

Welcome to

Copenhagen

A man and a woman are smiling and preparing food at an outdoor table. The man has a beard and is wearing a striped shirt, while the woman is wearing a blue top. They are surrounded by various dishes, including a large metal bowl, plates of vegetables, and bottles of beer. The background shows a brick wall with string lights and other people in the distance.

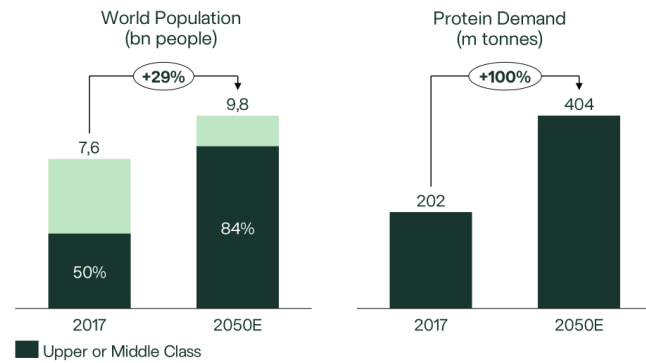
How will we feed **10 billion** people by **2050**?

Source: Population | United Nations

The plant protein wave was built on a desire to feed a growing population and to meet consumer desire for different options

The protein potential

How to feed a growing population



Along with a growing population & upper/middle class, the demand for protein will increase

4 Source: World Economic Forum
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The livestock industry is responsible for **14.5%** of greenhouse emissions and occupies **80%** of agricultural land.

The production system is not sufficiently scalable to feed the growing population within planetary boundaries.

