- Urban, CSP+, mid-higher education
- Omnichannels buyers but with preference for supermarket
- Epicuriens

3 MASS MARKET

- Responsibles household purchase
- 34-45 years
- Open minded to changem novelty
- Think about future, kids, better planet, better food

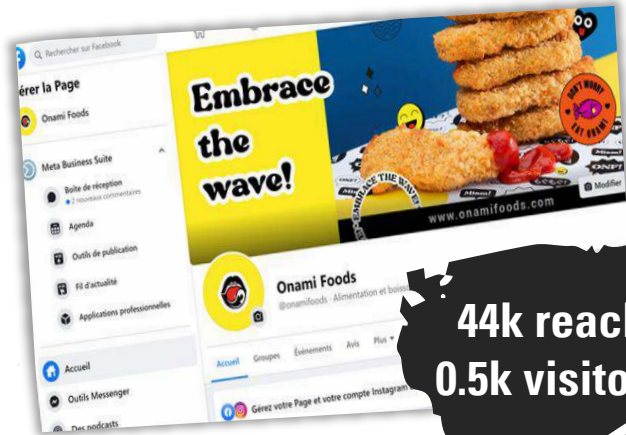
• Better food for me + for the Planet
• Discovery of new foods BUT
- WOW taste above all!
- at market price (near) parity

Needs & Wants

Onami Foods under the spotlight.



Our influential marketing is painting the place.. In just 2 month   



44k reach
0.5k visitors



21k reach
2k visitors



4k reach
1k visitors



Trade marketing.

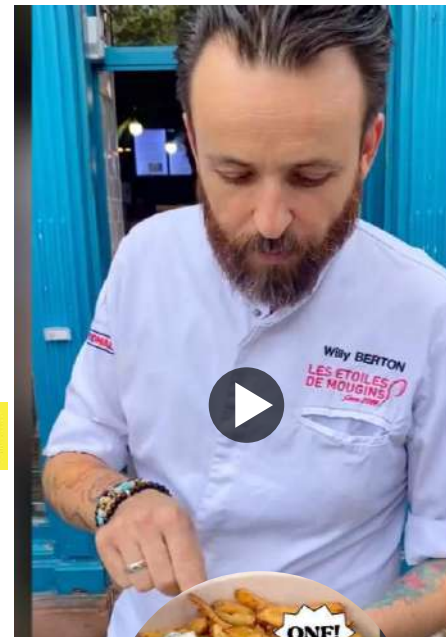
Active on all latitudes.



- PR stunts
- Foodtruck Roadshow
- Pop-up Store
- Chef demo & recipe support
- Live Shopping
- Influential marketing



- Shelve sticker
- Shelf stopper
- Shelf framing
- In-store tasting
- Mascotte





**ONAMI
FOODS**

The company creating mouth-watering
algae & plant-based seafood
for all engaged **Gourmets!**

**THANK YOU FOR READING OUR PRESENTATION,
WE HOPE WE MADE YOU HUNGRY!**



contact@onamifoods.com

WEMEET

A mushroom-based meat with the texture of 'whole-cut'

WEMEET

A new standard of meat for tomorrow

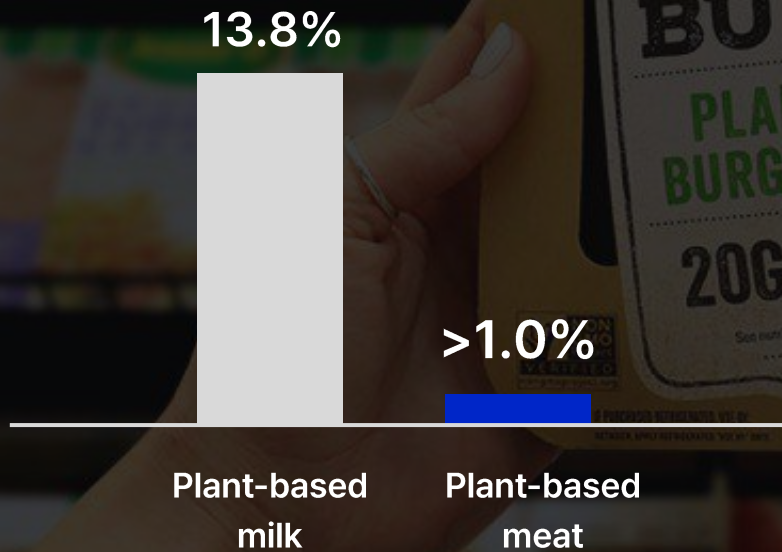
WEMEET aims to become a new standard of meat.
Without using traditional meats, we present a better, rich,
and healthy table around the world through WEMEET



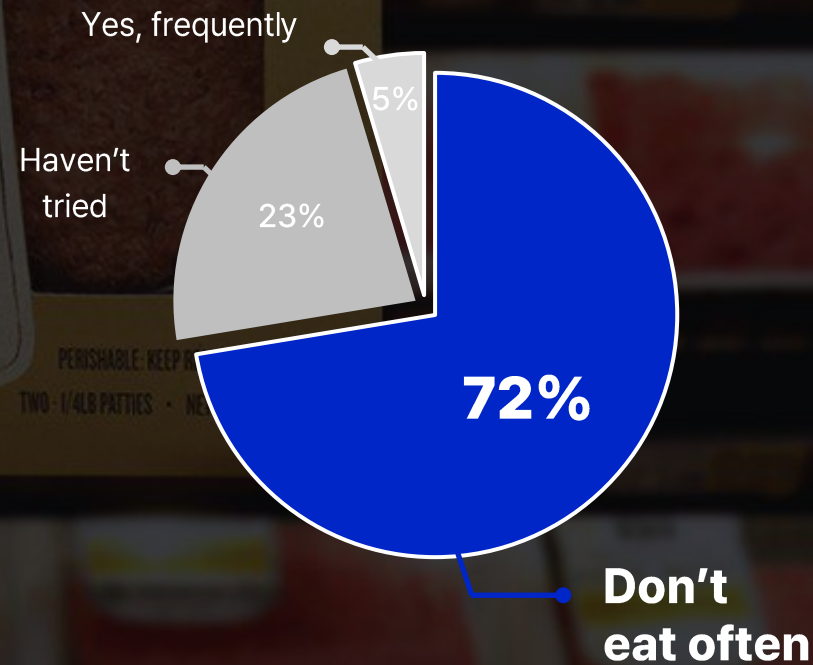
| Problem

There are many alternative meat products on the market, though, meat alternatives are far from our daily lives

Plant-based food penetration(%, US)



[Survey] Do you often eat meat alternatives?



