

# BERIEF FOOD GMBH

Corporate Presentation

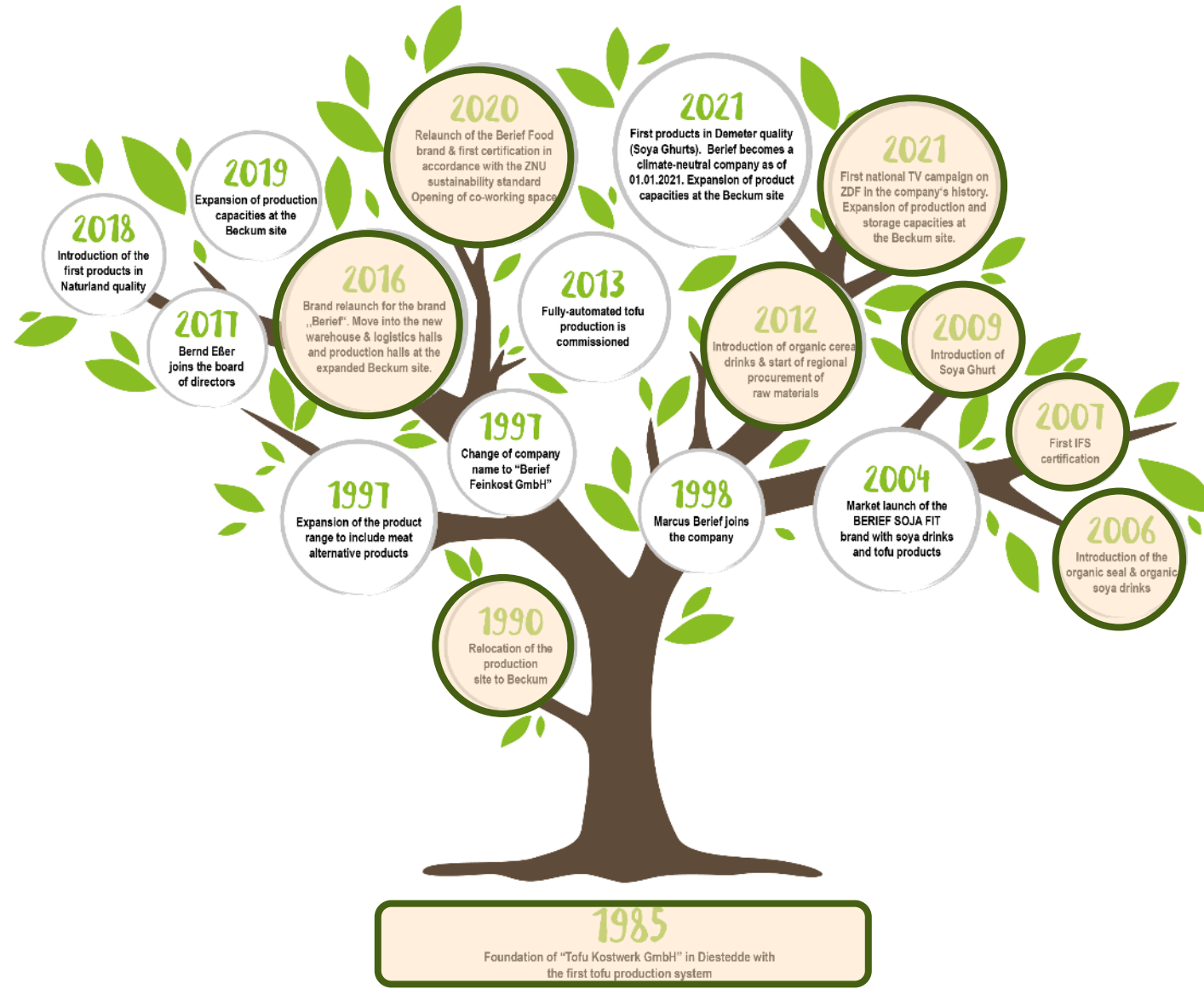
23.03.2023



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# MILESTONES

From pioneers to experts in plant-based foods



# OUR PHILOSOPHY

## WHY? HOW? WHAT?

### HOW

Our values are:

- Transparency
- Community and togetherness
- Courage
- Consistency
- Sustainability

To ensure that this is reflected in our products, we use only organic ingredients and only as many ingredients that are really necessary. We pay attention to a regional production and a raw material sourcing, which only takes the shortest possible time. As a family business, we have been doing this unchanged for over 35 years. To ensure that this continues, we want to constantly improve, without carelessly disregarding what we love. The well-being of our employees and customers is always an important indicator of our work.

