



CORPORATE ENGAGEMENT PORTFOLIO



FOOD INDUSTRY
BUILDING A NEW FOOD
SYSTEM TOGETHER

TABLE OF CONTENTS

CORPORATE ENGAGEMENT PORTFOLIO

INTRODUCTION

A Growing Market	4
Changing Consumer Preferences	5
The Power of Shared Purpose	6
Who Are We?	7
Who Do We Work With?	8
Why ProVeg?	9
Our Network	10
Trusted by Industry Leaders	11
Case Study - Lidl x ProVeg	12
What We Offer	13

INFORM YOUR PRODUCT DEVELOPMENT STRATEGY

Customised Market Screening & Consumer Insights	15
--	----

EXPAND & IMPROVE YOUR PRODUCT OFFERING

Customised Ingredient Review	21
Innovation Spotlight	26
ProVeg Incubator	29

FOOD INDUSTRY BUILDING A NEW FOOD SYSTEM TOGETHER

TABLE OF CONTENTS

CORPORATE ENGAGEMENT PORTFOLIO

EFFECTIVELY POSITION YOUR PRODUCTS

Customised Market & Consumer Insights	35
V-Label	39

BROADEN YOUR REACH

Advertising, Promotion & Communications	44
The Veggie Challenge	48
Event Sponsorship	50

ENHANCE YOUR CSR ACTIVITIES

Corporate Social Responsibility	57
---------------------------------	----

GET IN TOUCH

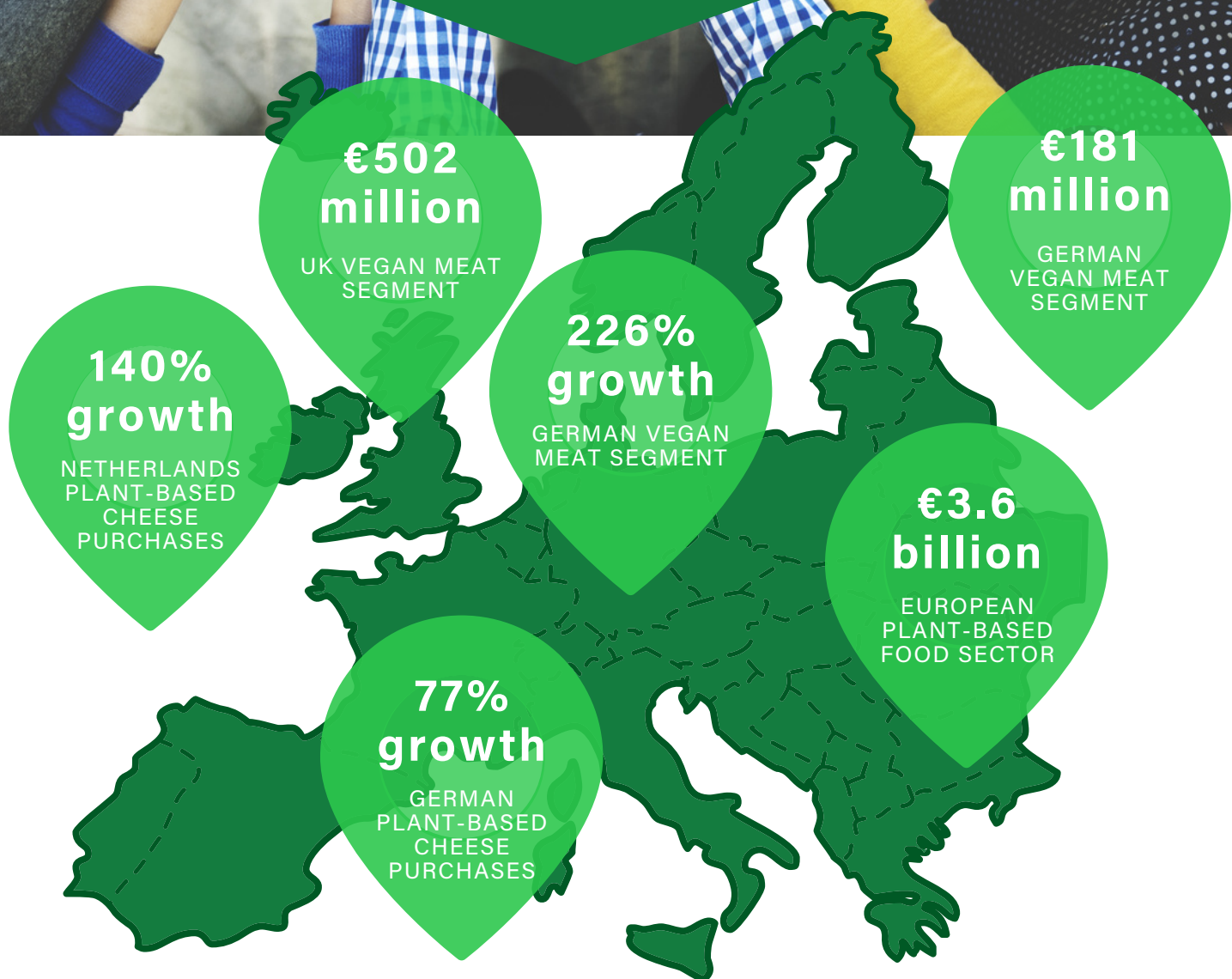
Our Team	61
----------	----

FOOD INDUSTRY BUILDING A NEW FOOD SYSTEM TOGETHER

A GROWING MARKET

The consumption of plant-based foods is growing at record levels across Europe, presenting exciting opportunities for food manufacturers.

If this growth continues over the coming decades, plant-based protein alternatives could surpass sales of animal-based products by 2055.



*References available on the last page of this document

CHANGING CONSUMER PREFERENCES

With nearly a quarter of the European population now identifying as flexitarian and actively reducing their meat intake, consumer preferences are shifting.

Flexitarians, those who are actively consuming less animal-based products, represent the consumer demographic experiencing the fastest growth, now making up almost 23% of Europeans.

