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# Designing nutritious and flavorful products

2025



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The Vegetarian Butcher



A decorative border in a deep red color, featuring stylized, symmetrical floral and leaf motifs that frame the central text.

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# Drivers and barriers for plant-based meat

NUTRITION IS THE #1 REASON CONSUMERS ENTER THE CATEGORY

- 1 NUTRITION
- 2 TASTE
- 3 ANIMAL WELFARE
- 4 ENVIRONMENT
- 5 QUALITY

+ EASY OF USAGE

BUT GREAT TASTING PRODUCTS IS WHY THEY STICK TO IT

Why do you buy this product?

*Actual consumer verbatims from qual studies*

“I love how it tastes” “it looks so yummy”

“It tastes delicious”

“Because I like the taste” “I want something tasty”

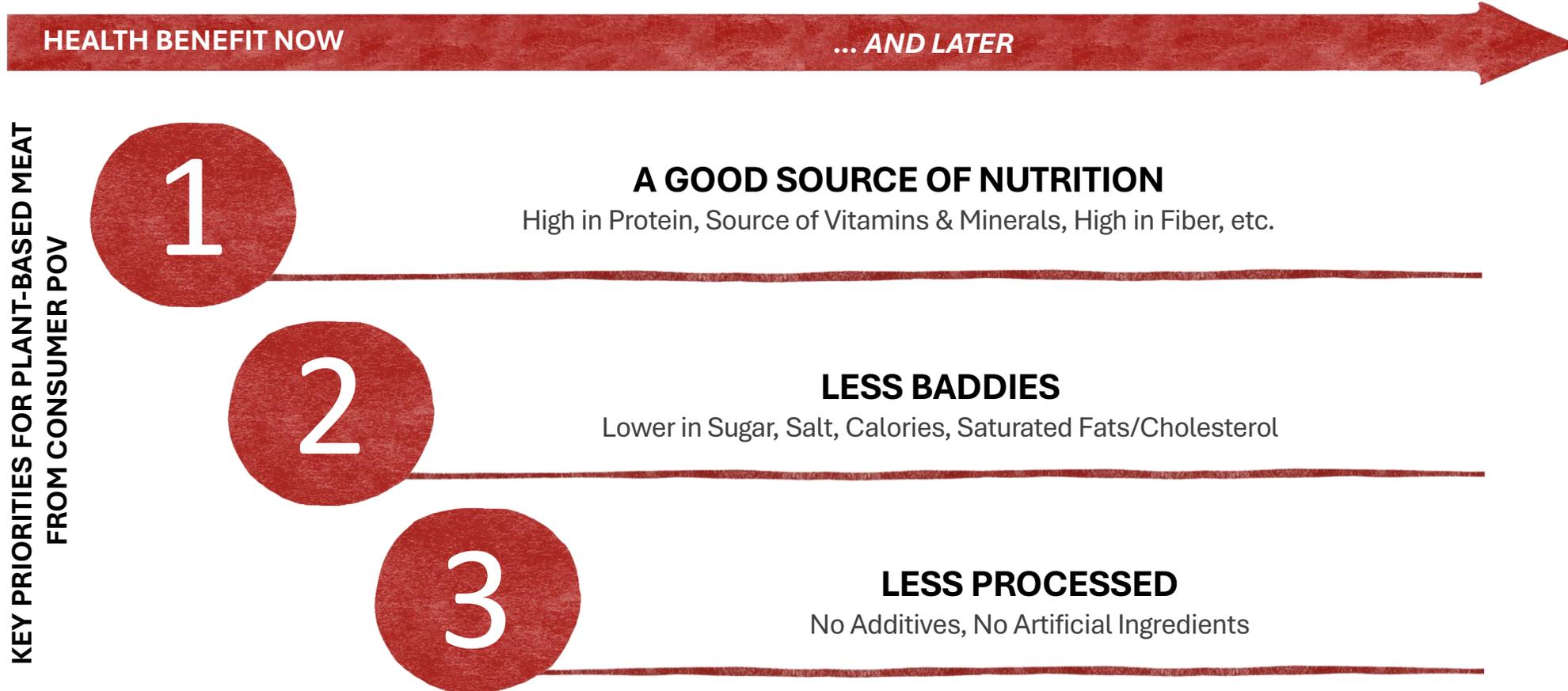
THE MAIN BARRIERS TO ENTRY ARE RELATED TO THESE 2 TOPICS

