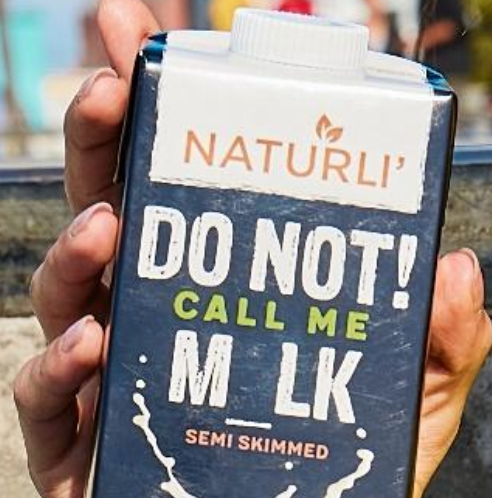




# Dragsbæk

LEADING THE WAY SINCE 1923

MAKE PEOPLE FEEL  
HAPPY ABOUT  
CHANGING FOOD  
HABITS







# NYHED

100% PLANTEBASERET FARS

400 G

**25,-**

**NATURLI' HAKKET**

NATURLI' HAKKET er 100% plantebaseret. Den har samme struktur, samme anvendelse og tilberedningsmåde, og smager som kød. Selv proteinindholdet på 17% matcher!

Find Naturli'hakked i køledisken ved siden af hakked oksekød.

**NETTO**



UPS...UPF.....HYSTERIA

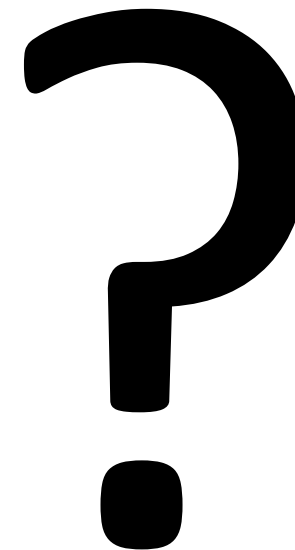
# BE THE CHANGE



2018



2026



2027

# CLEAN LABEL

## **NÆRINGSINDHOLD: pr. 100 g**

---

Energi: .....	627 kJ / 150 kcal
Fedt: .....	2,7 g
- heraf mættede fedtsyrer: .....	0,3 g
Kulhydrat: .....	9,4 g
- heraf sukkerarter: .....	2,1 g
Kostfibre: .....	7,3 g
Protein: .....	18 g
Salt: .....	0,80 g