To successfully maintain and gain market share, you need to ensure that your products appeal to the growing number of flexitarian consumers.



- Within the last four years, the number of vegans in Europe has doubled, now representing over 3% of the population.
- Almost 30% of all Europeans no longer consider themselves as meat-eaters.
- 57% of Flexitarians say they also want to gradually eliminate meat from their diets altogether.
- 90% of people that buy plant-based products are not vegan or vegetarian.

*References available on the last page of this document



THE POWER OF SHARED PURPOSE

VISION

Our vision is to create a world where everyone chooses delicious and healthy food that is good for all humans, animals, and our planet.

MISSION

Our goal is to reduce the global consumption of animal-based products by 50% by the year 2040.

In order to achieve this, we work with mission-aligned companies and offer them support in three key areas:

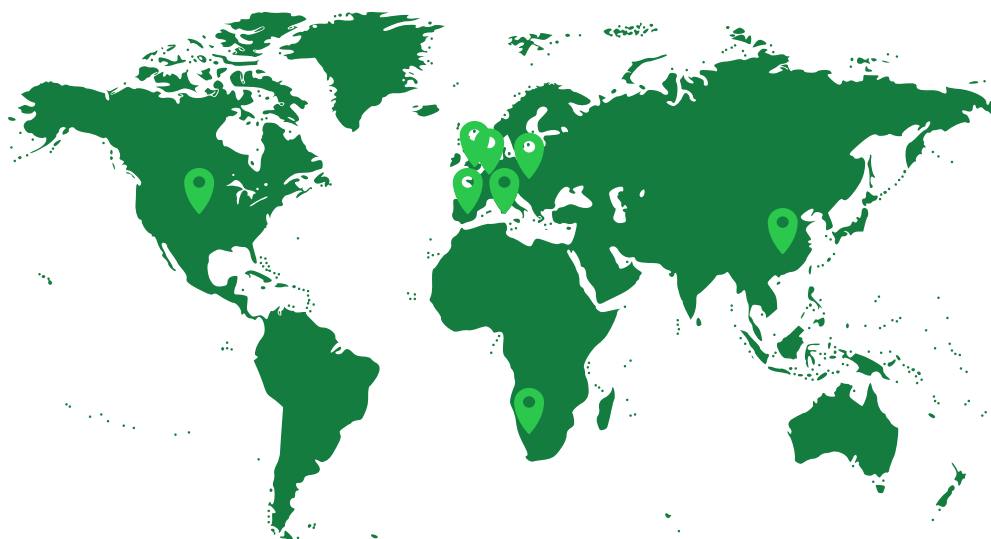
REPUTATION | REVENUE | IMPACT



WHO ARE WE?

ProVeg is an international food awareness organisation working to transform the global food system by replacing conventional animal-based products with plant-based and cultured alternatives.

ProVeg works with international decision-making bodies, governments, food producers, retailers, investors, the media, and the general public to help the world transition to a society and economy that are less dependent on animal agriculture and more sustainable for humans, animals, and the planet.



WHO DO WE WORK WITH?

As a leading NGO in the alternative-protein space, we have no commercial agenda. This allows us to provide objective expert advice and help support you successfully and effectively by harnessing the power and profitability of the shift to plant-based eating, in the most appropriate way for your business.

We work with companies along the entire value chain, which gives us unique insights into the key challenges, hurdles, and opportunities at every stage of the journey as you take your product to market.



A strong focus on plant-based diets is a key component in our sustainability strategy. ProVeg's high quality trainings provide valuable support in our mission to make 50% of our menu options plant-based.

HORST M. KAFURKE

CEO at innogy Gastronomie



WHY PROVEG?

Developing and launching a plant-based product requires the perfect mix of preparation, innovation, hard work, and promotion.

ProVeg can help you to succeed across the entire process of taking your product to market.

MISSION



ProVeg is committed to reducing the global consumption of animal-based products by 50% by the year 2040.

THOUGHT LEADERSHIP



ProVeg's Food & Pandemics Report was downloaded more than 3,000 times

The Smart Protein Plant-Based Food Sector Report was downloaded more than 1,700 times.

ProVeg's European Consumer Survey was downloaded nearly 2,000 times

NETWORK



ProVeg has an extensive network of decision-makers in Europe, in both the B2B and B2C sectors.

INTERVENTIONS



ProVeg can help you with a wide range of interventions across the entire value chain and all stage of journey as you take your product to market.

OUR NETWORK

OUR B2B COMMUNITY

12,058+

Subscribers across
our international
newsletters

400+

Attendees at
the New Food
Conference 2021

45+

Start-ups supported
by the ProVeg
Incubator

14,258+

LinkedIn followers

OUR B2C COMMUNITY

23,000+

Consumers in our
Test Community

88,000+

Followers across our
international
Instagram accounts

410,000+

Subscribers across
our international
newsletters

350,000+

People signed up for the
Veggie Challenge so far

ProVeg Received

1,650

media mentions
in 2020

TRUSTED BY INDUSTRY LEADERS



ProVeg has been a great resource to Beyond Meat as we've gone global. We hired them to support the retail launch of the Beyond Burger in Benelux and were thrilled with the groundswell of buzz they helped generate. We are grateful to have ProVeg as a strong ally in the development of the plant-based movement in Europe and beyond.

WILL SCHAFER

VP of Marketing at Beyond Meat



CASE STUDY

ProVeg x Lidl Partnership



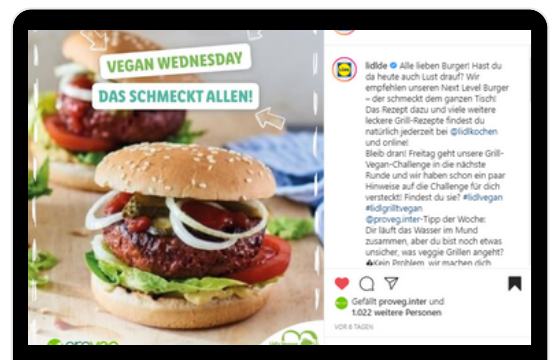
ProVeg supported Lidl in the expansion of their plant-based product offering through the creation and execution of a customised consumer study which aimed to determine consumer needs and preferences. We also ran an extensive co-branded social media campaign entitled 'Die vegane Grill Werkstatt' (the vegan barbecue workshop), which explored the topic of plant-based barbecues on Facebook and Instagram.