### WHY

We want our world to remain worth living in. Everyone should have access to sufficient good nutrition. This can only work if we work together to promote plant-based foods as a wholesome diet.

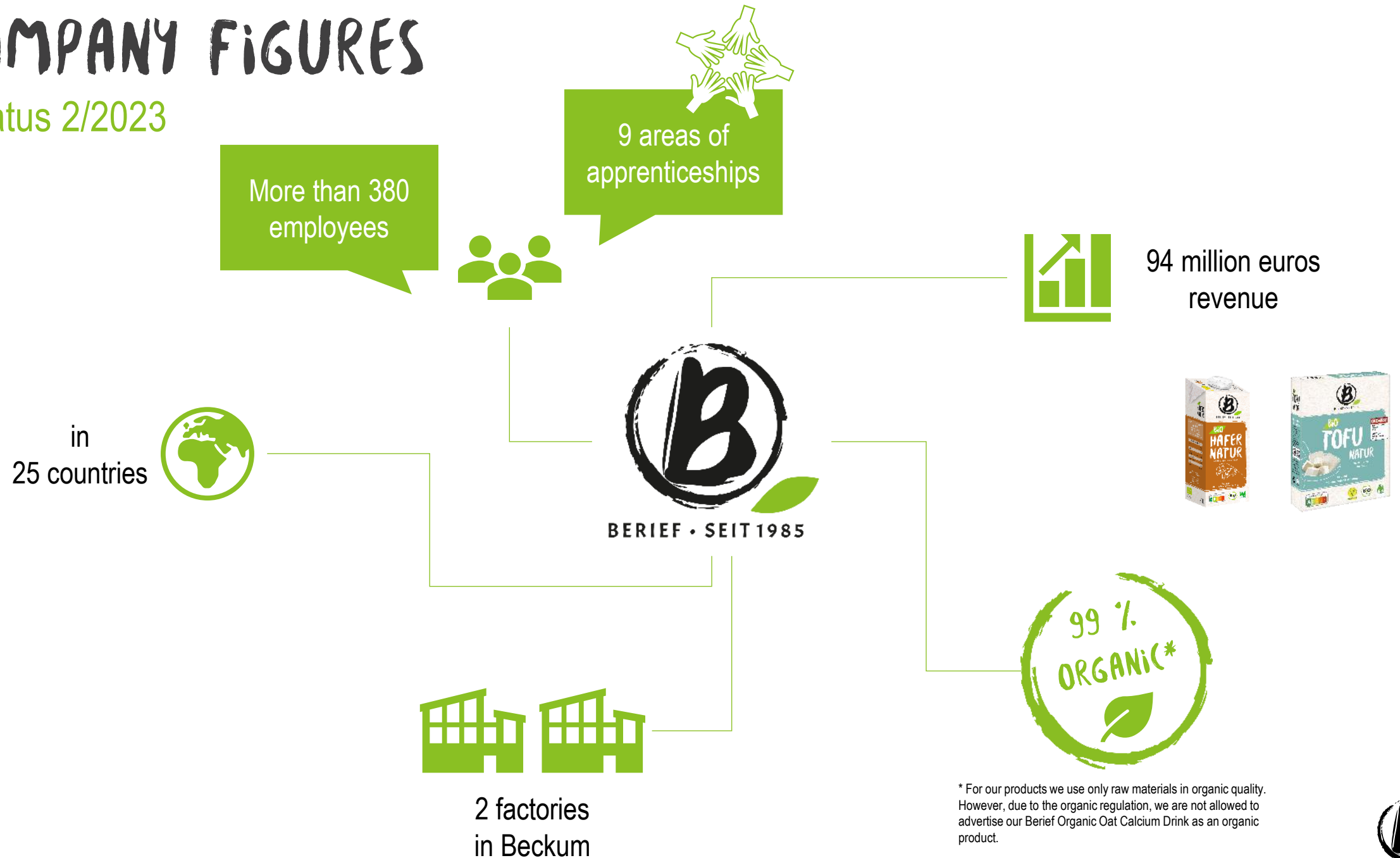


### WHAT

We are going the way from plant production manufactory to plant food industrial enterprise with high customer orientation and excellent production.