# NATURLI' READY MEALS 625G

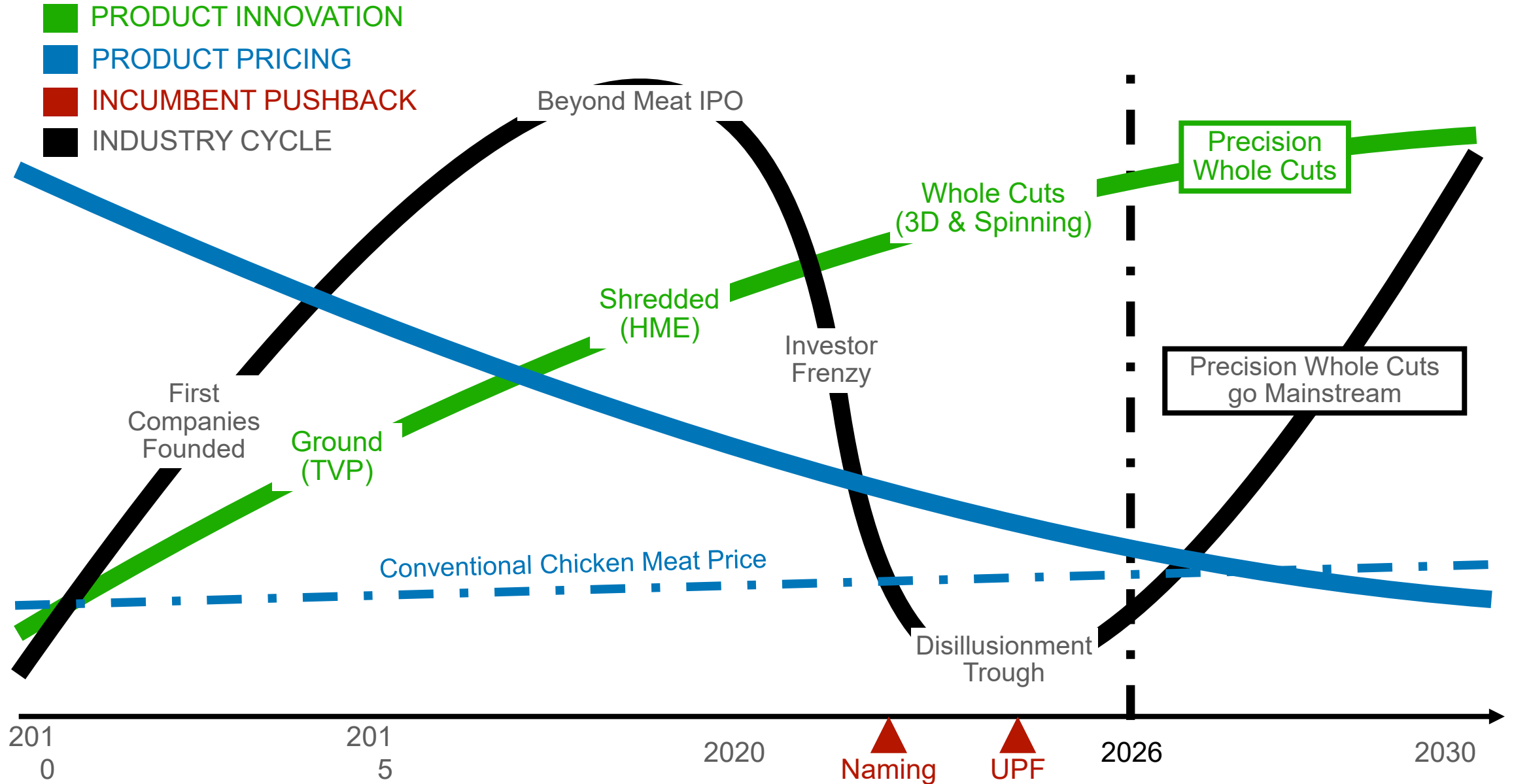


**BUT WHAT ABOUT CLEAN LABEL WHOLE CUTS??**

# Reinventing the Meat Substitutes Space

**DEMOLISH  
FOODS**

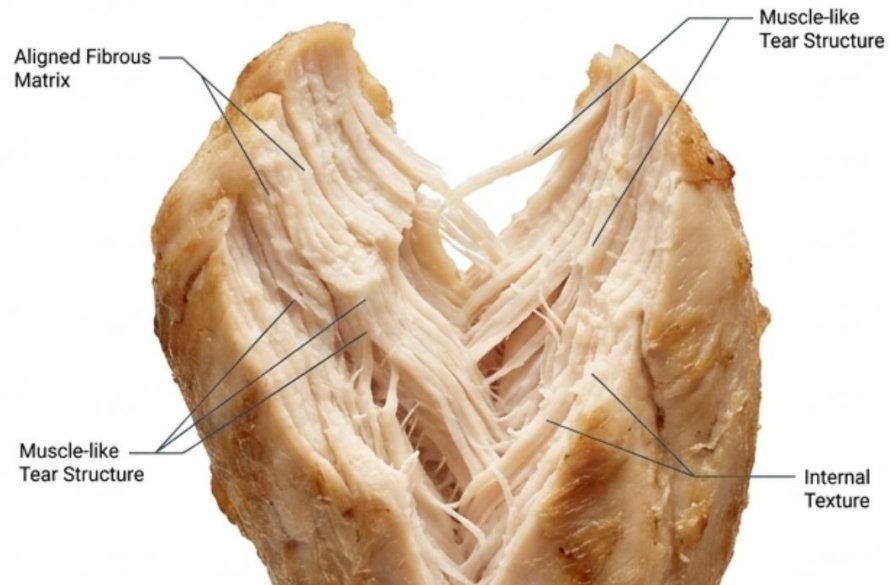
# Industry History



# Reinventing Meat



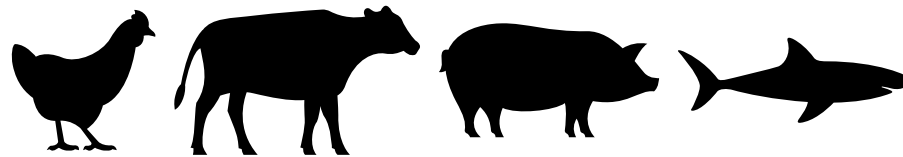
# Approach: First Principles



Precisely replicates all perceptible components and hierarchical structures of meat.



