



Clean Ingredients, Bold Flavour: How Simplicity Builds Trust and Delight

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BRIDGE2FOOD, COPENHAGEN
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MATR

HELLO



Randi Wahlsten
CEO & co-founder of MATR Foods

Prev. Arla Foods, McKinsey, Dalberg

3 Patents pending

3 Trademarks granted EU & US

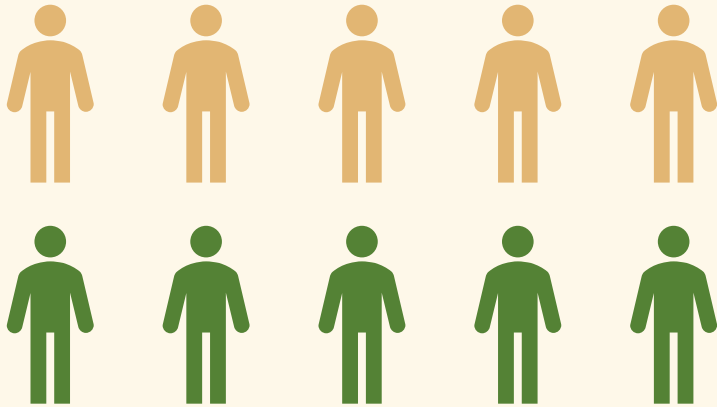
40+ Employees

FOAK production plant

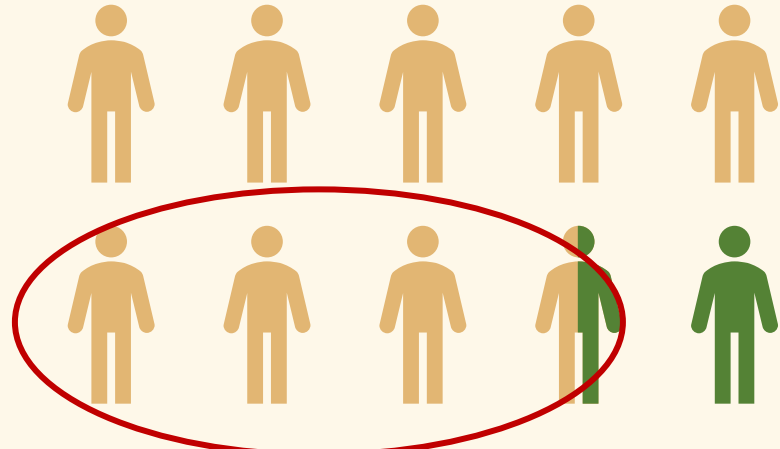
46 Million € capital raised

MATR

Why do we have this major say-do gap in plantbased foods?