# COMPANY FIGURES

Status 2/2023



\* For our products we use only raw materials in organic quality. However, due to the organic regulation, we are not allowed to advertise our Berief Organic Oat Calcium Drink as an organic product.

# NATURALLY-VARIED PRODUCT RANGE

Our delicious organic plant-based products

DESIGN IN  
TRANSITION



CLEAN  
LABEL

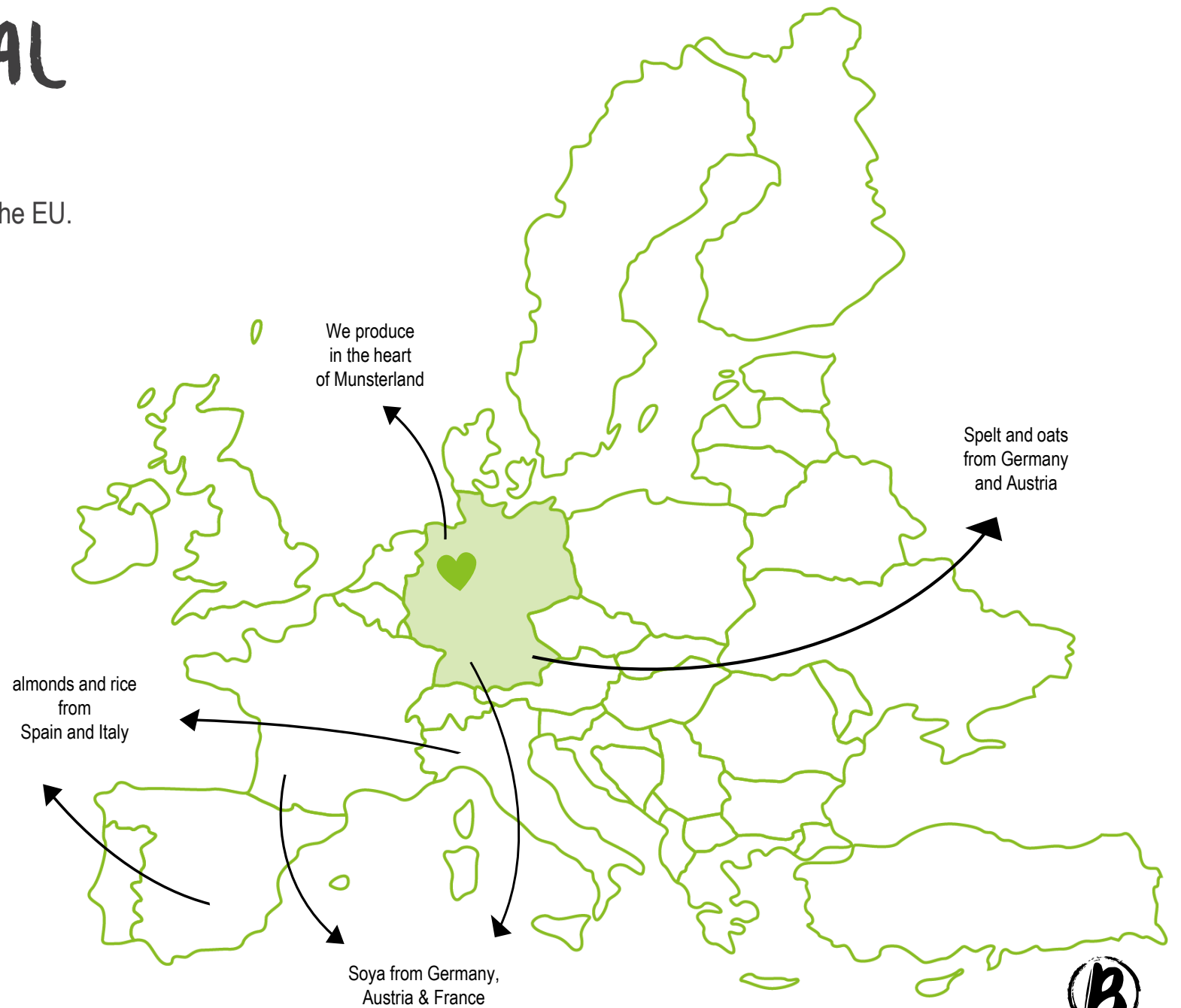
In our products, we not only attach importance to particularly **good taste**, but also to the **shortest possible ingredient lists** and **natural ingredients**. That's why we do not use stabilizers and preservatives - in line with a clean label.