| Problem – dry TVPs

Dry TVP is suitable for ground meat applications, not for whole-cut products

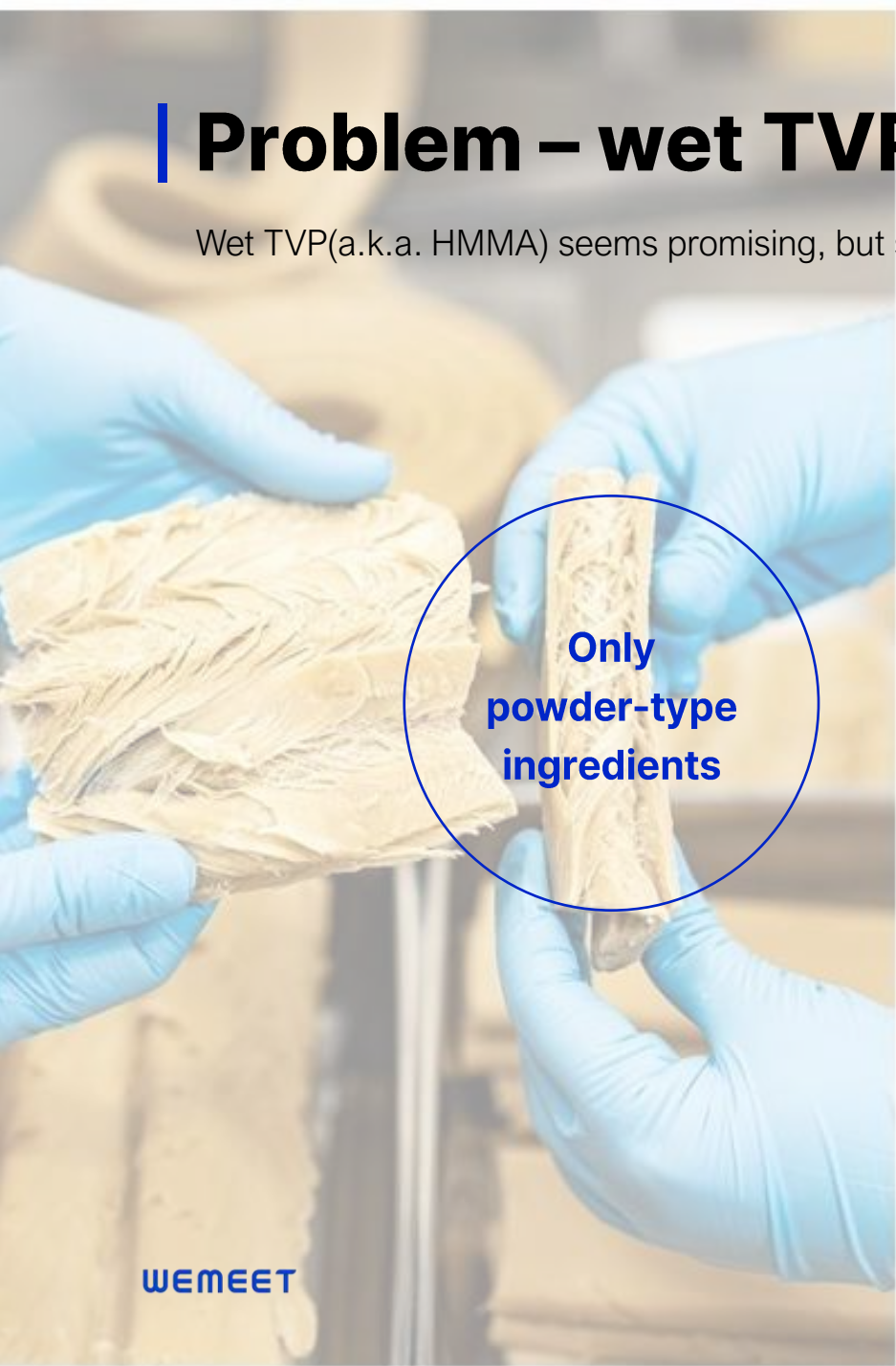
**'Sponge-
like'
chewiness**

**Not suitable
for Fibrous
structure**

**Limited to
ground
meat
products**

| Problem – wet TVPs

Wet TVP(a.k.a. HMMA) seems promising, but still long way to go



**Only
powder-type
ingredients**



**Not for
rich taste**
(limited to use
fat & flavor)

**Unnaturally
homogeneous
structure**

WEMEET

A new plant-based meat made from mushrooms with the texture of 'whole-cut' for various foods

Existing
meat substitutes



WEMEET



**Mushroom
-based**

**Meat-like
fibers & texture**

**'Whole-cut'
Applications**

| Powered by mushrooms

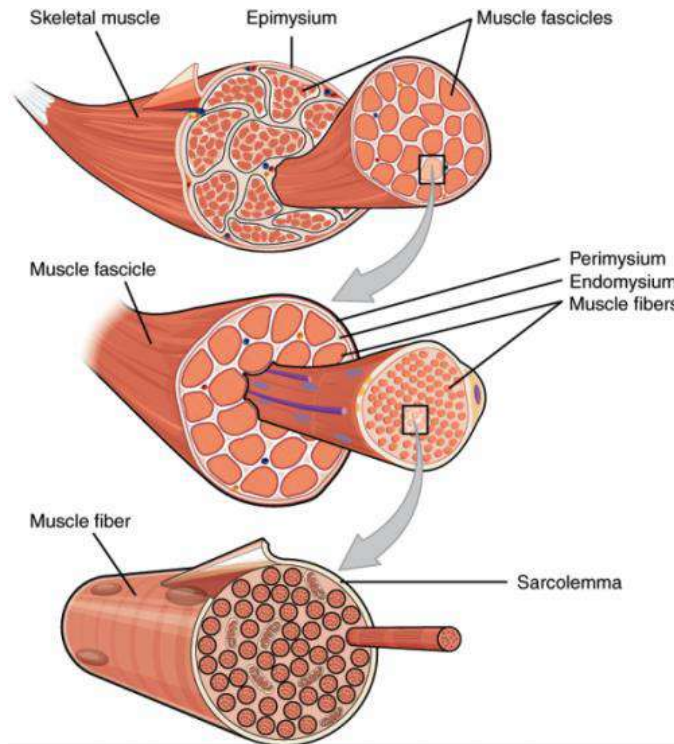
WEMEET harnesses the properties of mushrooms and the potentials of mycelium

Mushroom-Mycelium complex thru. fermentation



‘Whole-cut’ technology

WEMEET aims to develop ‘whole-cut’ technology enabling dynamic muscle structures and material compositions



Wrapping



- ‘Meat-like’ chew & mouthfeel
- Denser texture with higher juiciness
- Fungi-driven fermentation

Bundling



- Create different density of fiber bundles thru. Extrusion

Fiber Formation



- Proprietary pre-processing & formulation
- Mushrooms as a major ingredient
- Controlling fiber thickness & strengths