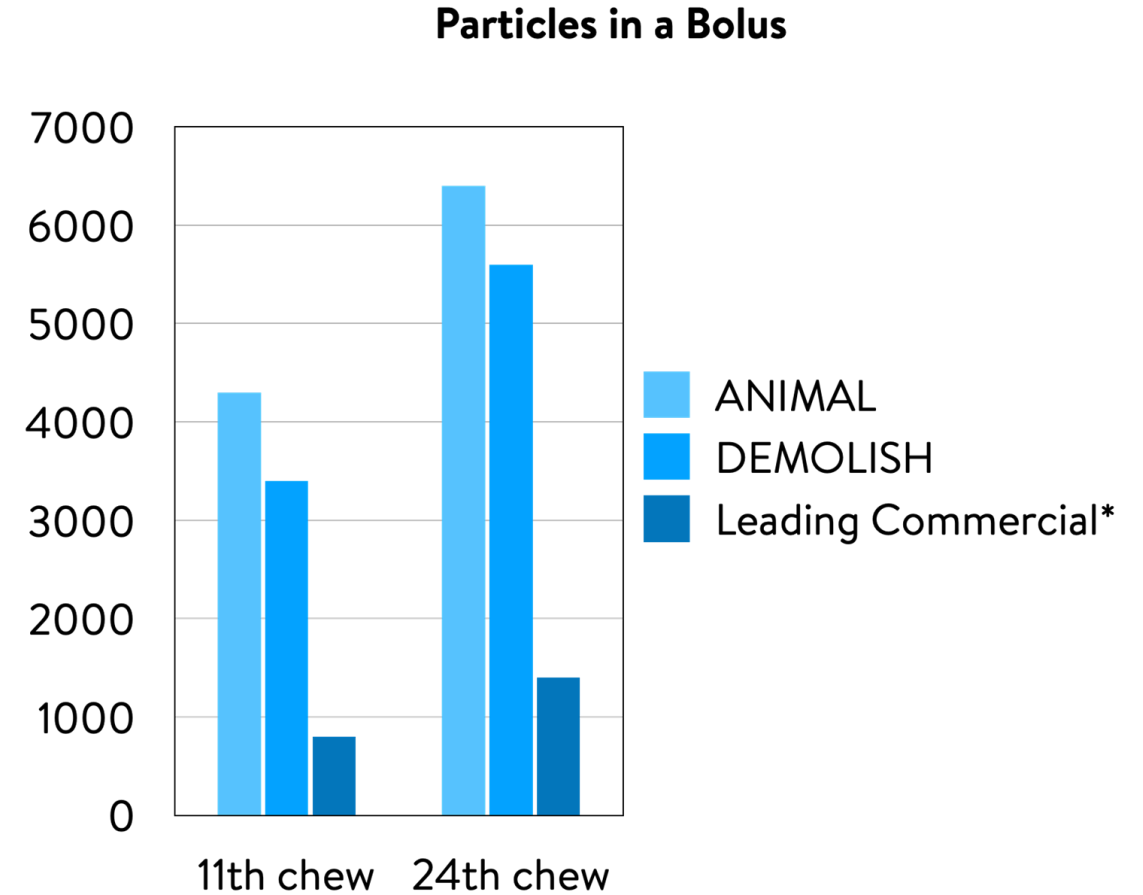
Looks, cooks, and browns like animal meat.  
Indistinguishability tests are often won.