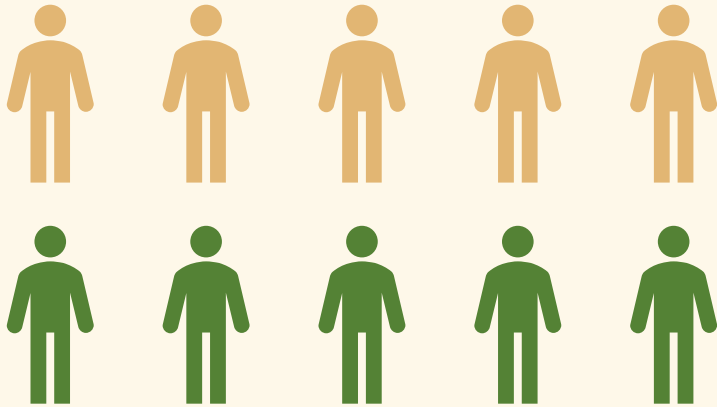


5 out of 10 wants to reduce meat consumption

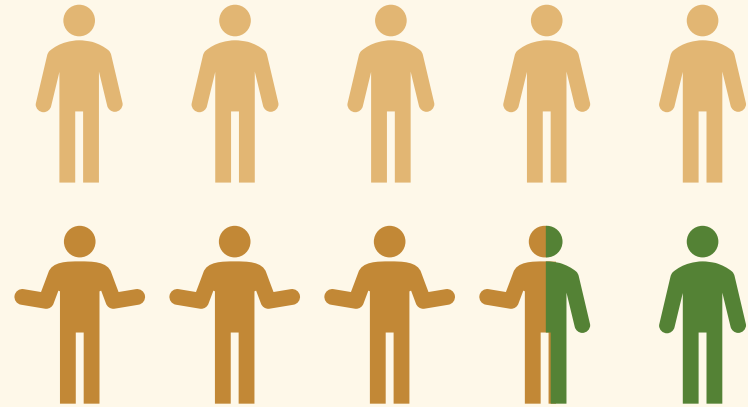


1-1,5 out of 10 buys plant based alternatives

Why do we have this major say-do gap in plantbased foods?



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1-1,5 out of 10 buys plant based alternatives

Chefs and restaurateurs consistently point out the same

I haven't been able to find a plant-based product, which lives up to the quality standards I keep.



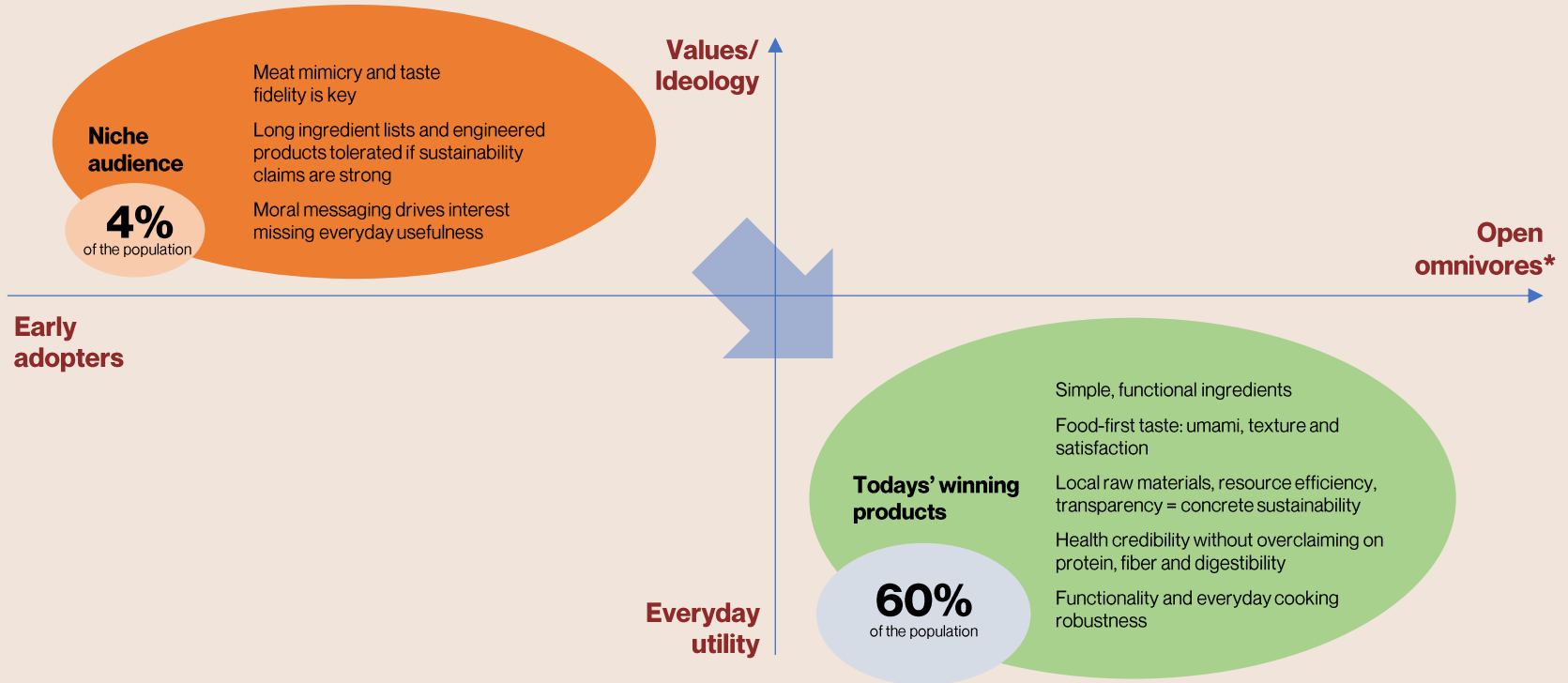
Klaus Wittrup
Owner and chef of Gasoline Grill