| 'Meat-like' experience

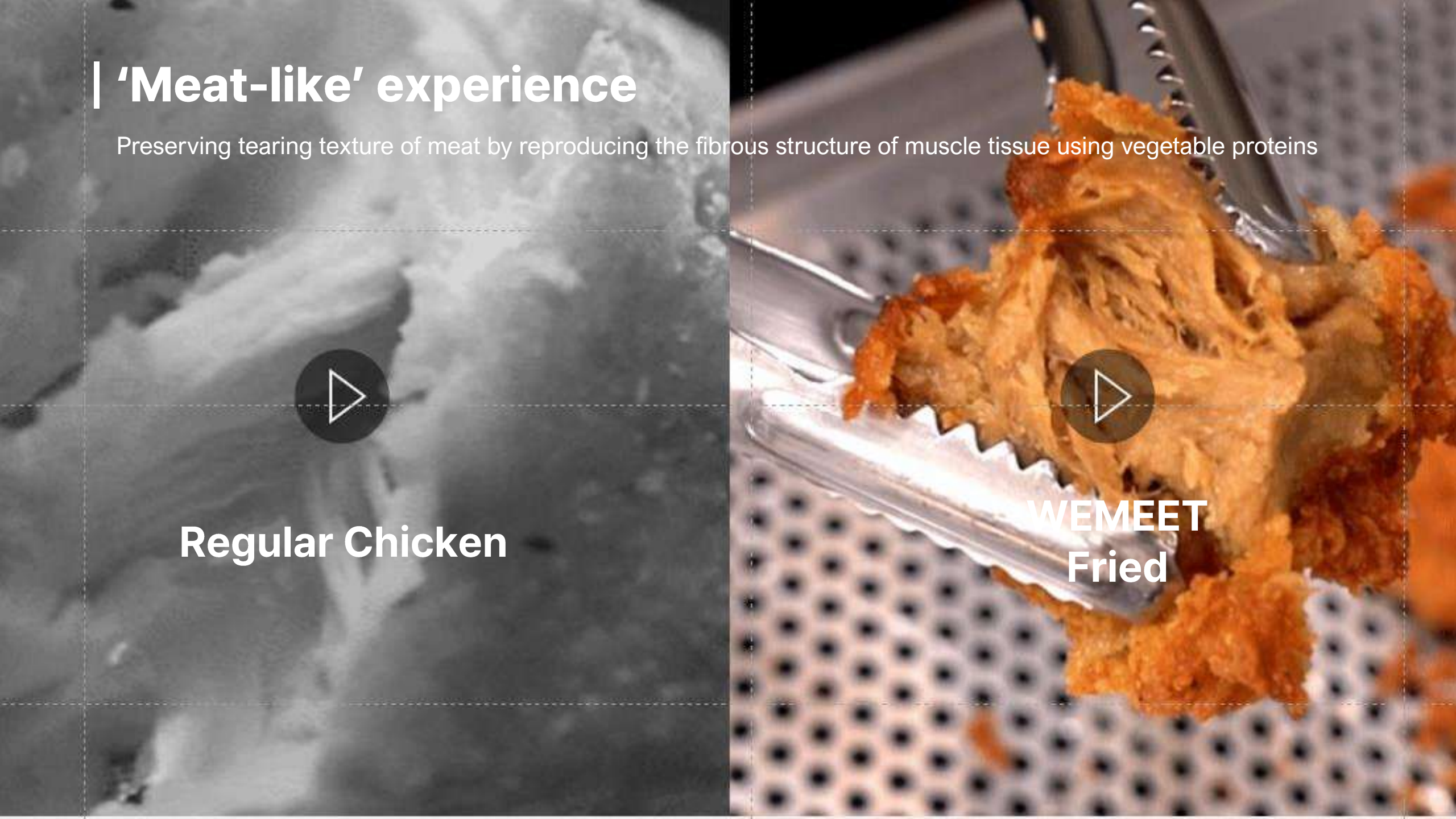
Preserving tearing texture of meat by reproducing the fibrous structure of muscle tissue using vegetable proteins



Regular Chicken



**WEMEET
Fried**



High Versatility 'for everyday use'

Unlike existing alternatives limited to ground meat uses, it responds to various cooking situations making it a versatile food ingredient

Deep Fry



Soups & Stews



Fire Grill



Pan Fry



...

WEMEET Fried

Korean-style fried chicken with high proteins & dietary fibers and low fats & zero cholesterol

Existing fried chicken vs. WEMEET Fried (100g Standard)

✓ Protein

C사 순살치킨 13 g

위미트 프라이드 21 g

61% ↑

✓ Dietary Fiber

0g

11.7 g

일일 권장량의
50%

✓ Fat

19 g

16 g

16% ↓

✓ Cholesterol

80 mg

0mg

100% ↓

✓ Sodium

440 mg

396 mg

10% ↓

✓ Saturated Fat

5 g

2.5 g

50% ↓



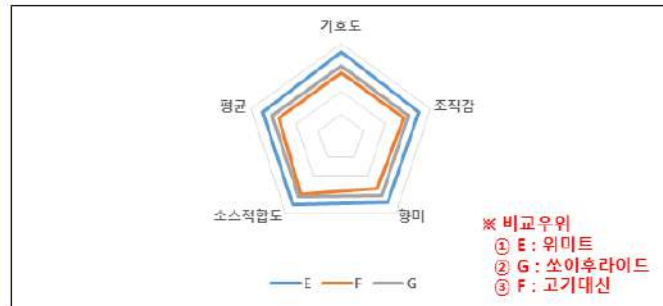
Proof of Concept

Verified high B2C interest through crowdfunding and product power by food industry experts

Food Industry Official Blind Taste Testing (Foodpolis, '21.11)

2021 대체육 시식평의회 평가표 결과 (치킨)

- 개요
- 설문 참여자 총 10명
 - 관능 만족도(점/5점)



E. 위미트 프라이드



구분	장점	단점
조직감	<ul style="list-style-type: none"> · 조직감 우수함 · 실제 치킨과 유사한 식감 	<ul style="list-style-type: none"> · 건조하고 딱딱함 · 탄력성 부족 · 부드러운 식감 필요 · 닭고기의 결이 부족함
향미	<ul style="list-style-type: none"> · 카리향이 어울림 · 치킨과 유사한 맛 	<ul style="list-style-type: none"> · 감칠맛과 풍미 향상 필요 · 닭고기의 특유의 향 · 제품이 가진 특유의 향
기호도	<ul style="list-style-type: none"> · 상용화 제품 · 튀김옷이 치킨과 유사 	

F. 고기대신 비건양념순살



구분	장점	단점
조직감	<ul style="list-style-type: none"> · 고기에 가까운 식감 구현 	<ul style="list-style-type: none"> · 딱딱하고 질기 · 스펀지 식감 · 수분이 부족 · TVP의 가공이 큼 · 튀김옷 개선
향미		<ul style="list-style-type: none"> · 풍취가 느껴짐

G. 쏘이 후라이드



구분	장점	단점
조직감	<ul style="list-style-type: none"> · 결이 있고 촉촉함 · 씹었을 때 TVP의 육즙이 잘 어우러짐 	<ul style="list-style-type: none"> · 건조하고 딱딱함 · 튀김옷 개선 필요 · 육포에 가까운 질감 · 결튀김옷이 두꺼움 · 수분이 부족 · TVP의 가공이 큼
향미	<ul style="list-style-type: none"> · 향미가 고스런고 치킨향 이 느껴짐 	<ul style="list-style-type: none"> · 풍취 미스틱 필요
기호도	<ul style="list-style-type: none"> · 소스와 잘 어울림 	<ul style="list-style-type: none"> · 조직 색상을 밖에서도 구현 필요

Higher ratings in all areas than existing TVP-based products

B2C Love

“Taste that beats prejudice against alternative meats”

Over 1000 reviews and ratings over 4.8 in own online stores

l3****

★★★★★ 5

위미트 프라이드 + 양념소스 | 22.01.03



진짜 치킨같아서 소름 돋았어요. 소스도 달달하게 딱 양념치킨맛! 떡볶이떡 몇개랑 한살림 현미쌀당수미 조금 추가했는데 소스가 넉넉해서 편했었어요.

song*****

★★★★★ 5

위미트 프라이드 + 양념소스 | 21.03.06



왜 이제서야 먹었을까요.. 여태 먹은 비건 강정/후라이드류 중 제일 맛있네요.

watc***

★★★★★ 5

위미트 프라이드 + 양념소스 | 22.06.30



알려지 때문에 닭고기를 못먹게 된 아이에게 한줄기 빛같은 음식입니다 후라이드와 식감이 비슷하다고 좋아해요 만들어주셔서 감사합니다.

limi*****

★★★★★ 5

위미트 프라이드 + 양념소스 | 21.12.17



진짜 맛있어요 ㅋㅋ 냄새부터 진짜 대박이에요ㅠ 에어프라이어에서 굽는데 논비건 친구가 이거 빼앗나고 물어볼 만큼.. 치킨 냄새 그 자체!! 비건 치킨이니 당근 빼었다고했고 다들 너무 너무 맛있게 먹었습니다!