KEY OUTCOMES:

70,000 people participated in an online questionnaire that informed Lidl's plant-based product development, through a co-creation workshop.

More than 2,600 posts with the hashtag #lidlvegan were published via Instagram, Twitter, and Facebook, during and after the campaign. A joint weekly social media campaign, VeganWednesday, was also undertaken.

Since 2019 Lidl has introduced a new plant-based private label brand with approximately 50 products available in 3,200 stores Germany-wide. They also use the V-label on products to guide consumers in store.



WHAT WE OFFER

REPUTATION | REVENUE | IMPACT

ProVeg works with you to identify your unique needs and enhance your reputation, revenue and impact.

INFORM YOUR PRODUCT DEVELOPMENT STRATEGY

EXPAND AND IMPROVE YOUR PRODUCT OFFERING

EFFECTIVELY POSITION YOUR PRODUCTS

BROADEN YOUR REACH

SUPPORT YOUR CSR ACTIVITIES



INFORM YOUR PRODUCT DEVELOPMENT STRATEGY

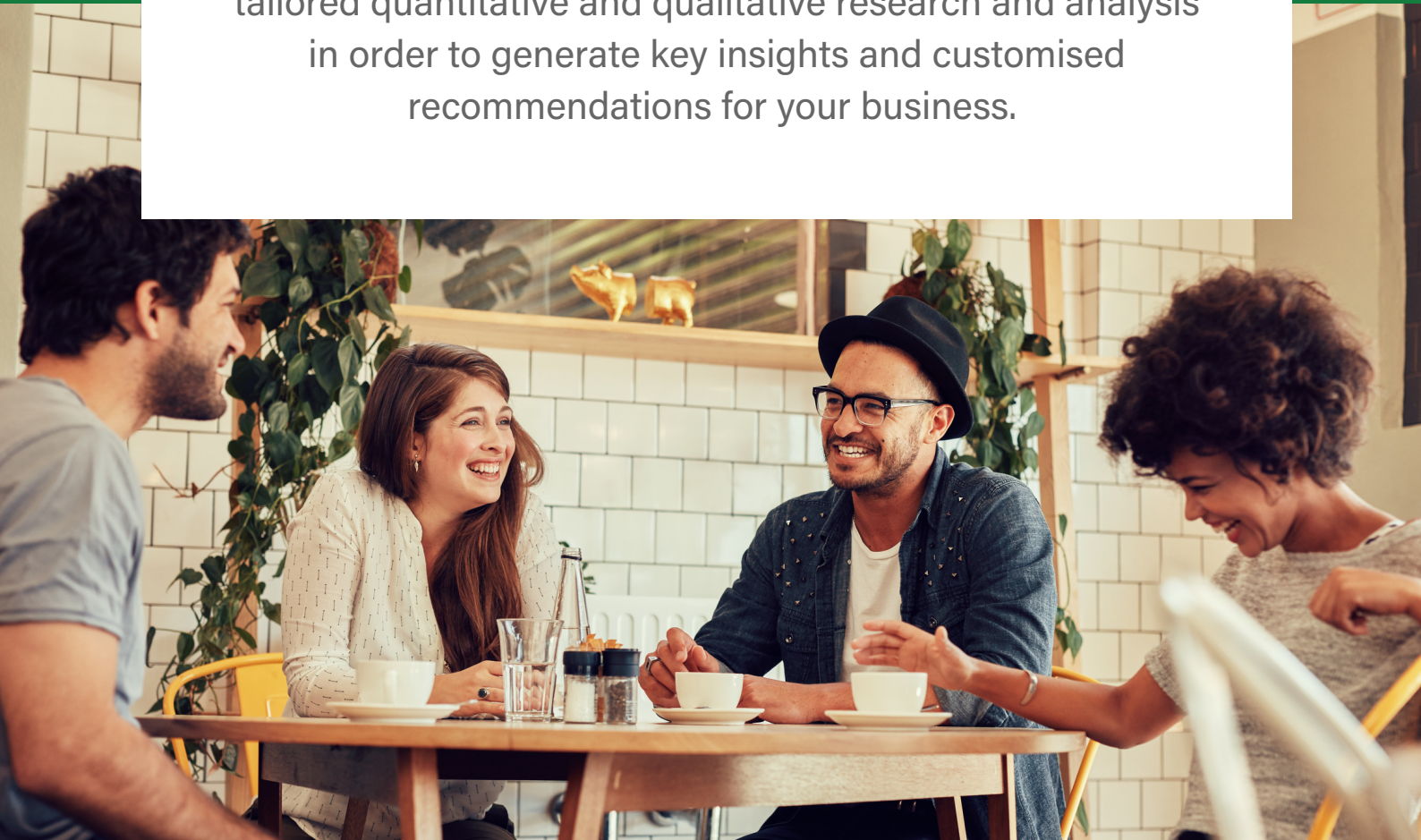
FOOD INDUSTRY
BUILDING A NEW FOOD
SYSTEM TOGETHER

CUSTOMISED MARKET SCREENING AND CONSUMER INSIGHTS

INFORM YOUR FUTURE PRODUCT-DEVELOPMENT DECISIONS TO SUCCESSFULLY GAIN MARKET SHARE

Whether you're looking to gain a deep understanding of the market or want to identify whitespaces for your next product launch, ProVeg has you covered.

ProVeg has extensive knowledge of the plant-based sector in Europe, from general trends to specific consumer sentiments within particular product categories. Depending on your unique needs and interests, ProVeg conducts tailored quantitative and qualitative research and analysis in order to generate key insights and customised recommendations for your business.