Consumers say it differently



Why is it trying so hard
to be something it is
not?

Consumers are demanding new answers



* Conscious, main-stream eaters

Consumers desire to eat healthier: Naturalness instead of meat mimicry is king

What still matters

Health remains a top food driver

Most consumers still try to eat healthier, even under inflation pressure

Sustainability still matters

Environmental impact hasn't disappeared. But ranks below price and health in daily choices

What has changed

Meat reduction ≠ plant-based substitution

Consumers cut meat, but don't automatically replace it with plant-based meat

Perfect mimicry is no longer expected

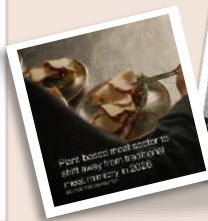
2/3 of consumers are not looking for products that mimic meat. Taste and transparent ingredient lists matters

Flexitarian dominates

Moderation over elimination; fewer rules, more flexibility

What wins today

- ✓ Food-first taste and familiarity
- ✓ Naturalness and simple ingredients
- ✓ Fits everyday cooking and households



The category codes are dominated by three ideals



MORAL MODERNITY

TO SIGNAL THE RIGHT VALUES



MIMETIC MEATNESS

TO EXPLAIN WHAT IT IS



FOOD LEGIBILITY

TO MAKE IT FEEL LIKE "REAL FOOD"



PBMA functions as a moral-symbolic credential. It signals alignment with progress, responsibility, and future-oriented values - but crucially, in a way that integrates rather than isolates. The tone is pragmatic, not radical: a marker of conscientious adulthood that fits comfortably within mainstream social life. It offers virtue and social belonging.

The fieldwork revealed that after cooking with the product, participants said they would gladly serve it to their children as a way of doing something good.

Verbal cues:

- “Better choice,” “more sustainable,” “for the future”
- Matter-of-fact climate language (reduced impact, smarter use)
- Normalisation language: “now,” “today,” “part of everyday life”

Visual and sensorial cues:

- Calm, neutral design (not protest green)
- Everyday domestic contexts (canteens, family dinners, weekday meals)
- Absence of extremity: no shock, no urgency aesthetics



“Hvorfor prøver det så hårdt at være noget det ikke er?”

PBMA operates fundamentally as a disruption-minimisation strategy. It reassures consumers through careful appropriation of meat's cultural vocabulary - its established formats, consumption rituals, and sensory expectations. The semiotic work here isn't innovation but substitution: maintaining the familiar architecture of everyday 'meat based' eating while discreetly replacing what lies beneath.

The fieldwork reveals that products in the category "try too hard to be something they're not," alongside confusion about what the MATR product actually is. As one of the respondents says: "These are ingredients that have been made into something third, which they are not. It is really wierd."

Verbal cues:

- “Like meat,” “as you know it,” “just like the original”
- Borrowed meat language (cut names, formats, cooking verbs)
- Performance language: taste, texture, satisfaction

Visual and sensorial cues:

- Meat-analogue forms: burgers, mince, sausages, schnitzel
- Browning, grill marks, fibrous textures
- Familiar cooking photography (pan, grill, BBQ moments)
- Dense, hearty mouthfeel cues (juiciness, bite, chew)



"Jeg kunne aldrig finde på at købe køderstatning. Det er jo ultraforarbejdet."