rdbe***

★★★★★ 5

위미트 프라이드 + 양념소스 | 22.04.21



비건인줄 모르고 먹은 동거인이 진짜 완전 치킨인줄 알았대요 ㅎㅎ 저는 알고 먹었는데도 치킨같더라고요!! 어떻게 바짓으로 이런 식감이 나오는지 너무 신기해요 그리고 소스도 넘 맛있어요!!

chop*****

★★★★★ 5

위미트 프라이드 + 양념소스 | 21.12.01



논비건인 롬메이트의 표현을 그대로 빌리자면, "대체육에 대한 편견을 깨는 맛" 이네요. 이렇게 맛있는 곳을 이제 알았더니 분할 정도예요 ㅋㅋㅋ

bana***

★★★★★ 5

위미트 프라이드 + 양념소스 | 22.07.12



맛있어요! 튀김옷이 얇은데 엄청 바삭하네요! 100% 고기맛은 아니지만 채소로만 만든 음식이라고 상상은 하기 어려울 정도로 비슷한건 해요. 오하려 고기에서 나는 느끼함이나 고기잡내가 없어서 더 먹기 좋았답니다!

chic*****

★★★★★ 5

위미트 프라이드 + 양념소스 | 22.01.28



대체육에 민감한 가족과 먹었는데 대체육의 느낌이 나지 않는다고 할 정도로 맛있었나봐요. 잘 먹었습니다~

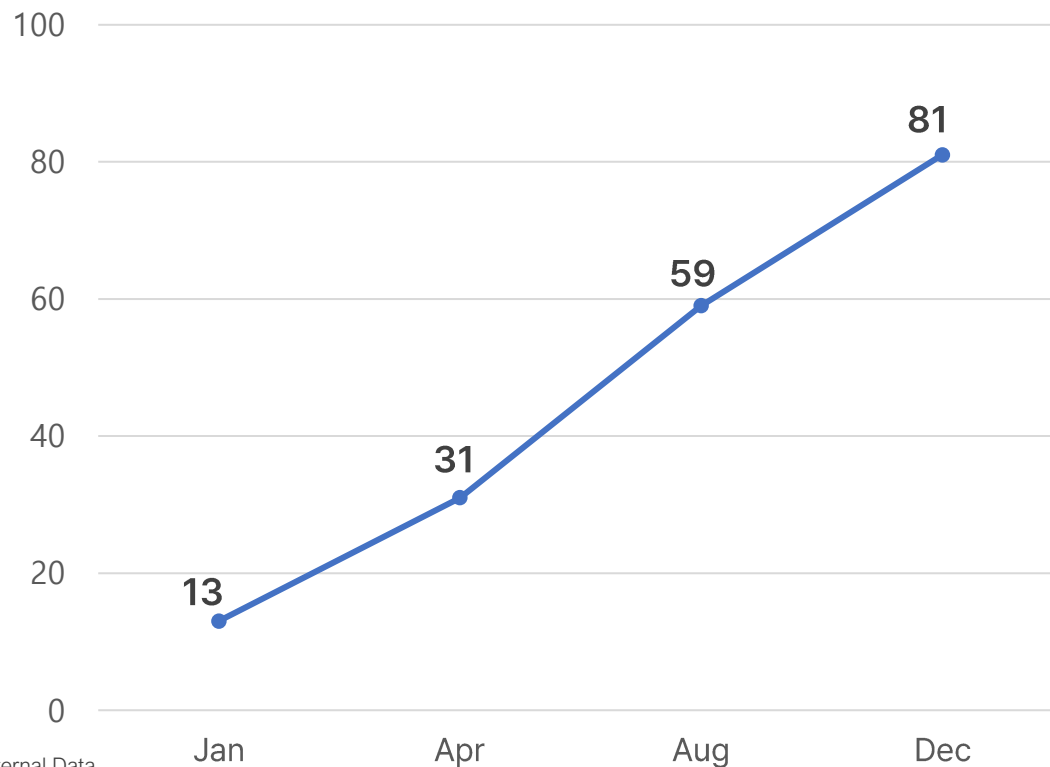
Source: Internal data

WEMEET

B2B calls

WEMEET is registered in official menus at craft-beer pubs, restaurants, and other offline stores.

of B2B supply cases (Unit, '22)