# NATURALLY REGIONAL

Always as close as possible

We source most of our raw materials from Germany and the EU.

- ✓ For shorter transport routes
- ✓ For lower CO<sub>2</sub> emissions
- ✓ For better traceability



# NATURALLY ORGANIC

We live and love organic products

- ✓ We source over 60 percent of our raw materials through organic associations
- ✓ We support regional organic agriculture
- ✓ We promote varietal and biodiversity



Demeter certification in 2020



Bioland certification in 2018



Naturland certification in 2018



Organic certification in 2006

DE-ÖKO-006

# NATURALLY SUSTAINABLE

For the world of tomorrow

- ✓ We have a holistic understanding of sustainability:
  - ✓ Ecological aspects
  - ✓ Economic aspects
  - ✓ Social aspects
- ✓ We focus on three main topics
  - ✓ Climate and Energy
  - ✓ Regional raw material sourcing
  - ✓ Health



We have been officially certified by TÜV Rheinland according to the independent ZNU standard "Driving Sustainable Change" at the beginning of 2021.



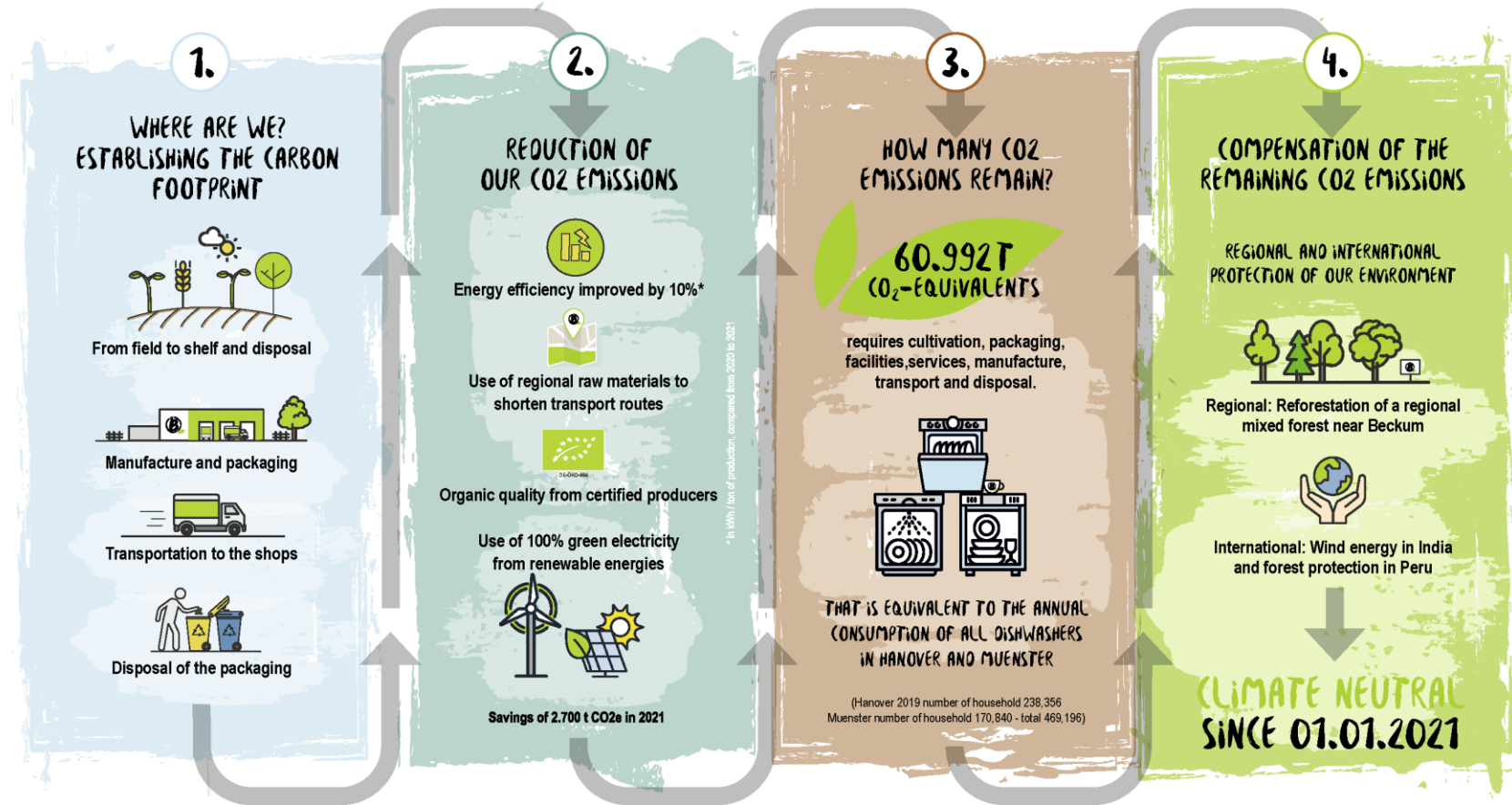
ZNU is the Center for Sustainable Management and standard setter of the only and certifiable sustainability standard that combines the three dimensions of environment, economy and social issues.