- TASTE Perception of it is **not** going to taste good
- NUTRITION **Fear of missing** on “health”
- HABITS **Lack of confidence** on where to find / how to cook
- PRICE Category priced **higher** than animal meat



# What consumers want

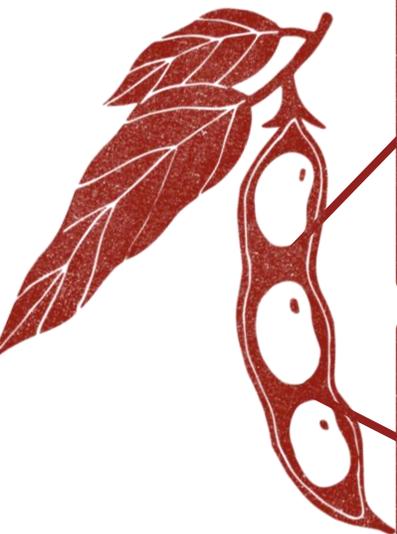
Products should contain a full nutritional profile (at least as good as animal meat, or better) to **be considered**, and less baddies to be consumed **more often**.



# Good nutrition coming from fortification

There are some nutrients in animal meat which are not naturally present in plant-based meat, so we use fortification to deliberately increase the content of micronutrients.

OUR PRODUCTS ARE MADE FROM SOY...



Soy is a natural source of iron and, if needed, we fortify to ensure the amount of iron needed is in our products

For B12, animal meat is a good source of Vitamin B12, however the plant-based ingredients we use do not contain B12. *That is why we fortify!*

...AND ARE FORTIFIED WITH KEY NUTRIENTS FOUND IN ANIMAL MEAT



B12



IRON



IODINE

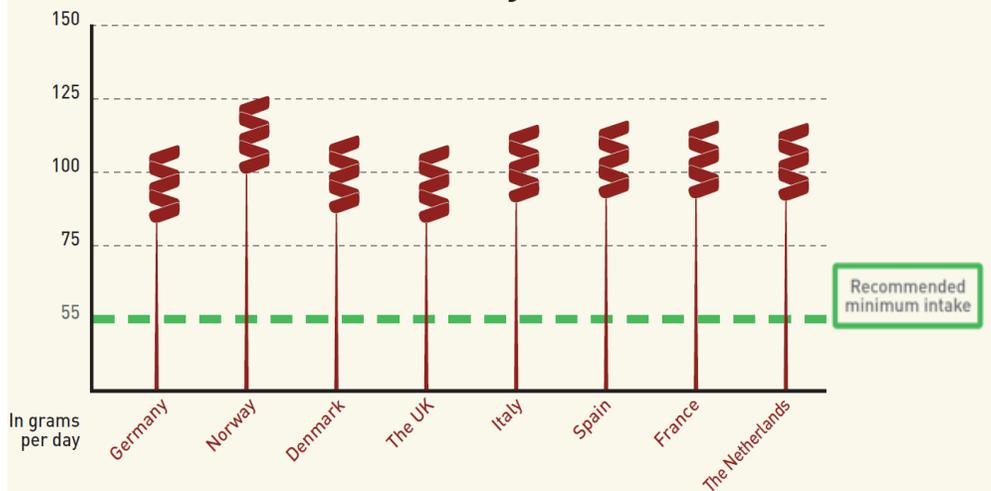


ZINC

# Good nutrition from protein

Consumers are getting enough protein!