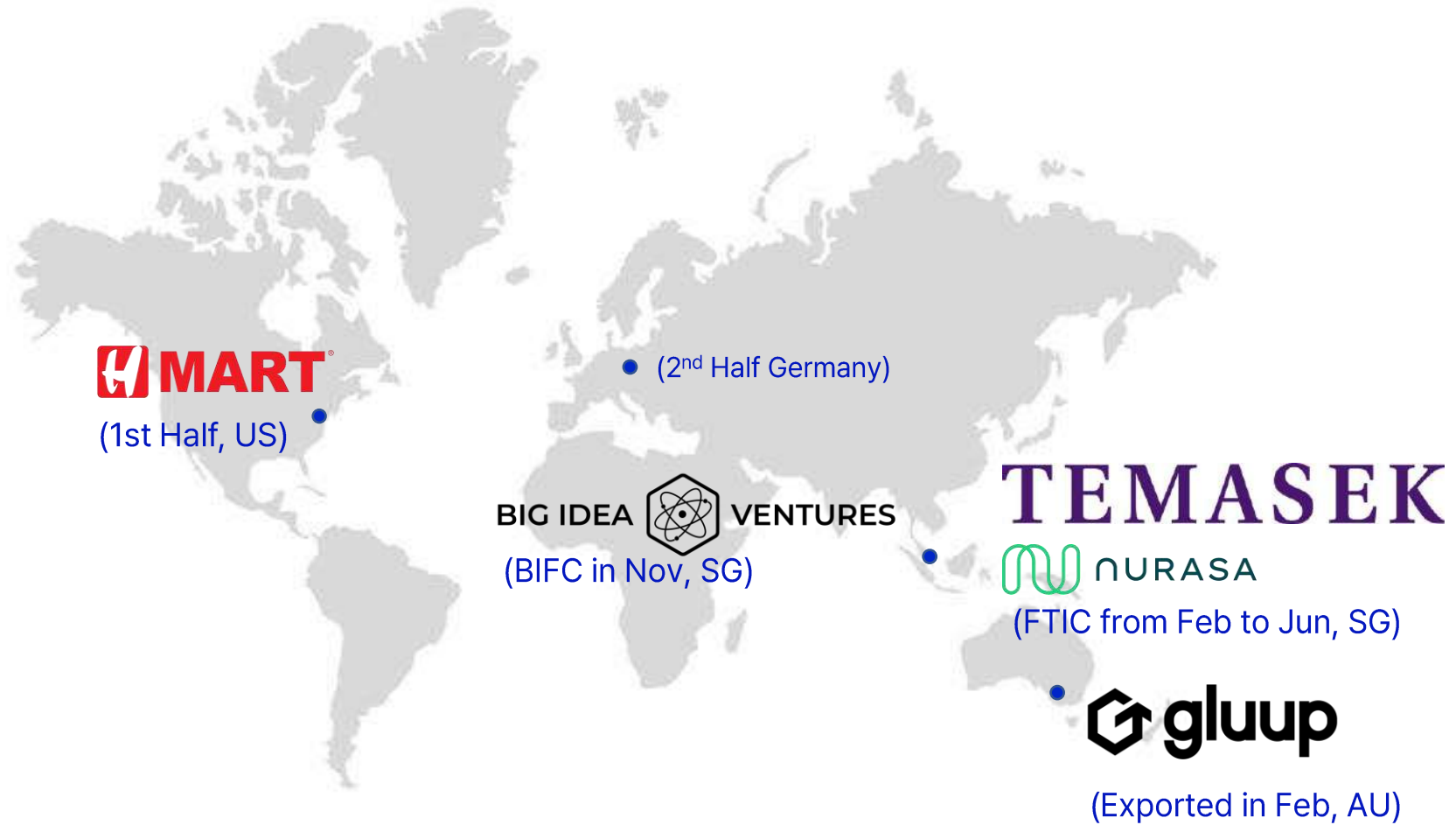


Source: Internal Data
WEMEET



| Go Global

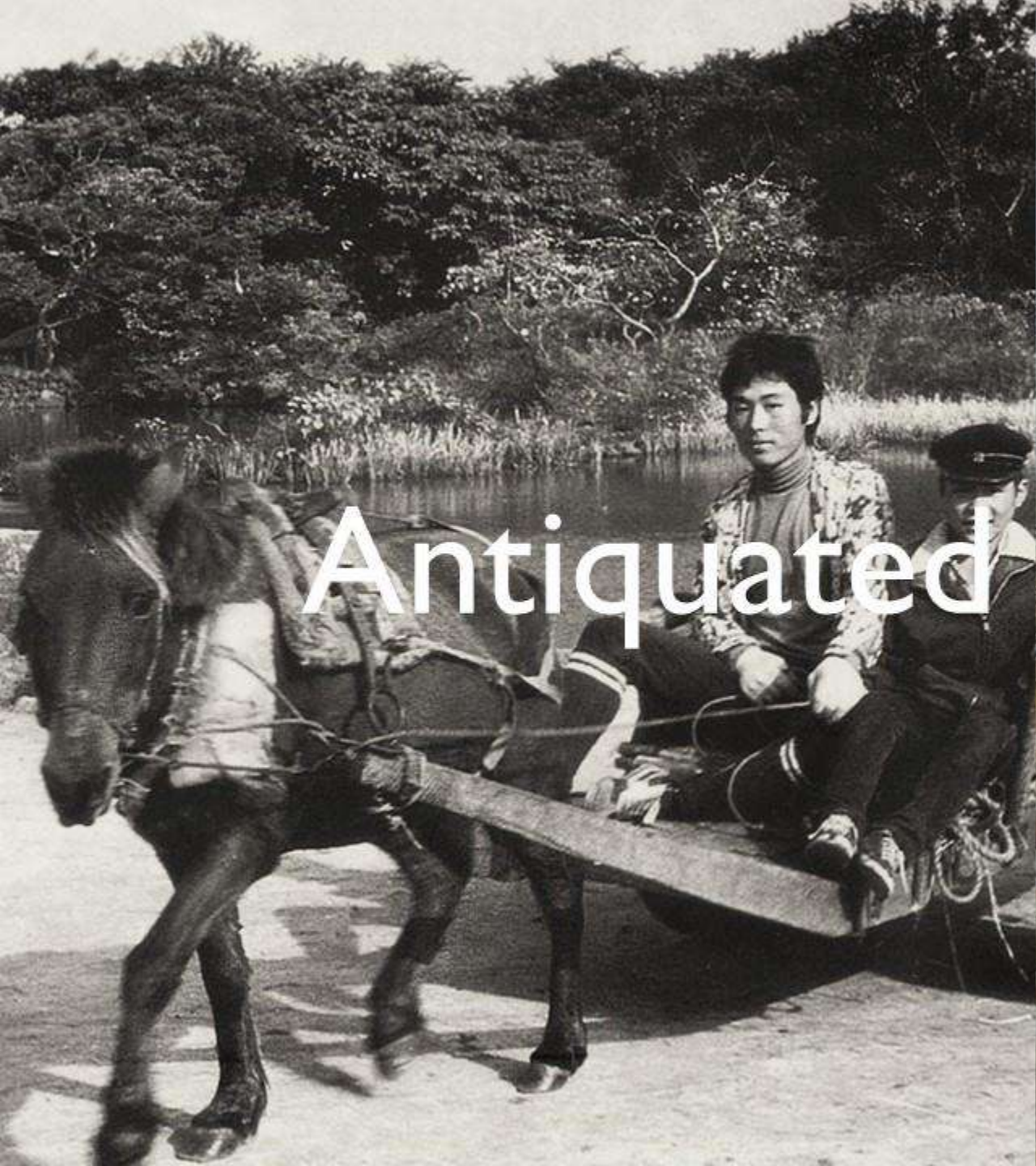
Starting this year, WEMEET is pushing its boundaries toward the global market



Roadmap

We aim to be the standard for alternative meat so that people's awareness of WEMEET compares to that of livestock products





Antiquated



Technology

WEMEET

A New Standard for Meat for Tomorrow

Mission

To make a world everyone can exert a good influence

We believe in a good influence of individuals.

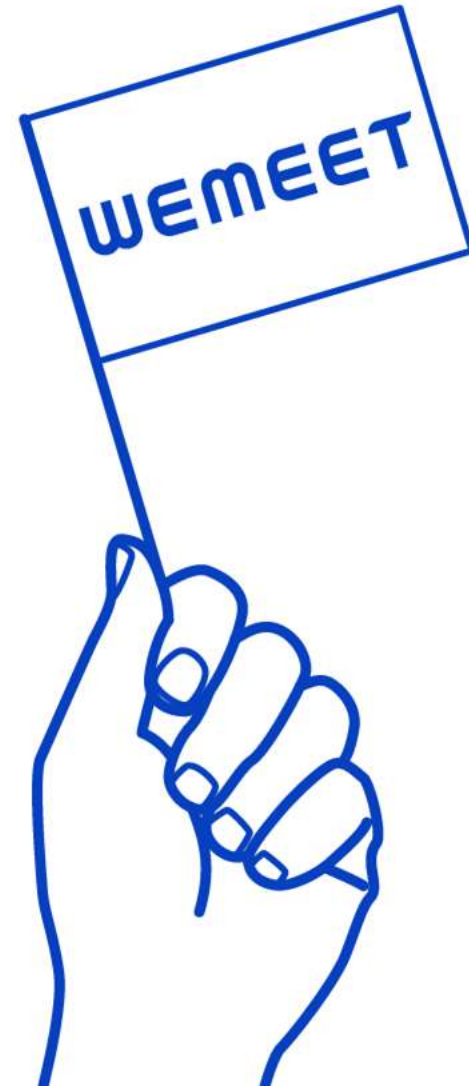
To lead collective impacts from individual actions, we support everyday meals with rich and savory food experiences in sustainable ways.

Vision

Beef, pork, chicken, and WEMEET

We create the future of meat.

We fundamentally innovate our food system with the best meat alternatives, which people get as familiar as existing meats.