PBMA exists under constant scrutiny through the lens of realism - are the ingredients decipherable, the process transparent, the product morally and physiologically trustworthy? The category labours continuously to signal legitimacy through 'clean realism' and food 'legibility'.

Alongside the attempt to make it look like real food, it raises the anxiety of artificiality.

The fieldwork reveals that ultra-processing dominates the conversation, with significant concern about what the products contain and careful examination of the packaging.

Verbal cues:

- "Few ingredients," "simple," "recognisable"
- "No additives," "no nonsense," "nothing you don't know"
- Avoidance of overtly technical or scientific language

Visual and sensorial cues:

- Short ingredient lists foregrounded visually
- Ingredient imagery (peas, beans, grains) rather than factories
- Matte, restrained packaging (anti-hyper-industrial aesthetics)
- Natural textures and muted colour palettes

Each has merit but not enough meaning on it's own

Code	How it operates	Cultural logic
Mimetic Meatness	Borrows meat's formats (burgers, mince, sausages), cooking rituals (grilling, pan-frying), and sensory cues (browning, texture, bite). Uses meat terminology and comparison language.	Substitution without sacrifice: Meat remains the unquestioned cultural reference point. When everyone claims 'just like meat,' PBMA is permanently framed as imitation, not innovation.
Food Legibility	Foregrounds short ingredient lists, recognisable crops (peas, beans, grains), and "no additives" claims. Avoids technical language. Uses matte, restrained packaging and natural color palettes.	Modern food scepticism: Trust is built through transparency, simplicity, and recognisability. "Clean" functions as cultural reassurance, not scientific claim - even for industrially produced products.
Moral Modernity	Displays CO ₂ comparisons, organic certifications, and recycling instructions. Uses calm, neutral design and normalisation language ("today," "now," "for the future"). Frames choice as responsible, not radical.	Civic responsibility as everyday behaviour: Eating becomes a quiet expression of being informed, considerate, and aligned with collective futures - without requiring identity transformation.

TRUST

ATTRACTION

AVAILABILITY

MATR



What is this?



Water, Pea Protein isolate, Expeller-Pressed Canola Oil, Refined Coconut Oil, Rice Protein, Natural Flavors, Cocoa Butter, Mung Bean Protein, Methylcellulose, Potato Starch, Apple Extract, Pomegranate Extract, Salt, Potassium Chloride, Vinegar, Lemon Juice Concentrate, Sunflower Lecithin, Beet Juice Extract

TRUST



Origin



Trusted process



History

Hersteller bauen Produktion aus

Tofu-Mangel: Warum das Sojaprodukt derzeit knapp ist

03.06.2026 | 15:15



Tofu wird immer beliebter, doch die Produktion hinkt hinterher. Händler und Hersteller berichten von Engpässen. Das sind die Gründe.



In deutschen Supermärkten fehlt es aktuell an Tofu. Die Verfügbarkeit sei eingeschränkt, so ein Rewe-Sprecher. Als Grund nennt er die sehr hohe Nachfrage.

ATTRACTION

ATTRACTION | Why do we eat meat?

Nutrition and satiety

- Proteins in with good amino-acid composition
- Iron, vitamin B12



Texture and bite

- The filamentous texture of meat offers juiciness and bouncy resistance in the bite
- Makes meals interesting and releases signals to our gut to unlock satiety response

Umami flavours

- One of the five basic flavours that we biologically crave to experience true satisfaction from our meals

Tradition

- Food is culture, memories and love
- Meat is a status symbol and thereby gesture of generosity too
- Butchery is a production method we trust (implicitly)