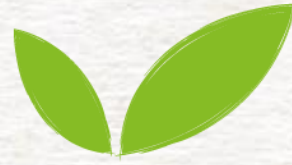
# CLIMATE AND ENERGY

Carbon or climate neutrality

## BERIEF IS CLIMATE NEUTRAL



STATUS  
12/2022\*



**BERIEF FOOD GMBH**

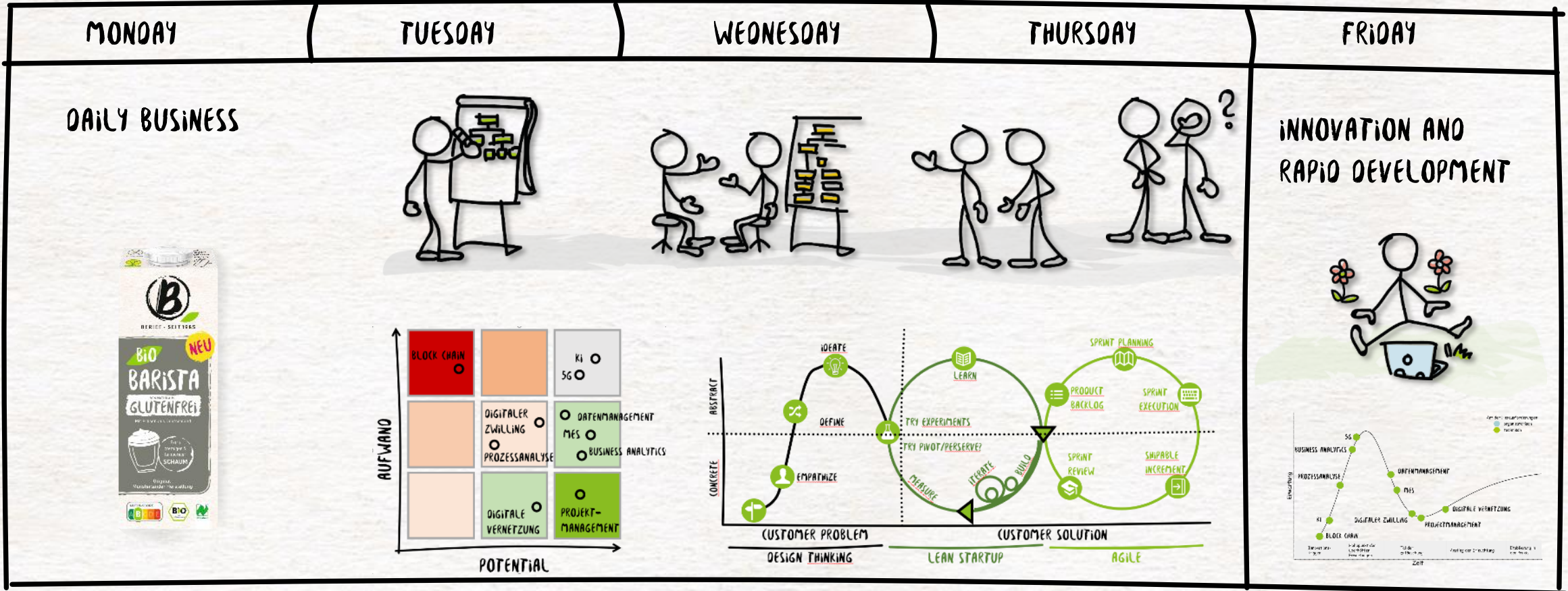
**Innovations from our POV**



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# MATRIX ORGANIZATION AND TEAMWORK AS A SUCCESS FACTOR

## Innovation vs. Daily Business



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# INNOVATION KEY PILLARS

What we believe makes us and our products different

## PROCESSING

USE OF CLEVER TECHNICAL SOLUTIONS



## HEALTH

HIGH QUALITY PROTEIN SOURCES - NO USE OF PROTEIN ISOLATES OR CONCENTRATES



## TASTE

USE OF INNOVATIVE, HIGH QUALITY INGREDIENTS



## SUSTAINABILITY

EU ORGANIC, NATURLAND, BIOLAND AND DEMETER CERTIFIED



## REGIONALITY

RAW MATERIALS MAINLY FROM GERMANY AND EUROPE



## CLEAN LABEL

ONLY NECESSARY INGREDIENTS



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# PEA-BASED BARISTA EDITION

## Trend: Clean Label

- ✓ Innovative processing
- ✓ Worldwide first and only pea-based milk alternative made from whole peas – no use of pea protein isolates or concentrates
- ✓ Allergen free (no soy, gluten, lactose, nuts,...)
- ✓ Made to produce an excellent foam without the need of a stabiliser
- ✓ Peas from Germany in Naturland quality
- ✓ NutriScore B
- ✓ Clean Label – only 4 ingredients
- ✓ Source of protein
- ✓ No added sugar/low carb
- ✓ Utilise the sustainable benefits of crop rotation



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NEU

# BERIEF ORGANIC „WHITE LINE“



„The light version“  
With low fat content



„The rich version“  
With high fat content



„The creamy version“  
Perfect foam and mouthfeel

- ✓ Mimics the offering of a white line
- ✓ Made from oats, soy and sunflowers from the EU
- ✓ Locally produced



DE-043-008



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# CONCEPT PLANT-BASED WHITE LINE

Trend: Application/Usage

- ✓ Bridge product to introduce a plant-based milk alternatives to new consumers
- ✓ Organic, vegan & gluten free
- ✓ Short and clean ingredient list: water, soybeans 4,9%, glutenfree oats 3,2%, sunflower oil, sunflower paste, Salt, Stabiliser: Guar Gum