APPENDIX



WEMEET

History

2021



04 Established WEMEET Corp.



06 Launched WEMEET Fried (2,221% funded)



07 Seed Round investments

Bluepoint Partners (specialized in technology), Sopoong Ventures (specialized in Springcamp (NAVER-affiliated VC))



07 Designated as "A-Ventures of the Month" by the Minister of Agriculture, Food and Rural Affairs



09 Launched WEMEET Guobaorou



10 Selected to the Tech Incubator Program for Startup (TIPS) of the Ministry of SMEs and Startups



11 Established company's production facility (lab-scale)

2022



01 Launched B2B products (Fried wrap & patty)



03 Selected to an incubation program from the KOAT¹⁾



03 Launched WEMEET Ganpeng & Masala



05 Selected as a fellow of H-ondream program by Hyundai Motors Group



05 Established company's R&D center



10 Selected as a national winner at Big Idea Ventures Food Competition



12 Established F1 (target production capa : 10 tons / mth)

1) Korea Agriculture Technology Promotion Agency

WEMEET Fried

Distribution : B2C & B2B

Net weights for sales : 200 g / 1 kg

Type : frozen

- 100% plant-based fried chicken with crispy
- Preserving texture and mouthfeel of meat with crispy outside
- High protein & fibers, but zero cholesterol & low fats

영양정보 100 g 당 함량		1일 영양성분 기준치에 대한 비율
열량	274.85 Kcal	
나트륨	463.97 mg	23 %
탄수화물	28.63 g	9 %
당류	2.99 g	3 %
지방	8.89 g	16 %
포화지방	2.74 g	18 %
트랜스지방	0.00 g	
콜레스테롤	0.00 mg	0 %
단백질	20.08 g	37 %

Air-fryer(recommended) : 8 ~ 10 mins at 180 °C

Pan frying : 2 ~ 3 mins flipping in every 30s after thawing



WEMEET Wrap & Patty

Distribution : only for B2B

Net weights for sales : 200 g / 1 kg

Type : frozen

WEMEET Fried Wrap

- A longer shape of WEMEET Fried for various dishes such as tortilla, topping for salad
- Size : (app.) 4 x 10 x 2.5 cm

WEMEET Fried Patty

- A bigger and square shape of WEMEET Fried for various dishes such as sandwich and katsu
- Size : (app.) 7 x 12 x 2 cm

Deep fry(recom.): 4 mins at 180 °C

Air-fryer : 8 ~ 10 mins at 180 °C



WEMEET Kkanpung & Masala

Distribution : B2C & B2B

Net weights for sales : 200 g

Type : frozen

- World's cuisine series with a super easy cooking
- Kkanpung : Chinese style dish with sour and sweet sauce
- Masala : Indian curry with creamy coconut and masala spice

위미트 마살라

영양정보 100 g 당 함량	1일 영양성분 기준치에 대한 비율	
열량	245.04 Kcal	
나트륨	508.35 mg	25 %
탄수화물	27.71 g	9 %
당류	4.95 g	5 %
지방	8.28 g	15 %
포화지방	3.06 g	20 %
트랜스지방	0.00 g	
콜레스테롤	0.00 mg	0 %
단백질	14.92 g	27 %

위미트 깡풍

영양정보 100 g 당 함량	1일 영양성분 기준치에 대한 비율	
열량	289.58 Kcal	
나트륨	360.96 mg	18 %
탄수화물	36.14 g	11 %
당류	15.98 g	16 %
지방	8.90 g	16 %
포화지방	2.07 g	14 %
트랜스지방	0.00 g	
콜레스테롤	0.00 mg	0 %
단백질	16.23 g	30 %

Microwave : ~4 mins(700w) / ~3 mins(1,000w)

*Stir in the middle of cooking



WEMEET GuoBaoRou

Distribution : B2C & B2B

Net weights for sales : 200 g / 1 kg

Type : frozen

- Plant-based Chinese fried cuisine
- Implement a chewy texture like the real GuoBaoRou
- Serve with a sweet and sour sauce

영양정보 100 g 당 함량		1일 영양성분 기준치에 대한 비율
열량	249.56 Kcal	
나트륨	447.73 mg	22 %
탄수화물	34.98 g	11 %
당류	1.10 g	1 %
지방	4.08 g	8 %
포화지방	2.48 g	17 %
트랜스지방	0.00 g	
콜레스테롤	0.00 mg	0 %
단백질	18.23 g	33 %

Air-fryer(recommended) : 10 ~ 12 mins at 180 °C

Pan frying : 4 ~ 6 mins flipping in every 30s after thawing





A popular TV show (not PPL)
2022. 3. 10

MBC (National Broadcast Service)
2021. 10. 14



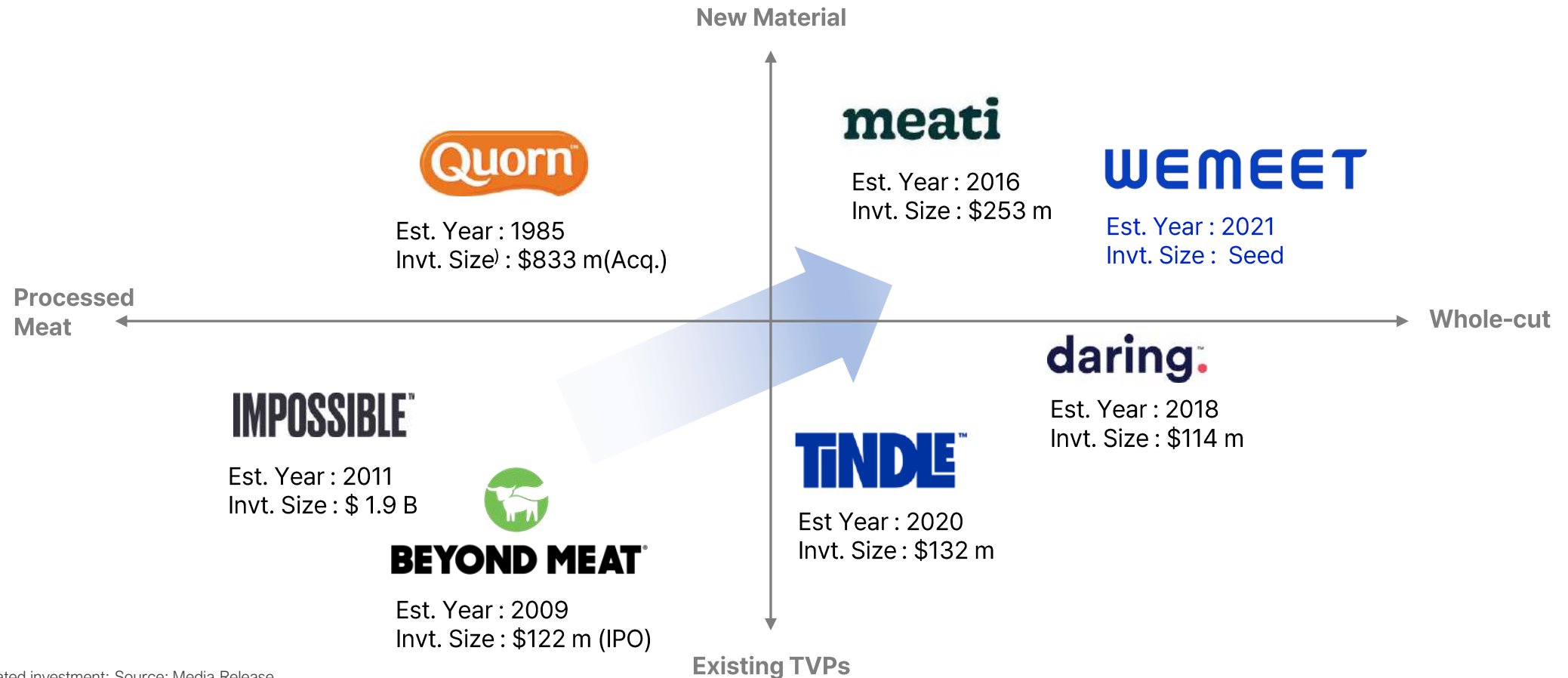
A popular TV show (not PPL)
2021. 12. 19

KBS (National Broadcast Service)
2021. 1. 3



Paradigm Shift in Investment

Shift in investment and competition with development of new material-based whole-cut producers