## Protein daily intake



Following the recommendation of 0.8gr of protein per kg of body weight, for a person weighing 70kg

	Vegans	Vegetarians	Meat-eaters	
Vitamin D	Low	Low	High	AT RISK IN ALL DIETS
Calcium	Low	Low	High	
EPA & DHA	Low	Low	High	AT RISK IN PLANT-FORWARD DIETS
Zinc	Low	Low	High	
Vitamin B12	Low	Low	High	
Iron	Low	Low	High	
Iodine	Low	Low	High	
Protein	High	High	Low	HIGHER IN MEAT DIETS
Fiber	High	High	Low	HIGHER IN PLANT-FORWARD DIETS
Vitamin E	High	High	Low	
PUFA	High	High	Low	
Folate	High	High	Low	
Magnesium	High	High	Low	
ALA	High	High	Low	
Vitamin B1	High	High	Low	
Vitamin B6	High	High	Low	
Vitamin C	High	High	Low	

Link to the studies:

<https://www.mdpi.com/2072-6643/14/1/29>  
[mdpi.com/2072-6643/15/20/4341](https://www.mdpi.com/2072-6643/15/20/4341)

\*Footnote  
 \*Source:



# Plant-based meat from soy has high-quality protein

There are 9 amino acids our bodies need to be able to use them well.

Soy is a great source of all!

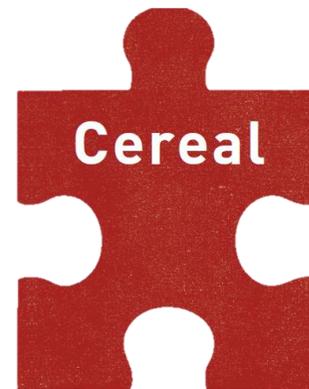
In a balanced diet, different sources of food complement each other like puzzle pieces!

PROTEIN  
QUALITY =

Completeness of  
amino acid profile

X

Digestibility of  
amino acids



# In EU protein intake should not be a concern

In our joint study published in March 2025 with Wageningen University we found that after swapping from animal meat to plant-based meat, protein intake, though lower, remain sufficient.

In comparison number of people with sufficient fibre in their diet in the Netherlands is less than 10%.

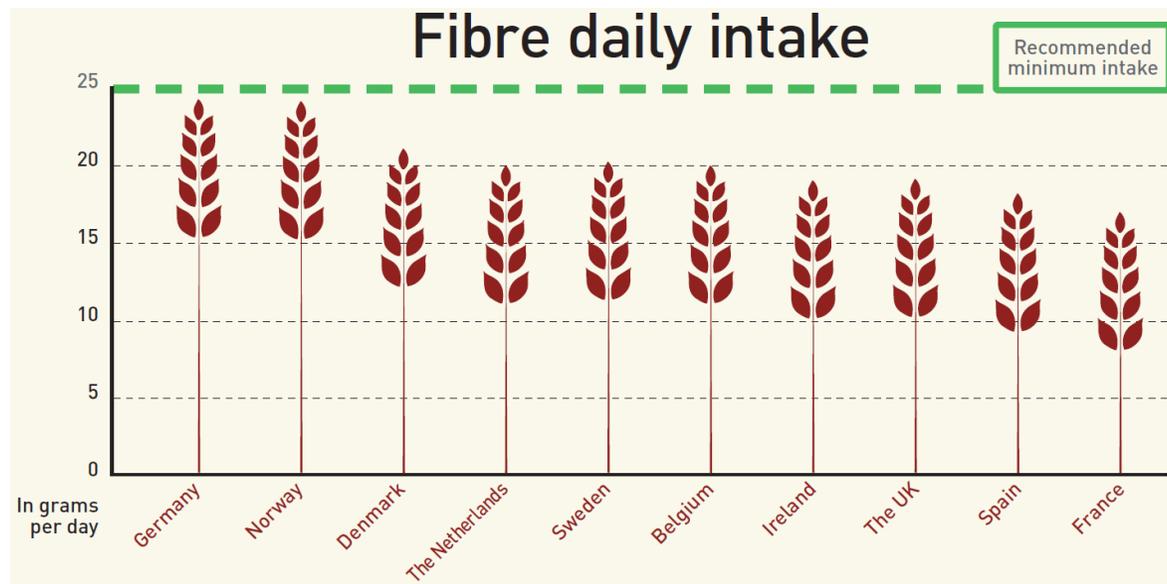
CURRENT DIET 93%

86% PLANT-BASED DIET

# Good nutrition from fibre: the inherent goodness of plant-based meat

Plant-based meat is also naturally high in fibre, a benefit given by the inherent goodness of our protein source: soy.

The lack of fiber is the real problem in the EU...



And 1 serving of plant-based meat could close the gap in the Netherlands!