Manufacturing is easy to extend to all species

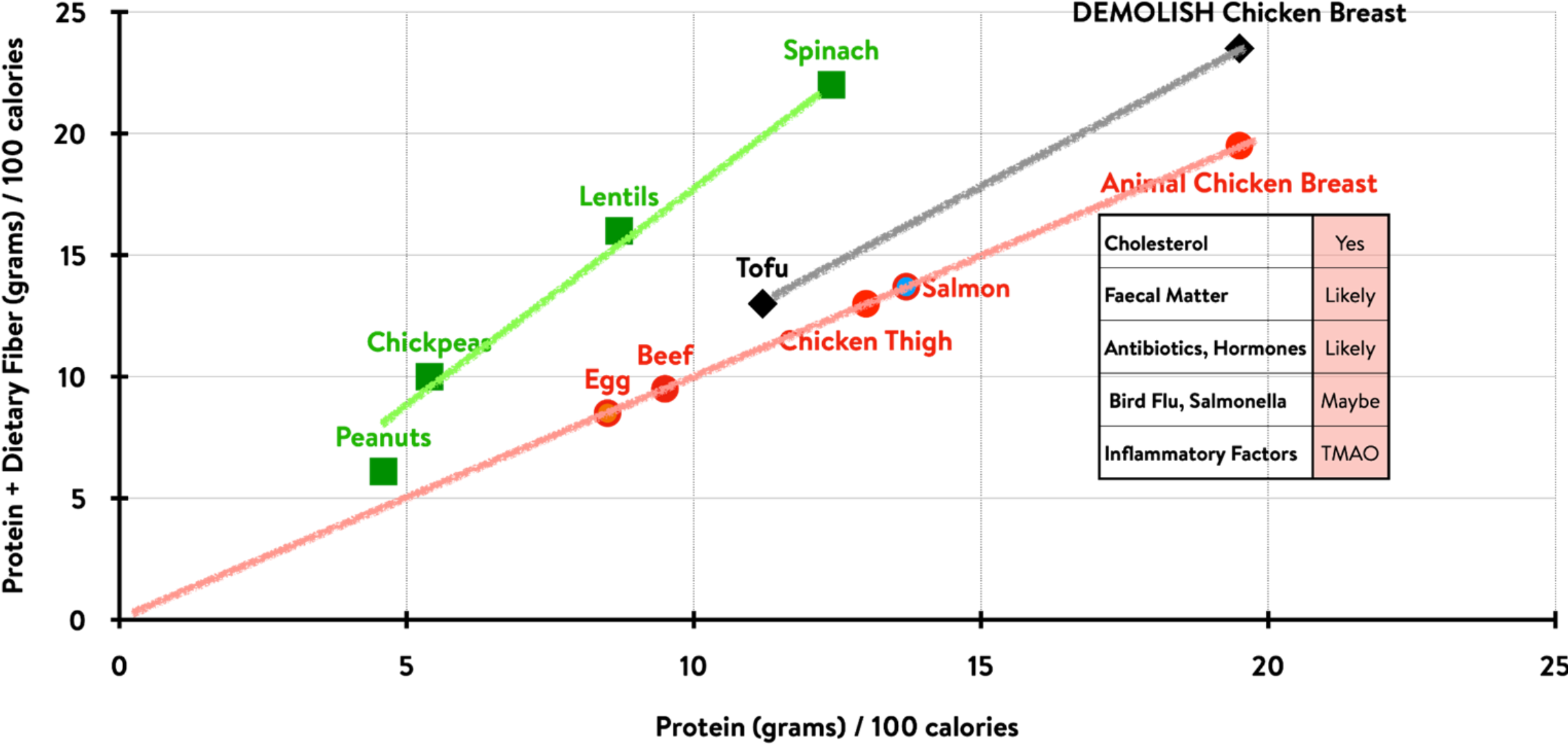
# Texture & Mouthfeel

		ANIMAL	DEMOLISH	Leading Commercial Chicken Breast
Juiciness: Expressed Moisture (%)	First Chew	7.81	8.41	7.62
	Second Chew	6.61	7.09	4.76
	Third Chew	5.46	5.85	3.12
	Fourth Chew	4.39	4.23	2.10
	Fifth Chew	2.55	2.11	1.81
Warner Bratzler Shear Force (gf)		1559	1287	646
Chewiness (gf)		955	999.8	828
Hardness (gf)		2687	2448	1357
Gumminess (gf)		1542	1244	1060
Cohesiveness		0.57	0.51	0.78
Springiness		0.62	0.80	0.78
Resilience		0.18	0.17	0.43



*Eyesight discernment: 20 $\mu$ m  
Mouthfeel discernment: 5 $\mu$ m*

# Nutrition



Cholesterol	Yes
Faecal Matter	Likely
Antibiotics, Hormones	Likely
Bird Flu, Salmonella	Maybe
Inflammatory Factors	TMAO

# Versatility!