1) Accumulated investment; Source: Media Release

Bulk Order Request

Request beyond current capa for mid-large B2B orders

B2B Order Discussion / Order Requested Companies



NDA Developed for Production for Bulk Orders

별첨1

표준비밀 유지계약서 (본문)

계화상대방의 자료 제공과 관련하여 셀스토리화 계화상대방은 다음과 같이

제1조(계약의 목적) 이 계약은 [합계] 삼성셀스토리 주식회사(이하 "셀스토리") 해당 자료를 비밀로 유지하고 보호하기

제2조(자료의 정의) ① 이 계약에서 것으로서 다음 각 목의 어느 하나에 해당 가. 제조, 수리, 시공 또는 용역수행 방법 나. 특허권, 실용신안권, 디자인권, 계화상대방의 기술개발(R&D), 생산, 영업활 다. 시공프로세스, 규격표, 장비, 제조, 프랑워지, 또는 기타 사업자의 정보, 기술정보로 유용하고 특정한 경제적 가치 다. 계화상대방이 투자의 종류, 납품물 자료(원가, 자산서, 원가내역서, 원가정서, 등) 다. 계화상대방이 다른 사업자에게 납품 하도록 설계서 등) 바. 계화상대방의 경영정보 관련 자료(원안, 검토 등) 사. 계화상대방의 경영 관련 자료(납품조건(납품가격을 포함)에 관한 정보 다. 계화상대방이 다른 사업자와의 거래 비밀정보 등 해당 정보에 접근하기 위한 ② 계화상대방이 제1항의 자료를 제공할 목적 또는 영문 표시 등을 의미)가 표시 영향을 미치지 아니한다. ③ 셀스토리는 계화상대방의 제1항의 자

비건 위미트 프라이드 치킨

채식은 즐거워야 하니까

국내산 새송이 버섯으로 만든

100%식물성 비건 치킨

- 01 차원이 다른 맛의 신세계**
식물성 재료로 어떤 맛이 가능하다고요? 채소가 깨달은 비건맛이 고기의 결을 살린 식물성 육성을 만나 채식의 즐거움을 선사합니다.
- 02 속편하게 든든한 포만감**
비건은 식은 금방 배가 고프다고요? 생다마령, 두부, 달걀백의 균형을 이룬 식물성 단백질과 새송이버섯에 담긴 풍부한 식이섬유가 만나, 부담 없이 든든한 포만감을 느껴실 수 있어요.
- 03 치킨을 더 건강하게**
동물성 원료의 단점만 없애고, 100% 식물성 원료로 건강함을 가득 담았습니다. 튀김은 300g 한팩이벤.

CHECK POINT

- 100% 식물성
- 70% 동물성지방
- 70% 포화지방

비건프라이드 치킨

새송이버섯(국내산), 허브(미국산), 튀김(미국산) 함유

기준중량	개입개	규격	kg
약 18g	640	1kg/5C+60미	

Started promotion for school meal services

| TEAM

Hans An CEO

Life Sciences Major
Designer, entrepreneur, vegetarian
for sustainable future

Product

HH Kang Head of Research

Developer of Nongshim
products loved by the nation

Bob Lee Production

Production lead at food &
meat product manufacturers

Diane Lee R&D

Ph.D. in Livestock Food Eng.,
Specialized Meat Product

Jin An Chef

Owner and Chef of popular
vegan restaurant in Seoul

Business

Kate Kim Marketing

Former founder of vegan online
commerce startup

Lina Kim Branding

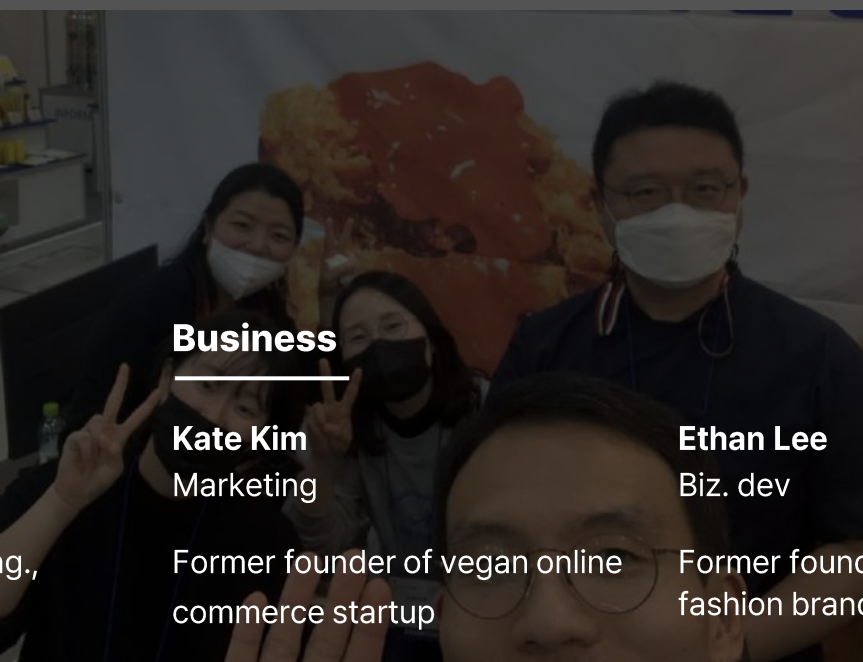
Former founder of vegan online
commerce startup

Ethan Lee Biz. dev

Former founder of upcycling
fashion brand startup

Woody Park Biz. dev

Former founder of vegan brunch café
and activist in a climate-related NGO



WEMEET

A New Standard for Meat for Tomorrow

plan^t dairy

STRICTLY CONFIDENTIAL

Making the shift to new dairy with less CO2 easy

Global FoodTure Community Platform
Online Thematic Workshop on Alternative Proteins
April 20, 2023