BENEFITS

Discover the changing consumer trends reshaping the food industry, and identify the actions needed to positively align your products with future consumer purchasing patterns in order to gain market share and protect the sustainability of future earnings.

Ensure your team is constantly up to date with the latest market developments in order to inform your future R&D and product-development decisions and identify new business opportunities.

HOW DOES IT WORK?

1. We work with you to define your key questions and determine which regional markets, product categories, and consumer segments you should be targetting.
2. We conduct primary and secondary research to comprehensively address these questions.
3. We present our key findings with customised recommendations on the next steps needed to optimise your business.

HOW WE CAN HELP

TRENDS ANALYSIS

Perfect if you're relatively new to the plant-based space or would like a more general overview of the drivers and trends behind the entire sector or a specific segment in order to inform your future strategy.

MARKET SIZING

Market sizing is of great value if you're interested in launching into a new region or product category. You'll gain key insights around the future potential of a specific market, key competitors in the space, and any underserved areas that can help you to gain market share and ensure a successful launch.

BENCHMARKING

Compare your product offering or plant-based strategy with leading industry peers in order to gain strategic advantages over competitors and establish best practices.

HOW WE CAN HELP

ECOSYSTEM MAPPING

Take a deep dive into the established and emerging competitors in a specific category or sector in order to help you identify whitespaces and consumer pain points that are not currently being addressed in the market, and to identify new business opportunities.

CONSUMER DEMAND ANALYSIS

Develop a deep understanding of your target consumers, including their preferences and purchasing patterns, in order to successfully inform your product-development and marketing decisions.

KEY DELIVERABLES

- A customised report outlining our key findings.
- A presentation summarising our key findings.
- Full-day workshop and brainstorming session with your team.

TEST COMMUNITY

Our test community comprises a pool of more than 20,000 engaged consumers.

ProVeg will work closely with you to create and analyse customised questionnaires, providing tailored consumer feedback on products, branding, pricing strategies, whitespaces, and other pressing questions you may have. We offer expert tastings and, in-home test panels with your target group, as well as surveys.

This is a great chance to optimise your product and its positioning for your target consumers ahead of launch and to generate ideas for future product development.



WANT TO LEARN MORE?

Get in touch:

Stephanie Jaczniakowska-McGirr
International Head of Food Industry & Retail
corporate@proveg.com



EXPAND AND IMPROVE YOUR PRODUCT OFFERING

FOOD INDUSTRY
BUILDING A NEW FOOD
SYSTEM TOGETHER

CUSTOMISED INGREDIENT REVIEW

ENSURE THAT YOUR PRODUCTS DO NOT COMPROMISE ON TASTE, TEXTURE, OR FUNCTIONALITY SO AS TO ESTABLISH LONG-TERM COMMERCIAL SUCCESS.

Whether you're looking to reformulate your existing products in order to offer more clean-label or plant-based options or you're looking to launch a brand new product, ProVeg has you covered.

ProVeg has extensive knowledge of plant-based ingredient offerings in Europe, across multiple product categories. ProVeg conducts tailored analyses and recommends key suppliers for your business, depending on your unique needs and challenges.



BENEFITS

Determine how to effectively integrate plant-based ingredients into your current and future product offerings in order to leverage taste, texture, and affordability benefits, effectively meet consumer demands, and ensure a high repeat-purchase rate.

Access our comprehensive ingredients database and supplier network in order to inform your new-product-development and reformulation decisions.

HOW DOES IT WORK?

1. We work with you to define your key objectives, product-development strategy and ingredient requirements.
2. We conduct analysis to identify areas for optimisation and the most relevant ingredient solutions.
3. We present our key findings with customised recommendations on the next steps that your business should take.

HOW WE CAN HELP

PRODUCT PORTFOLIO ANALYSIS

Take a deep dive into your current product offering in order to identify areas that are ripe for ingredient optimisation and to quickly expand your plant-based offering with simple ingredient replacements.

INGREDIENT ECOSYSTEM MAPPING

Develop a deep understanding of the current plant-based ingredient landscape with access to our comprehensive ingredients database to help inform your product-development decisions.

HOW WE CAN HELP

KEY DELIVERABLES

- A customised report outlining our key findings.
- A presentation summarising our key findings.
- Full-day workshop and brainstorming session with your team.
 - Access to ProVeg's comprehensive ingredients database.
- Personalised introductions to suitable suppliers and/or startups.

TASTE AND TEXTURE EVALUATION

Launching a new product or reformulating an existing product?

Take advantage of our quick Taste & Texture evaluation service. Send us a product sample and our team of more than 20 plant-based experts will complete a taste, texture, and appearance evaluation. Together, we've tasted hundreds of products and provided comprehensive feedback.

ProVeg will design a customised survey and summarise key findings and recommendations to give you greater confidence in taking the next step to refining your product and launching on the market.

ONE INGREDIENT PROJECT

Many consumers are still unsatisfied with the current selection of plant-based options, particularly in terms of baked goods and confectionery products. Rather than throwing new products into the ring, reformulating your existing portfolio can be a quick and easy way to effectively meet consumer demand. This is where the One Ingredient Project comes into play.

Many products formulations containing just a single ingredient that makes them unsuitable for those following or trying to move towards a plant-based diet. ProVeg's One Ingredient Project supports companies looking to quickly and easily reformulate their products to replace milk and egg ingredients with plant-based alternatives.

To date, ProVeg's One Ingredient team has worked with companies such as Hema, Madame Coco's, and Donny Craves in the Netherlands, as well as a host of major retailers in Germany, to assist with the conversion of existing products to plant-based formulations.



I can imagine that as a food manufacturer you may experience some fear of change. Will my cream puffs or cream cakes still be as tasty without these ingredients? My advice is: be open to the possibilities and experiment – just try. Chances are the consumer will like it just as much.

ROB VAN ERVEN

Managing Director at Donny Craves

BENEFITS

Explore the evolving startup landscape reshaping the food industry and identify the best external innovation opportunities to gain market share and expand your plant-based product offerings.