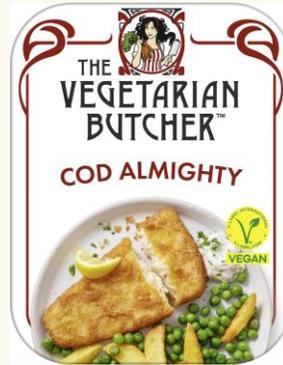
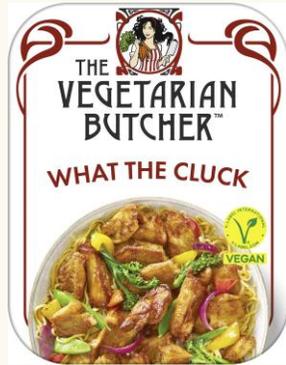
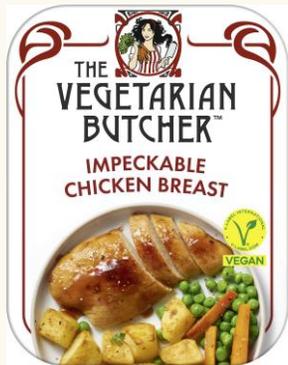
Portion size 100g  
Fibre x portion: **6.6g**

# Lower in baddies

Since 2021 we've made significant reductions in salt levels

And our products are generally lower in saturated fats than the product they aim to replace

## LOWER SALT



Up to **42%** reduction in salt in our portfolio and  
**less than 1.1g** by design

## OUR VEGAN MINI MEATBALLS\*

- 55% less overall fat
- 89% less saturated fat
- 600% more fiber
- 0 mg cholesterol
- No animals

\*Source – Standard recipe meatballs in German Nutrition Database(BLS -Y036912)



# Not all foods classified as minimally processed are high in nutrition

The NOVA framework identifies 4 food groups, defined according the nature, extent, and purpose of industrial food processing applied.