Consumers are increasingly demanding plant-based solutions

To help the climate

For better health

To support animal welfare

For new experiences



However, at points we've forgotten to deliver some of the fundamentals

Recognizable ingredients

Ensure a clean label

Process improvement and raw material optimization

Provide cost effective and efficient solutions

Affordable and sustainable

Reach billions of consumers



Pleasant taste

Create great-tasting products

Clear health benefits

Increase the nutritional value of your products

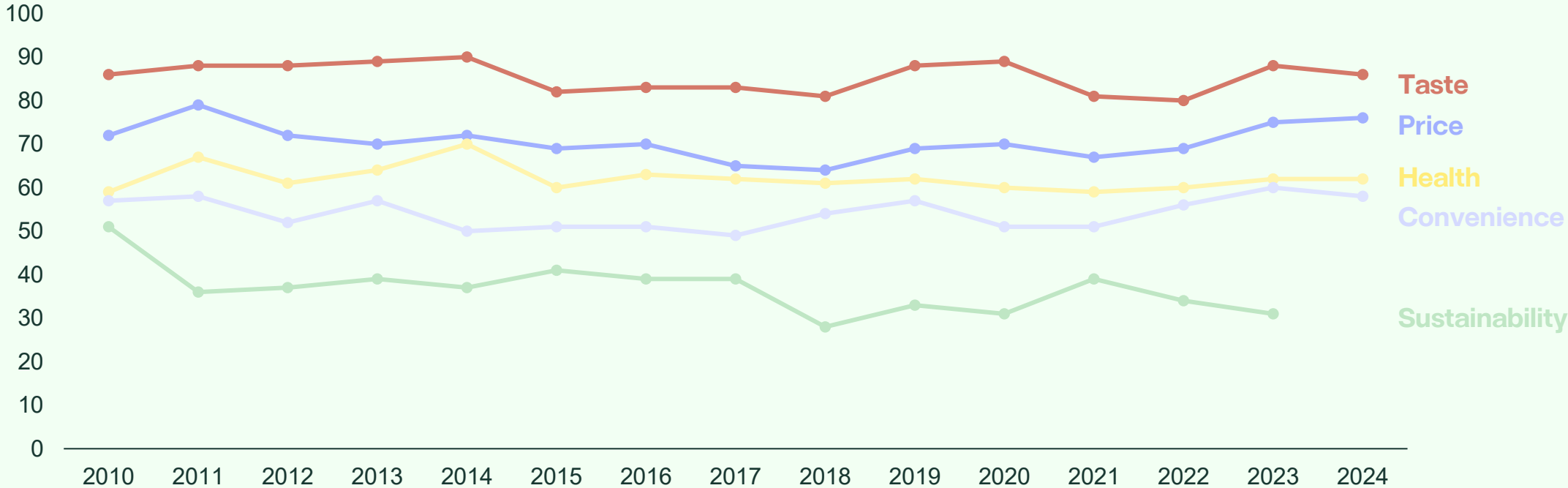
Matching texture

Improve mouthfeel to match consumer expectations

novonosis

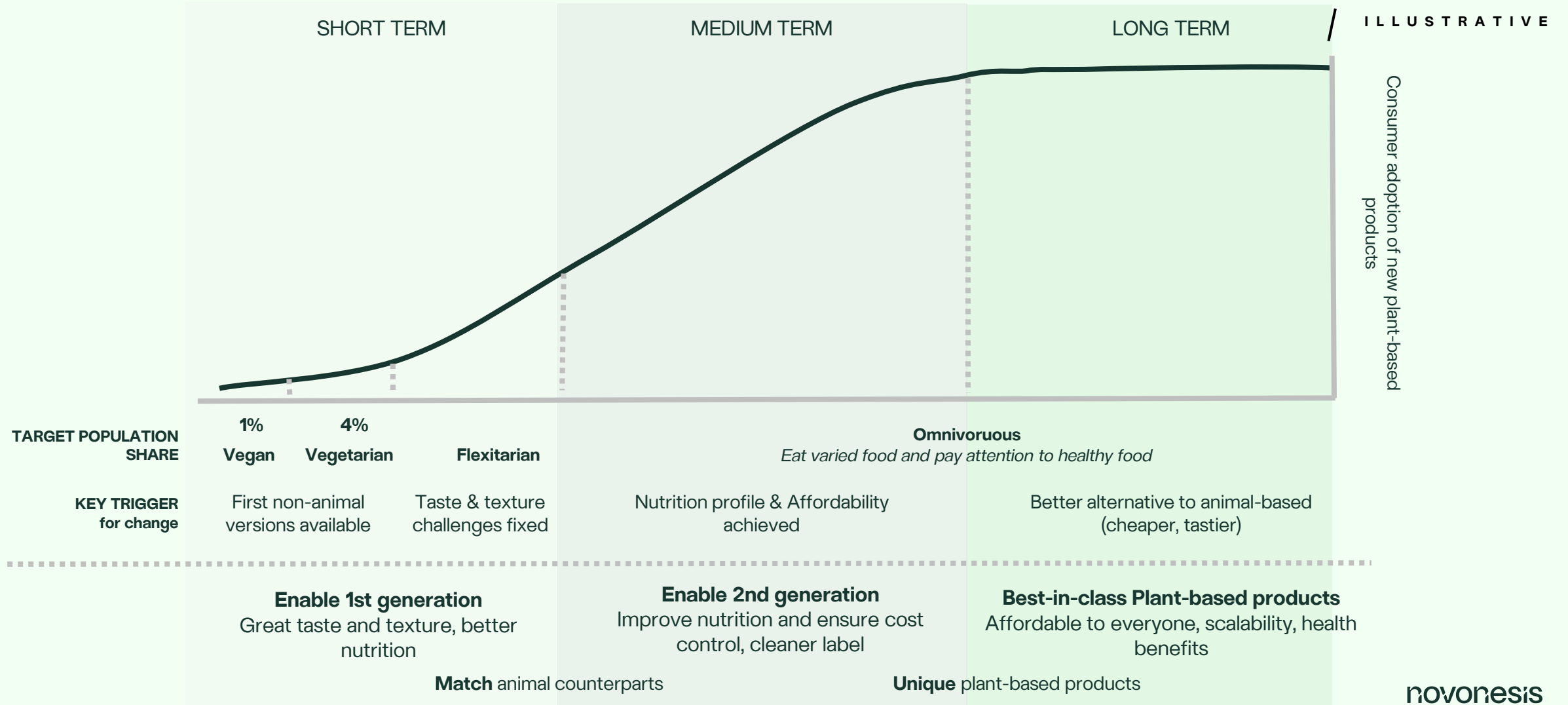
Never forget: Taste is king, price is queen

Food and Beverage Purchase Drivers Over Time
(% reporting impact of 4 or 5 out of a 5-point scale)