Ensure your team is constantly up to date with the most innovative start-ups developing the next wave of plant-based products in order to enhance your open innovation pipeline and start-up network.

HOW DOES IT WORK?

1. We work with you to define your unique criteria for potential collaborations.
2. We put out a call for applications to our extensive network of startups.
3. We present the applications to you and work with you to assess and recommend the five best options.
4. We will then set up private meetings with your five short-listed startups.

HOW WE CAN HELP

CUSTOMISED INNOVATION SPOTLIGHT

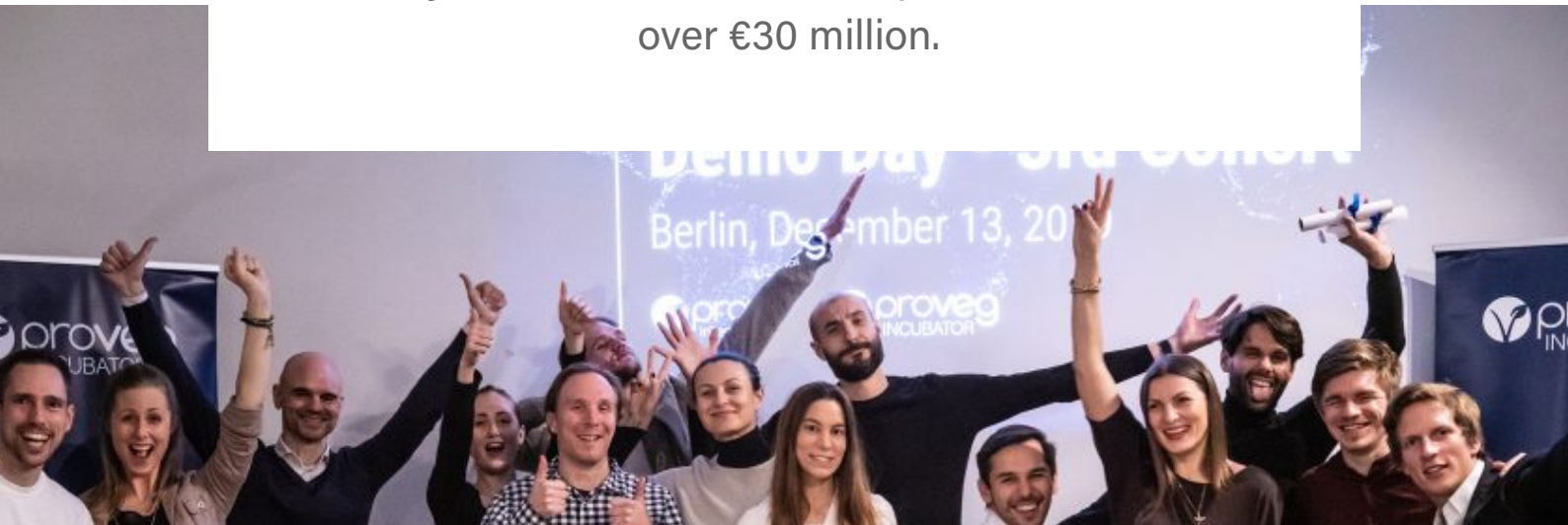
Take a deep dive into the established and emerging startups that are operating in your area of interest and who might be interested in establishing collaborations or partnerships with your business. In this way, you can build upon your open-innovation pipeline and enter previously unreachable markets and categories.

KEY DELIVERABLES

- Dedicated marketing campaign encouraging applications from startups.
 - A comprehensive report, detailing all submissions.
 - A presentation summarising our top choices.
- Personalised introductions to the selected startups.

PROVEG INCUBATOR

The ProVeg Incubator offers the world's leading programme for plantbased and cultured-food startups. Based in Berlin, the Incubator aims to give emerging entrepreneurs the tools to create, collaborate, grow, and scale. With startup teams coming from around the world, more than 40 alumni of the programme have already launched more than 40 products and raised over €30 million.



The ProVeg Incubator is the world's best-connected incubator in the plant-based industry today. The largest gains that I received were introductions to mentors who truly care about the success of my business and investors who want to support my mission.

CHRISTOPHER KONG

Co-founder and CEO of Better Nature

PARTNERING WITH THE INCUBATOR PROVIDES OPPORTUNITIES TO:

- Get connected to startups that align to your brand/organisation and are ready for investment.
- Run customised and branded workshops as part of our programme.
- Join exclusive events where you can meet our startup founders at the early stages of their development and build valuable relationships.
- Benefit from increased exposure, including being featured at our events and in our marketing, comms, and PR campaigns.

SPRING 2020 COHORT:



WANT TO LEARN MORE?

Get in touch:

Albrecht Wolfmeyer
Head of ProVeg Incubator

incubator@proveg.com



EFFECTIVELY POSITION YOUR PRODUCTS

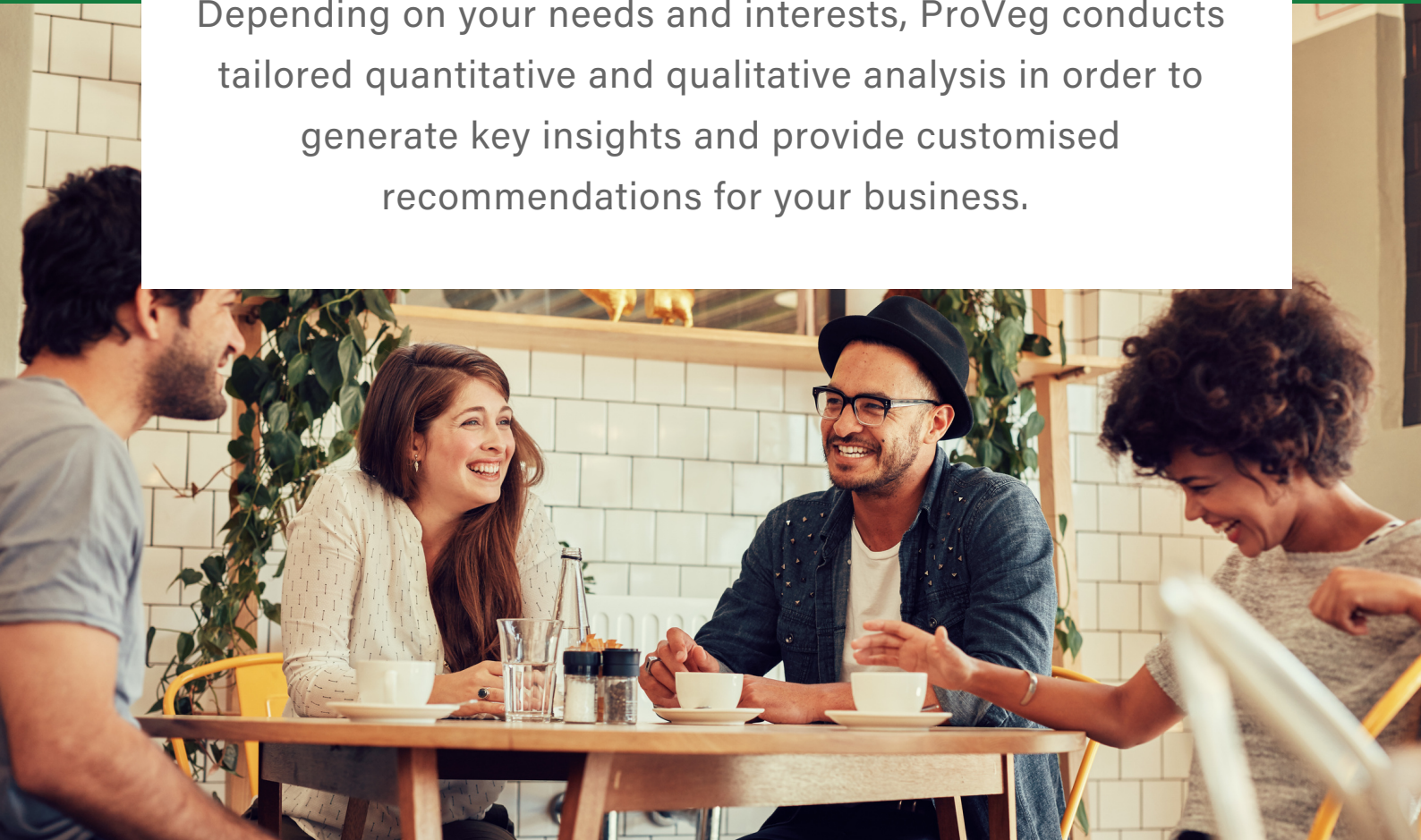
FOOD INDUSTRY
BUILDING A NEW FOOD
SYSTEM TOGETHER

CUSTOMISED MARKET AND CONSUMER INSIGHTS

ENSURE YOUR PRODUCTS ARE OPTIMALLY POSITIONED IN ORDER TO APPEAL TO YOUR TARGET CONSUMER EFFECTIVELY AND TO ESTABLISH LONG-TERM COMMERCIAL SUCCESS.

If you're looking to refine your products' positioning, branding, and communications in order to meet the specific needs of your consumer segment, ProVeg has you covered.

ProVeg has extensive knowledge of flexitarian consumers in Europe, from general preferences to specific consumer sentiments regarding particular product categories. Depending on your needs and interests, ProVeg conducts tailored quantitative and qualitative analysis in order to generate key insights and provide customised recommendations for your business.



BENEFITS

Discover how to effectively position your product, and identify the actions needed to positively align your branding and communication with consumer preferences thus expanding your market share and ensuring commercial success.

Keep your team up to date with best practice in the plant-based sector in order to inform future product development and branding decisions.

HOW DOES IT WORK?

1. We work with you to define your key objectives and target consumer segments and help to answer any questions that you may have.
2. We conduct primary and secondary research to comprehensively address these areas.
3. We present our key findings with customised recommendations on the next steps for your business.

HOW WE CAN HELP

BENCHMARKING

Take a deep dive into how leading industry players position their products to gain strategic advantages over competitors, and establish best practices.

CONSUMER FEEDBACK

Receive tailored consumer feedback on your products' labelling, branding, pricing, and other key attributes in order to optimise your product and its positioning for your target consumer segment ahead of launch.

KEY DELIVERABLES

- A customised report outlining our key findings.
- A presentation summarising our key findings.
- Full-day workshop and brainstorming session with your team.

TEST COMMUNITY

Our test community comprises a pool of more than 20,000 engaged consumers.

ProVeg will work closely with you to create and analyse customised questionnaires, providing tailored consumer feedback on products, branding, pricing strategies, whitespaces, and other pressing questions you may have. We offer expert tastings and, in-home test panels with your target group, as well as surveys.

This is a great chance to optimise your product and its positioning for your target consumers ahead of launch and to generate ideas for future product development.



WANT TO LEARN MORE?

Get in touch:

Stephanie Jaczniakowska-McGirr
International Head of Food Industry & Retail
corporate@proveg.com



V-LABEL

ENSURE YOUR PRODUCTS ARE CERTIFIED AS PLANT-BASED IN ORDER TO PROMOTE TRUST AND TRANSPARENCY AND EFFECTIVELY REACH VEGAN, VEGETARIAN, AND FLEXITARIAN CONSUMERS ALIKE.

The V-Label is an internationally recognised registered symbol for labelling vegan and vegetarian products and services. For consumers, it provides a simple and reliable guide to help with purchasing decisions. With the V-Label, companies promote transparency and clarity. Standardised criteria ensure that the V-Label is a unique seal of certification for vegan and vegetarian products all across Europe and beyond.



Globally, more than 10,000 products from more than 1,000 license holders now carry the V-Label, which is registered in 27 countries.

HOW DOES IT WORK?