FRUIT



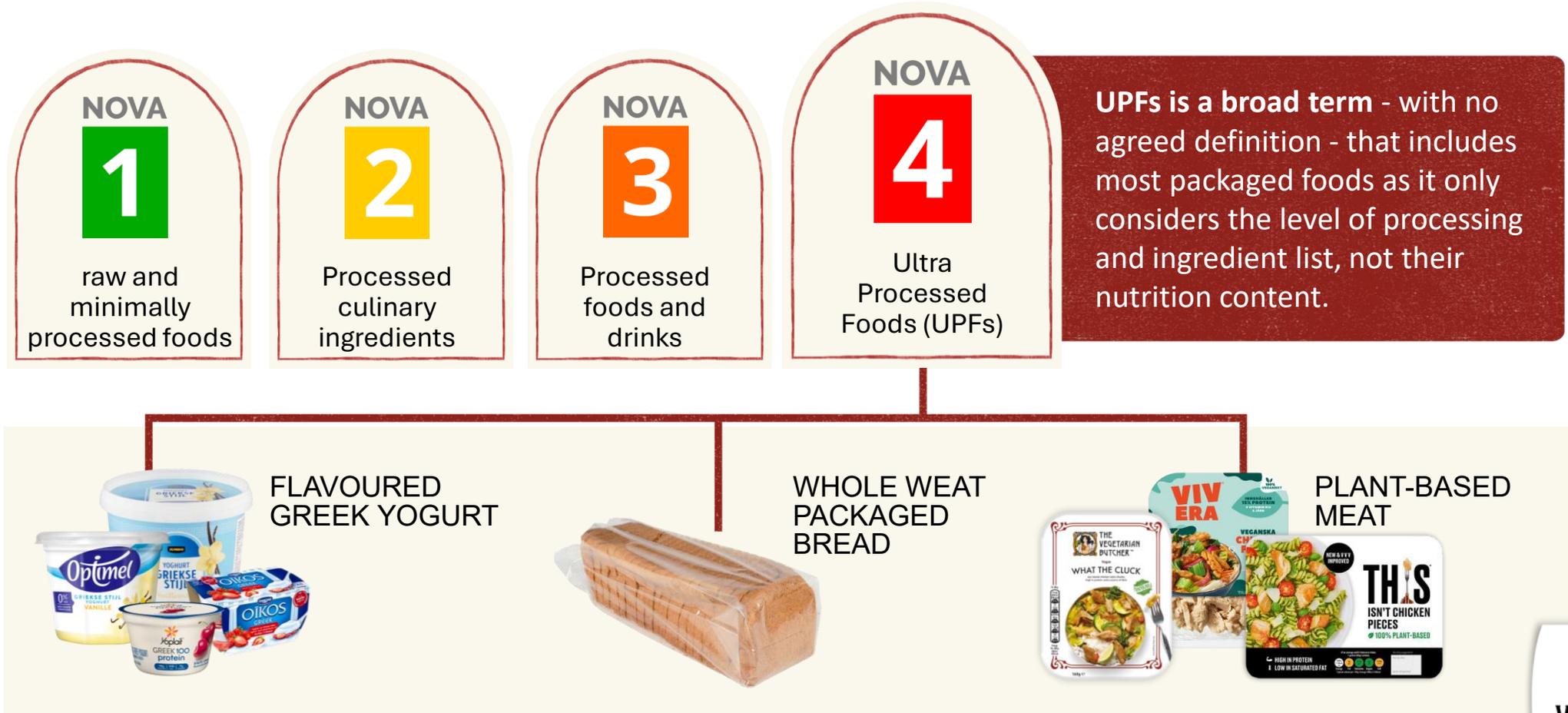
VEGETABLES



ANIMAL MEAT CUTS

# Just as not all foods classified as ultra-processed are low in nutrition

The NOVA framework identifies 4 food groups, defined according the nature, extent, and purpose of industrial food processing applied.





# More processed does not mean less nutritious



SOYBEAN



TOFU



VEGAN CHICKEN CHUNKS

## NUTRITIONAL INFO – 100gr

Energy	141 kcal
Fat	6.4 g
Saturated Fats	0.7 g
Carbohydrates	6.8 g
Sugars	0.0 g
Fiber	4.2 g
Protein	12 g
Sodium	14 mg
Vitamin B12	0 µg
Iron	2.5 mg

## NUTRITIONAL INFO – 100gr

Energy	144 kcal
Fat	8.7 g
Saturated Fats	1.3 g
Carbohydrates	0.5 g
Sugars	0.0 g
Fiber	2.3 g
Protein	17,3 g
Sodium	14 mg
Vitamin B12	0 µg
Iron	2.7 mg

## NUTRITIONAL INFO – 100gr

Energy	142 kcal
Fat	3.6 g
Saturated Fats	<b>0.4 g</b>
Carbohydrates	2.9 g
Sugars	0.5 g
Fiber	<b>6.2 g</b>
Protein	<b>21 g</b>
Sodium	440 mg
Vitamin B12	0,6 µg
Iron	<b>3.7 mg</b>

LOWER IN SAFA

HIGHER IN FIBRE AND PROTEIN

HIGHER IN IRON

MORE NATURAL

MORE PROCESSED

# Processing can improve protein quality: Soy example



**Soybean - 50**



**Tofu - 83**



**Soy milk - 83**



**Soy meat grilled - 94**

Good Quality protein score as DIAASZ > 75 | Animal Meat protein score is 100



# Our products are a good source of nutrition



Database  
mince



The Vegetarian  
Butcher  
Vegan mince



\*Comparison based on 100gr of each product

# There is consumer intent!

But changing behavior is very hard.

55%

of consumers in NL, DE, UK state  
“**taste**” is the reason  
why they have not tried the plant-  
based category yet.



These are legumes.

Key ingredients in  
most plant-based  
meat.

