



## VEGAN FOOD: WORLDWIDE TREND WITH BILLION-DOLLAR POTENTIAL <sup>new</sup>

Vegan food is a continuously growing market.

Healthy, conscious, sustainable eating is the ongoing megatrend in nutrition that more and more people are following.

We evolve this incredible trend and combine it with our innovative fruit matrix. The result is the ultimate solution, suitable for everyone:

Pure fruit, 100% flavor plus vitamins, minerals, botanicals and more – perfectly put into a fruit gum.



### Healthy ➡

Vegan fruit snack with added value

### Delicious ➡

We take only the best from nature - and you can taste it

### Sales Hit ➡

Food supplements with black currant, raspberry, lemon, apple or strawberry

### Suits Everyone ➡

Our vegan range is popular with all age groups



**+ Supplements =**



## Healthy

Being healthy and eating like it is becoming increasingly important for consumers. The demand for nutritional supplements keeps growing as well. That's why our vegan Fruit Shapes are a perfect fit.

## Delicious

Our fruit matrix combines nature's best with high-quality nutritional supplements. This results in a soft, tasty snack with added value.

## International Sales Hit

According to experts, global sales of vegan foods are expected to rise to \$22.27 billion by 2025.



Source: Statista

## Suits everyone

We have the right Fruit Shape for everyone: whether young or old, male or female.

## Our Vegan Range

- ✓ Apple Shape DOME with B12 & D3
- ✓ Apple Shape CUBE with Guarana-Coffeine, Vitamin B12 & B6
- ✓ Banana Shape DOME with Vitamin-Mineral-Mix Kids
- ✓ Tartcherry Shape DOME with Vitamin-Mineral-Mix Silver Ager
- ✓ Orange Shape DOME with Vitamin-Mineral-Mix Men
- ✓ Apple Acerola Shape DOME with Vitamin-Mineral-Mix Women

## Our Benefits

- ✓ Allergen free<sup>1</sup> ✓ Clean label ✓ Low-fat ✓ Fruit & veggie blends ✓ Halal
- ✓ Maximum fruit content<sup>2</sup> ✓ No added beet or cane sugar<sup>3</sup> ✓ No HFCS
- ✓ Non-GMO ✓ No artificial flavors, colors or preservatives ✓ Pectine gel structure

<sup>1</sup> Gluten, dairy, soy, sulphur dioxide, peanut and nut free.

<sup>2</sup> Fruit content and final calculation may vary according to consumer requirements.

<sup>3</sup> Based on fruit shapes, using non-standardised pectin.

<sup>4</sup> Food supplements are not a substitute for a varied and balanced diet and a healthy lifestyle. Do not exceed the recommended daily dose.

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