AVAILABILITY

Right products

Right price

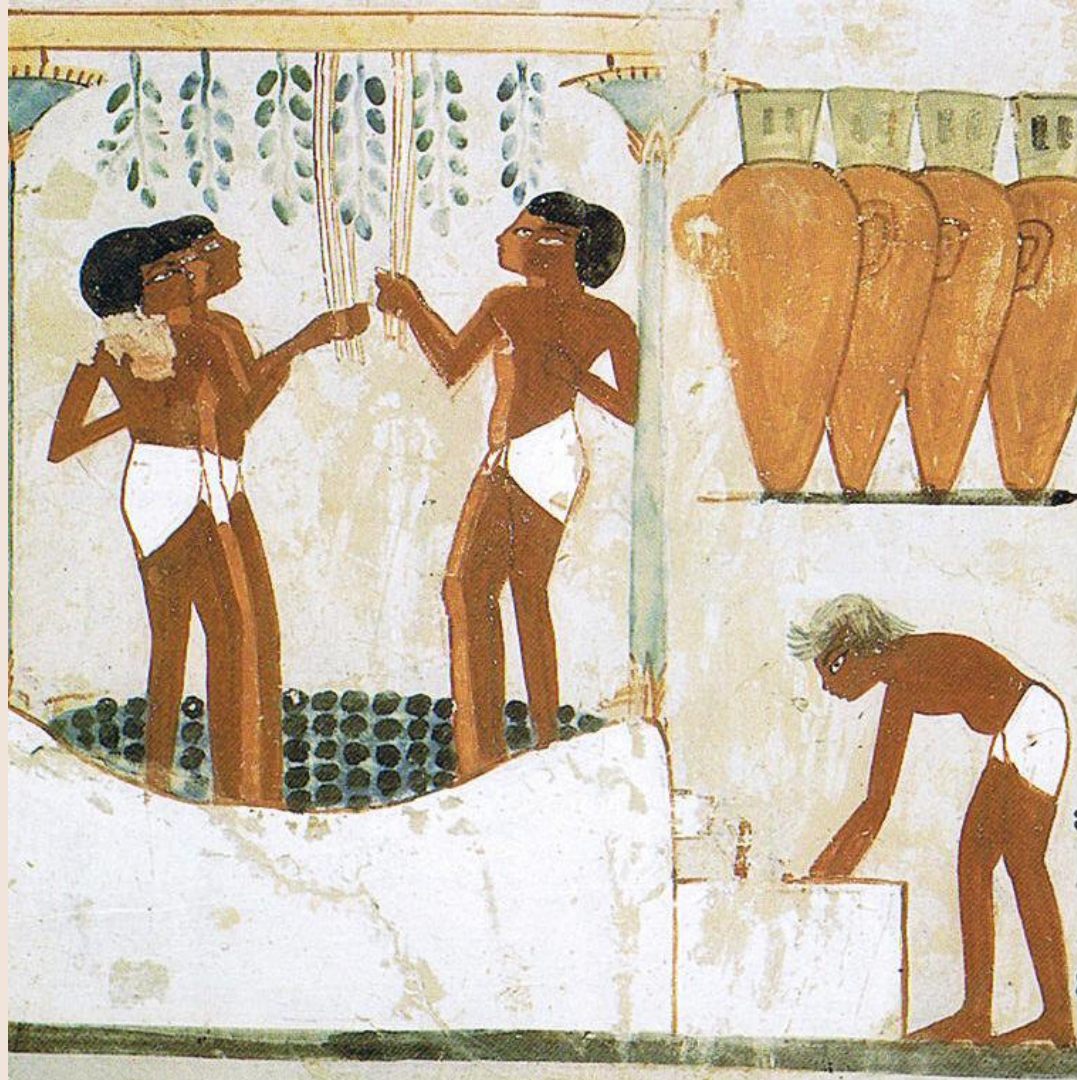
Conflict free mental
availability





MATR Fermented greens

Fermentation is human history



Fermentation is natural transformation



MATR is a new category of foods based on natural fermentation, modern precision and local organic ingredients