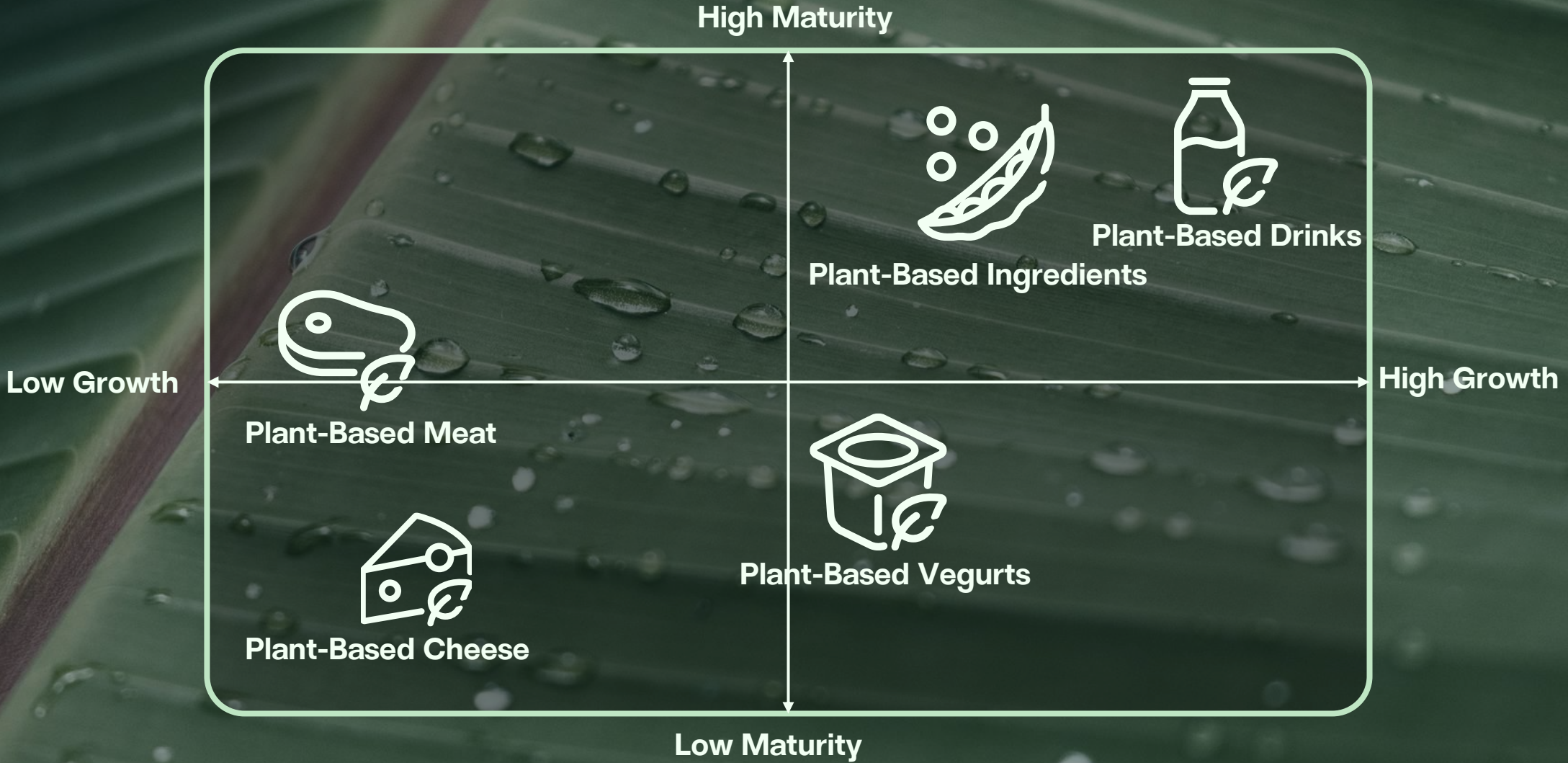


Source: International Food Information Council 2024 Food & Health Survey (US)
Q: How much of an impact do the following have on your decision to buy foods and beverages? (n=3,000)

Where did we go wrong on the plant-based adoption journey?



We've heard a lot about failures in e.g. plant-based meat and cheese, however there are also highlights in e.g. drinks



From ingredient to final product. The answers are inside

Unlock the true potential of raw materials



Raw materials

Select, optimize and enable affordable and flexible use of your raw materials



Processing

Maximise protein functionality, reduce energy usage and fouling, and valorise side streams



Formulation and final food production

Master your perfect sip, bite, foam, protein level, nutritional ambition and beyond

Create delicious, nutritious and more natural products with simpler labels



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