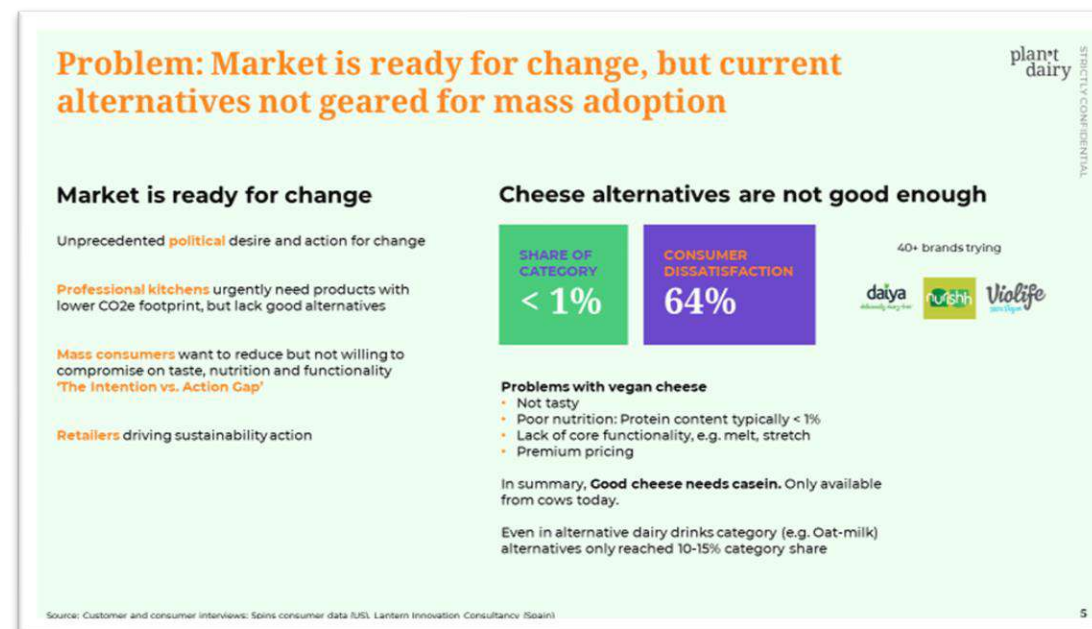
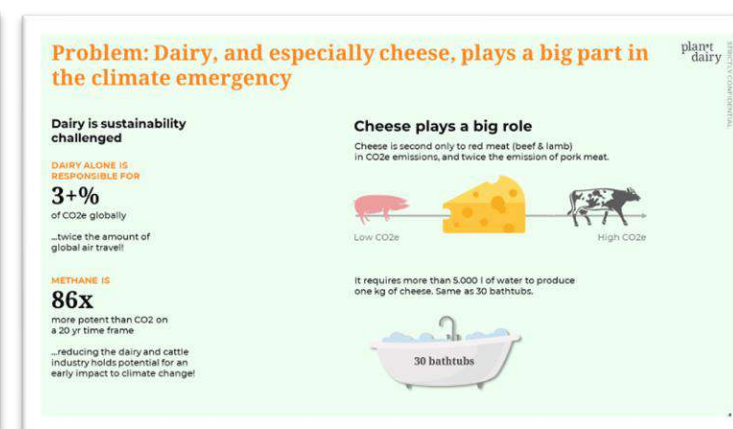
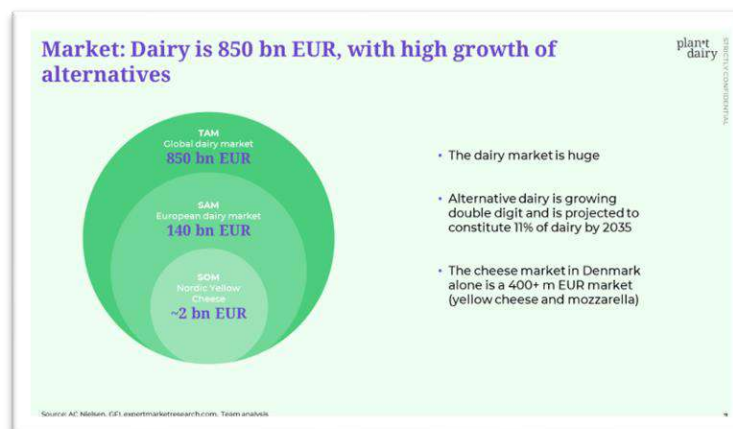
Supported by:



Dairy is a huge market of 850 B Euros and large contributor of WW CO2 emissions

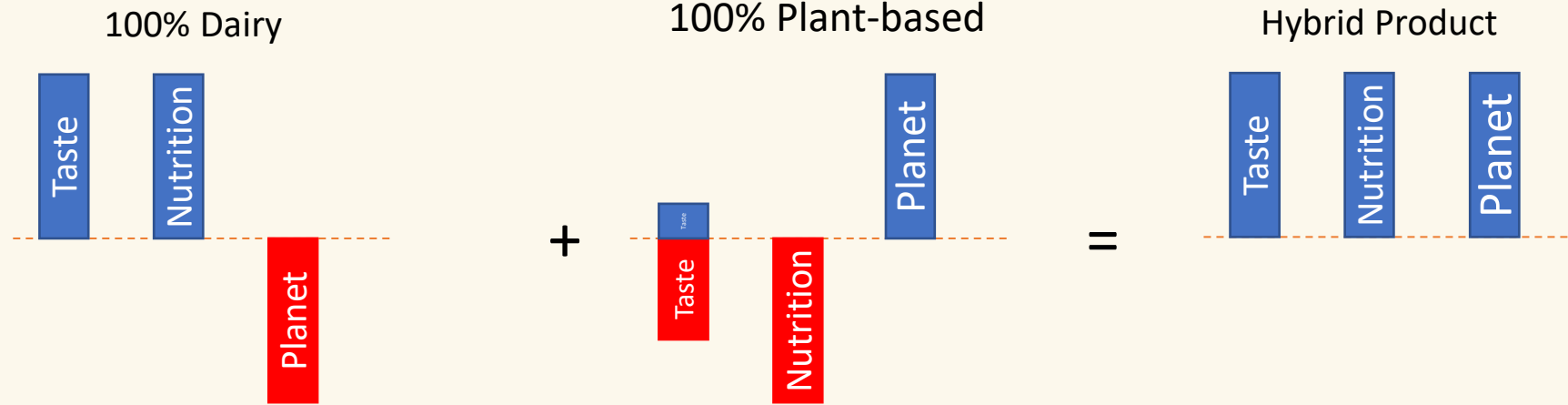
Dairy alternatives exist but tend to address only the needs of vegans, so their market share is still quite small due to lack of taste, nutrition, functionality, and high price

Mass consumers are ready to change their diet to a more sustainable one



*How do we make Dairy
more sustainable and
attractive to the Mass Consumers
and not just the Vegans?*

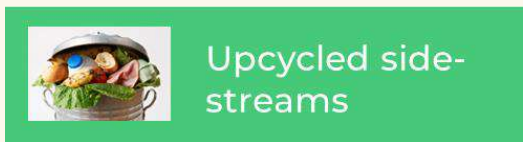
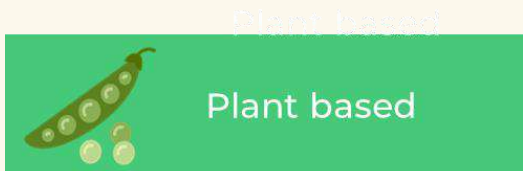
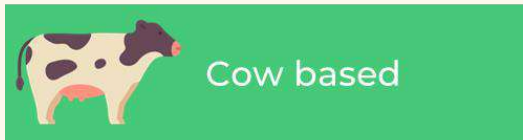
A potential solution: Hybrid Dairy could be the way forward to achieve Real Sustainable Dairy



Sustainable Dairy	
Taste	✓
Nutrition	✓
Functionality	✓
Cost	✓
Sustainability	✓

PlanetDairy's approach: Make Dairy with fewer cows – or ultimately no cows

Ingredients



Our technology uses fewer cows or no cows, combining plants with milk ingredients or with ingredients coming from precision fermentation or upcycling of side-streams

Products and impact

We combine modern science with traditional dairy craftsmanship

Minimum **40%**
Up to **90%**
CO₂e reduction

- ✓ Great taste
- ✓ Nutritious - high in protein
- ✓ Functionality like dairy



PlanetDairy 1st Gen. cheese has a real climate impact NOW



Audu topping med mozzarella og planteingredienser:

5,0 kg CO₂e

carboncloud.com

Traditionel revet mozzarella :

9,3 kg CO₂e

carboncloud.com

Feedback from Food Service professionals and consumers are very positive

The products we made



Danbo-inspired sliceable cheese



Mozzarella-inspired cheese for cooking

The customer proposition

(Professional kitchen)

plan·t
dairy

You won't taste the difference, but the planet sure will

Benefits

- 40+% reduction of CO2e
- Great taste
- High in protein
- Performs, looks, smells like cheese
- Priced at parity with traditional cheese

The response we got

Tested and verified with selected canteens in Aarhus municipality



- ✓ **Central management**
On strategy
- ✓ **Kitchen professionals**
Very positive. Would all buy again based on price parity

- ✓ **Canteen users**

'DANBO'
SLICEABLE

94%

Positive

'MOZZARELLA'
FOR COOKING

100%

Positive

Join us in our journey to accelerate

Contact

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