1. We provide you with all the necessary information and assistance to add the V-Label to your product in a way that serves your target consumer.
2. You fill out the easy 5-step online application form.
3. You receive licensing of products for worldwide use and promotion.
4. We conduct regular and independent inspections to ensure the quality of your manufacturing process
5. You receive V-Label newsletters with trends and relevant market data on a regular basis.
6. You benefit from a marketing tool to enhance consumer trust in your products and the ability to take advantage of campaigns such as Veganuary to expand your reach.



WANT TO LEARN MORE?

Get in touch:

Katharina Kretschmer
Head of V-Label

corporate@proveg.com

DISTRIBUTION EXPANSION

Do you need help expanding your distribution into the retail or food-service sectors?

Benefit from our extensive network of retailers and food-service companies across Europe. Together, we can define your strategic objectives and connect you with relevant decision-makers to help you effectively expand your distribution.

ProVeg can help you to outline key stakeholders, prioritise channels and make personalised introductions to help you launch into the retail and food-service sectors.



WANT TO LEARN MORE?

Get in touch:

Stephanie Jaczniakowska-McGirr
International Head of Food Industry & Retail
corporate@proveg.com

SCHOOL PLATES (UK ONLY)

Would you like to expand your distribution into primary schools across the UK?

ProVeg UK's School Plates programme works with school catering teams in the UK to increase the availability of plant-based school meals and provide healthier and more sustainable meal options.

ProVeg will share recommendations on how to ensure your products are school-friendly and will help to connect you with the appropriate local authorities' catering teams that are responsible for the food in multiple school-meal programmes.



WANT TO LEARN MORE?

Get in touch:

Colette Fox

Programme Manager

corporate@proveg.com



BROADEN YOUR REACH

FOOD INDUSTRY
BUILDING A NEW FOOD
SYSTEM TOGETHER

ADVERTISING, PROMOTION & COMMUNICATIONS

EXPAND YOUR REACH TO EFFECTIVELY INCREASE BRAND AND PRODUCT AWARENESS, EDUCATE YOUR TARGET AUDIENCE, ATTRACT FUTURE BUSINESS, AND INCREASE SALES VOLUMES.

Whether you're launching a new product and want to supplement your internal marketing campaign or just want to promote your wider plant-based activities in order to position yourself as a thought leader, ProVeg has you covered.

ProVeg has an extensive network in Europe in both the B2B and B2C arenas. Depending on your requirements, ProVeg will create a customised marketing and communications strategy to help you reach your goals.



BENEFITS

Access to our engaged and ever-growing B2B and B2C communities.

OUR B2B COMMUNITY

12,058+

Subscribers across our international newsletters

400+

Attendees at the New Food Conference 2021

45+

Start-ups supported by the ProVeg Incubator

14,258+

LinkedIn followers

OUR B2C COMMUNITY

23,000+

Consumers in our Test Community

88,000+

Followers across our international Instagram accounts

410,000+

Subscribers across our international newsletters

350,000+

People signed up for the Veggie Challenge so far

HOW DOES IT WORK?

1. We work with you to define your key objectives and target audience.
2. We develop a customised advertising and communications strategy in order to best meet your needs.
3. You benefit from increased exposure and promotion to our extensive network.



KEY DELIVERABLES

- A customised advertising and communications strategy
- A report outlining key metrics and perceived success of the campaign in order to assess ROI.

HOW WE CAN HELP

EXPAND YOUR B2B REACH

Promote new product launches and wider plant-based activities to industry players, with dedicated newsletter inclusions, LinkedIn campaigns, guest interviews and content creation in order to position your company as a thought leader.

EXPAND YOUR BUYER REACH

Promote new product launches and wider plant-based activities to your target retail and food-service buyers, with dedicated newsletter inclusions and product placement campaigns in order to enhance your business-development pipeline.

EXPAND YOUR B2C REACH

Promote new product launches and wider plant-based activities to your target consumer groups, with dedicated social media campaigns, content creation and newsletter inclusions.



THE VEGGIE CHALLENGE

The Veggie Challenge is a consumer-engagement campaign that supports participants to adopt a vegan, vegetarian, or reduced-meat diet for 30 days. Participants receive a daily newsletter with tips, recipe suggestions, and coaching.

With over 350,000 participants so far, this is the perfect opportunity to expand your consumer base, increase your brand awareness, and grow your sales internationally.

Introduce your plant-based products to new customers and leave an impression that lasts way beyond our 30-day Challenge!



Initially, a plant based diet is not the easiest thing in the world. Don't worry, it's going to be the best thing you ever did.

BOSH

UK Influencers and Chefs

PARTNER WITH THE VEGGIE CHALLENGE:

- Permission to use Veggie Challenge as a call-to-action in your online and offline communications.
- Online campaign inclusion via social media, ads, apps, email marketing, and PR.
- Dedicated landing page on the Veggie Challenge website
- Logo inclusion, dedicated product placement, recipe development, and links to purchase across the app
- Send product samples to influencers and participants.
- Receive insights on users



WANT TO LEARN MORE?

Get in touch:

Nicoll Peracha

COO ProVeg Netherlands

corporate@proveg.com

EVENT SPONSORSHIP

SHOWCASE YOUR EXPERTISE AND UNIQUE PRODUCT OFFERING IN ORDER TO POSITION YOUR COMPANY AS A THOUGHT LEADER IN THE PLANT-BASED SECTOR.

Whether you're launching a new product and want to supplement your internal marketing campaign or just want to promote your wider plant-based activities to position yourself as a thought leader, ProVeg has you covered.

ProVeg runs The New Food Conference Series, connecting key decision-makers in the plant-based space. Depending on your unique requirements, ProVeg will create a customised event partnership package to help you reach your goals.



BENEFITS

Connect with key decision-makers from the biotech and food-tech sectors, including food brands, ingredient suppliers, retailers, food-service companies, and investors, in order to explore key challenges and opportunities in the plant-based industry, and grow your network in order to secure future collaborations.