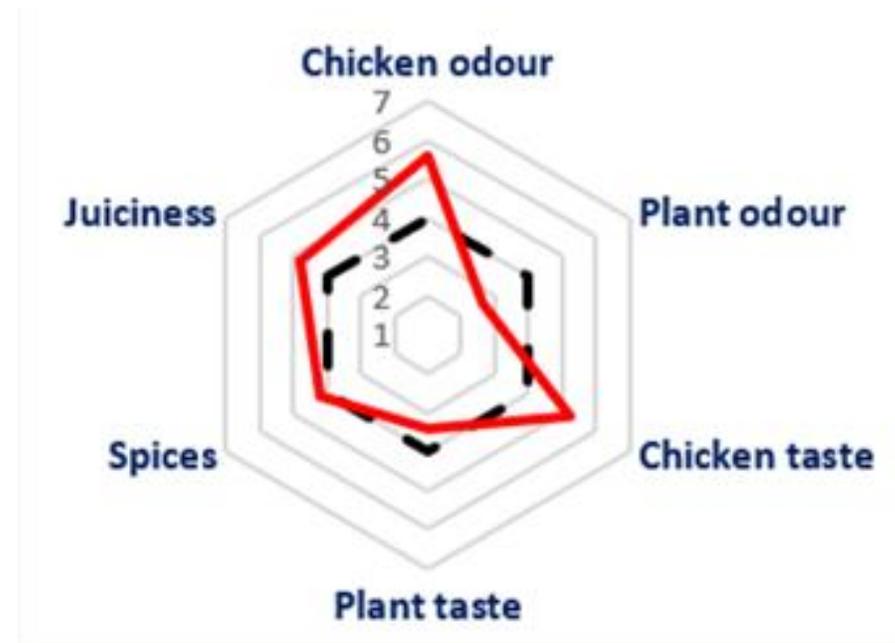
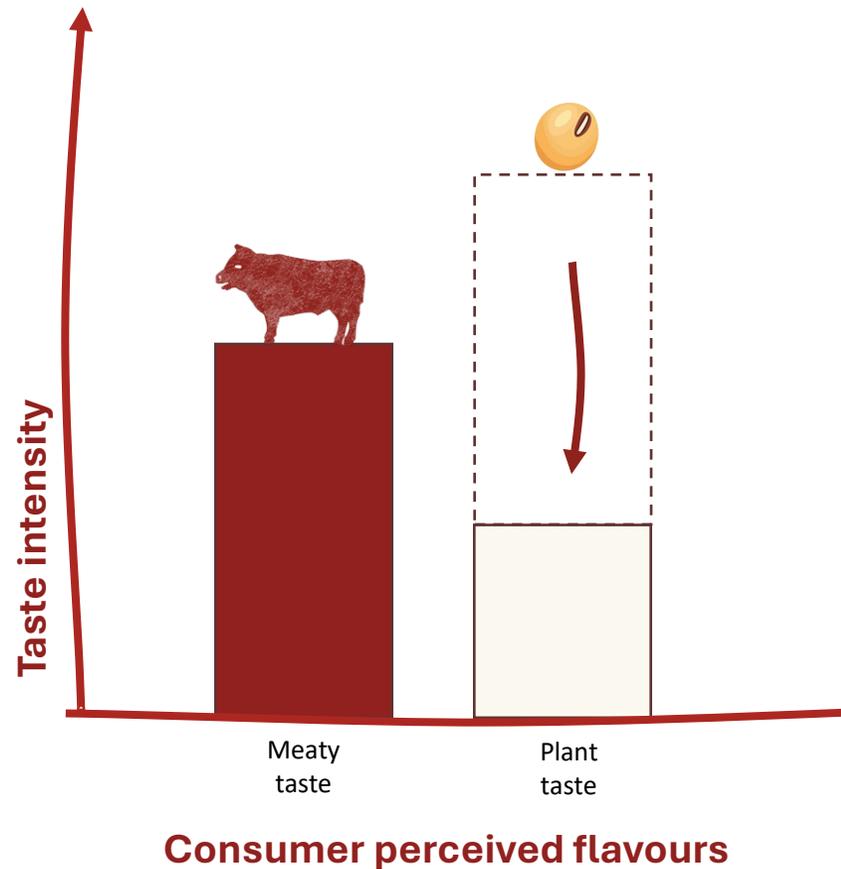


However, legumes have a  
taste, **a mysterious plant  
taste** that is present in the  
final product.

For some, this is not liked.

# Plant protein without off notes

Through our technology we have shown to significantly reduce the plant off notes, giving the floor to meat flavors to shine









# Key take-outs

## NUTRITION

There is a lot of inherent goodness in plant-based meat:

- Protein + fibre
- Fortification
- Low in saturated fat

## TASTE

Taste is KEY  
Removing off notes is essential to create meaty products that satisfy everyone's craving