- ✓ Use of sustainable raw materials from Europe – avoid use of coconut, rice or cashew nuts
- ✓ Full range with excellent foamability und foam stability compared to milk
- ✓ NutriScore A
- ✓ Carbon neutral product



NEU

# BERIEF ORGANIC OATS „SUGAR FREE“

Trend: Health

LAUNCH  
APRIL 2023



- ✓ Consumers are looking for reduced sweetness
- ✓ Additional incentive to purchase an oat drink
- ✓ Potential of 10% revenue growth when switching to „sugar free“ <sup>1</sup>
- ✓ Clean label: water, oats (9%), sunflower oil, salt



1.) <https://lebensmittelpraxis.de/sortiment/30735-fruehstuecksprodukte-weniger-zucker-mehr>



# BERIEF ORGANIC „SUGAR FREE“-RANGE

New addition to the „sugar free“ - offering



Organic Oats  
„No sugar“



Organic Soy  
„No sugar“



Organic Almond  
„No sugar“

- ✓ Completes the range of „sugar free“ offering
- ✓ Available in 3 flavours that suit any application



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1.) <https://lebensmittelpraxis.de/sortiment/30735-fruehstuecksprodukte-weniger-zucker-mehr>

# VEGAN SAUSAGES

Trend: Organic/Clean label



- ✓ Re-launch: Move from conventional to organic
- ✓ Removal of protein concentrates
- ✓ Main component Tofu
- ✓ Use of organic and natural herbs and food colouring
- ✓ Available in 3 flavours: natural, garlic and peppers
- ✓ Source of protein and rich in fibers

## Ingredient list (Natur):

Tofu\* 55% (soybeans, water, coagulant: calcium sulfate), water, sunflower oil, onions, Thickener: carrageen, xanthan gum, locust bean gum; salt, herbs, sugar, herbal extracts, konjac\*, carrot and radish concentrate, lemon juice concentrate



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# NATURALLY WELCOME

## How to reach us



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<https://www.berief-food.de/en/>



<https://www.facebook.com/BeriefFood/>

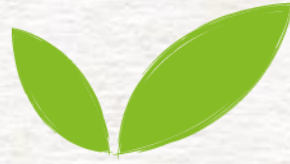


<https://www.instagram.com/berieffood/>



<https://www.linkedin.com/company/berieffood/>





THANK YOU

BE A PART OF THE -VOLUTION

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