Showcase your unique plant-based offering to differentiate your brand and educate the wider community about your activities and product offerings, as well as positioning your company as a thought leader in the plant-based sector.

HOW DOES IT WORK?

1. We work with you to define your key objectives and target audience.
2. We develop a customised partnership package to best meet your needs.
3. You benefit from thought leadership opportunities and increased exposure and promotion to our extensive network.

HOW WE CAN HELP

SPEAKING OPPORTUNITIES

Join us on the main stage to showcase your unique product offering and expertise to key decision makers and position yourself as a thought leader in the sector.

PR & MEDIA EXPOSURE

Promote your new product launches, wider plant-based activities, and involvement in the event, with a dedicated social-media campaign and wider integration into our promotional activities in order to expand your reach and media exposure.

ENHANCED VISIBILITY

Benefit from enhanced brand exposure, not only at the event but also through pre- and post-conference branding opportunities and logo inclusion in event material and marketing communications.

HOW WE CAN HELP

CONFERENCE PASSES

Benefit from group discounts to allow multiple team members to attend the event and benefit from the learning and network opportunities.



At Döhler Group, we know that plant nutrition is a key topic in the food industry. Working with ProVeg is very inspiring as it connects startups and early movers and also offers a platform for healthy discussions and constructive exchanges with investors. We are very happy to once again support the New Food Conference.

RENE KREBS

Head of BU , Cereals, Nuts & Pulses, Döhler Group

NFC @ ANUGA

If you work in the food-and-beverages sector, Anuga will already be a familiar name. One of the largest food trade fairs in the world, it is considered a crucial industry meeting point. Anuga offers a globally representative breadth and depth of offerings like no other trade event.

As well as thousands of exhibitors, the fair includes numerous events and congresses covering themes and trends that are shaping the food industry. Due to the current circumstances, Anuga will take place as a hybrid event this year, as will the New Food Conference.

By locating the New Food Conference in the same space as Anuga, we are placing the event at the heart of the global food industry. We invite decision makers and thought leaders to attend the New Food Conference in Cologne or online for Anuga @home in order to better understand the accelerating developments in the alternative-protein sector and to take a peek into the future.



NEW FOOD INVEST

If you're interested in innovation or investment opportunities, this event is the place to be. New Food Invest is where innovation meets investment.

This unique summit aims to leverage the most promising developments currently taking place in the alternative-protein space and focuses exclusively on bringing together international plant-based and cultured-food startups, investors, and key stakeholders in the food industry. This impactful combination will promote and accelerate future protein solutions and re-shape the future of food.



WANT TO LEARN MORE?

Get in touch:

Katleen Haefele

International Head of Food Services & Events

events@proveg.com

A photograph of a person's hand planting a small green seedling into dark, rich soil. The hand is wearing a beaded bracelet. The background is blurred, showing more greenery. The image is framed by a green border on the left and bottom.

ENHANCE YOUR CSR ACTIVITIES

FOOD INDUSTRY
BUILDING A NEW FOOD
SYSTEM TOGETHER

CORPORATE SOCIAL RESPONSIBILITY

RAISE YOUR PROFILE AS A SOCIALLY RESPONSIBLE ORGANISATION BY DONATING AND SUPPORTING A LEADING FOOD-AWARENESS ORGANISATION IN EUROPE

If you're looking to expand your organisation's corporate social responsibility activities and enhance your commitment to carry out your business activities in an ethical and environmentally sustainable way, ProVeg has you covered.

ProVeg is an international food awareness organisation working to transform the global food system by replacing conventional animal-based products with plant-based and cultured alternatives. Our goal is to reduce the global consumption of animal-based products by 50% by the year 2040.



BENEFITS

Find simple and effective ways to contribute to alleviating some of the most pressing ecological and human-health challenges.

Effectively communicate how you are tackling climate change and other important issues to your stakeholders and employees.

Build on your reputation as a leading socially responsible company, reduce your environmental impact, and support a sustainable future of food that is good for humans, animals and the planet.

Claim a tax deduction for your charitable donations.

HOW DOES IT WORK?

1. We'll work with you to define our shared purpose
2. You choose the donation option that suits your company best, from a donation programme spanning several years to one-off donations towards a specific campaign.
3. You build on your reputation as a socially responsible company, reduce your environmental impact, and support a sustainable future that is good for humans, animals, and the planet.



WANT TO LEARN MORE?

Get in touch:

Ngoc Nguyen

Head of Fundraising

corporate@proveg.com

GET IN TOUCH TO DISCUSS POTENTIAL SYNERGIES AND RECEIVE A BESPOKE PARTNERSHIP PROPOSAL



FOOD INDUSTRY
BUILDING A NEW FOOD
SYSTEM TOGETHER

OUR TEAM

Stephanie Jacznikowska-McGirr

International Head of Food
Industry & Retail

Katleen Haefele

International Head of Food
Services & Events

Katharina Kretschmer

Head of V-Label

Albrecht Wolfmeyer

Head of ProVeg Incubator

Nicoll Peracha

COO ProVeg Netherlands

Ngoc Nguyen

Head of Fundraising

GET IN TOUCH

corporate@proveg.com



REFERENCES

PAGE 4

*Nielsen MarketTrack: Austria (Plant-based (PB) meat, milk, yoghurt); Belgium (PB meat, milk, yoghurt); Denmark (PB meat, milk, yoghurt, cheese, ice cream); France (PB meat, milk, yoghurt); Germany (PB meat, milk, yoghurt, cheese, ice cream, fish); Italy (PB meat, milk, yoghurt, cheese, ice cream); Netherlands (PB meat, milk, yoghurt, cheese); Poland (PB milk); Romania (PB meat, milk); Spain (PB meat, milk, yoghurt); United Kingdom (PB meat, milk, yoghurt, cheese, bakery), total market incl. Discounter, sales value and sales volume, MAT Sep/Oct (depending on the country, between calendar weeks 39 and 42) 2018 vs 2019 vs 2020.

PAGE 5

*Veganz Nutrition Study 2020

*The NPD Group 2019.