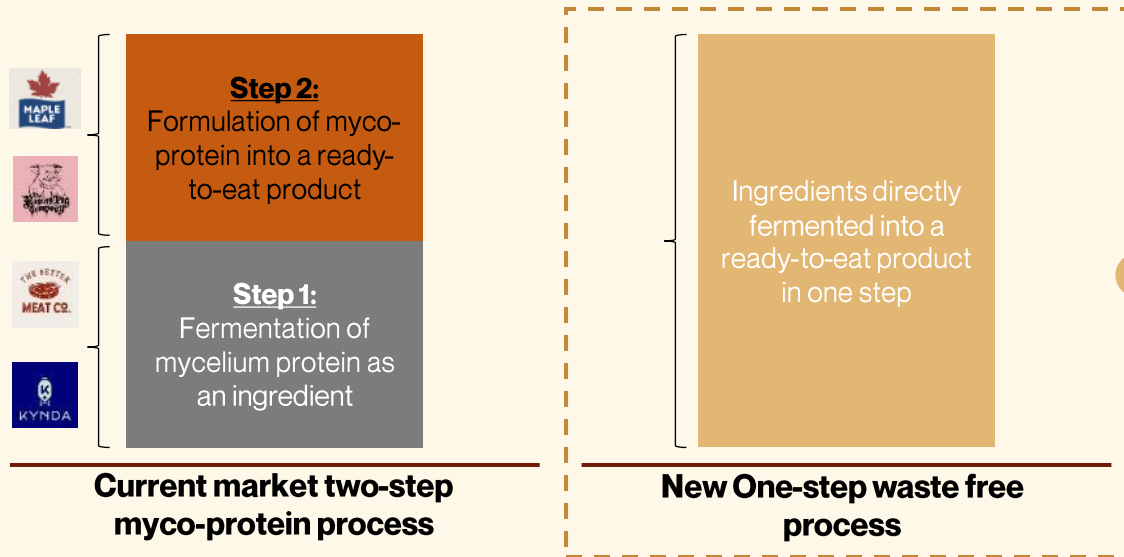


All organic

MATR

MATR's one-step approach with more efficient production, better taste & texture and clean label

Two types of mycelium-protein players



Benefits of one-step process



Up and downstream process in one step allows for highly **efficient production**



Umami **taste** and juicy bite **texture** developed in one step during fermentation



No need to add flavor enhancers and texturizers enabling a **clean label**

MATR - fermented greens



- ✓ Superior juicy texture
- ✓ Deep natural umami flavours
- ✓ Clean label
- ✓ Local organic ingredients
- ✓ Minimal footprint (scope 3)
- ✓ Strong health profile
- ✓ Competitive cost levels

- ✗ NO-GMO or novel foods
- ✗ NO Additives
- ✗ NO Texturizers
- ✗ NO Heavy processing, no waste
- ✗ NO Protein isolates
- ✗ NO soy, coconut oil, palm oil

VERSATILE BASICS ALLOWS OWNERSHIP AND TRADITION



MATR

VERSATILE BASICS ALLOWS OWNERSHIP AND TRADITION



Consumer reactions



Absolutely perfect. **Not ultra-processed. Juicy, lots of umami.** So much flavor!

It's great to still be able to **make moussaka, lasagna, and all the other dishes we love without using meat,** and we use Matr several times a week for all kinds of things!

What is it the chefs are asking for?

I haven't been able to find a plant-based product, which lives up to the quality standards I keep.

It has to be an **organic, "clean label"** product without any added rubbish.



Klaus Wittrup
Owner and chef of Gasoline Grill



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But most importantly, it has to be **juicy, satisfying and umami-rich** when you bite into it – just like when I bite into a beef patty. With **MATR** I have now found what I was looking for and I am highly impressed.



Klaus Wittrup
Owner and chef of Gasoline Grill



What's next

Clean trustworthy products

New category language



MATR

THANKS



MATR