



GREEN LEGEND



Mini Meatballs
like pork



Mini Schnitzel
like chicken



Nuggets
like chicken



Fingers
like fish



Nuggets
like fish



Sticks
like chicken

... our plant-based answer to meat!

Our Agenda

1. The Perspective
2. Our Mission
3. Target Group
4. Positioning
5. Healthy Ingredients
6. Why do we eliminate soy?
7. Our Stars
8. Our Happy End

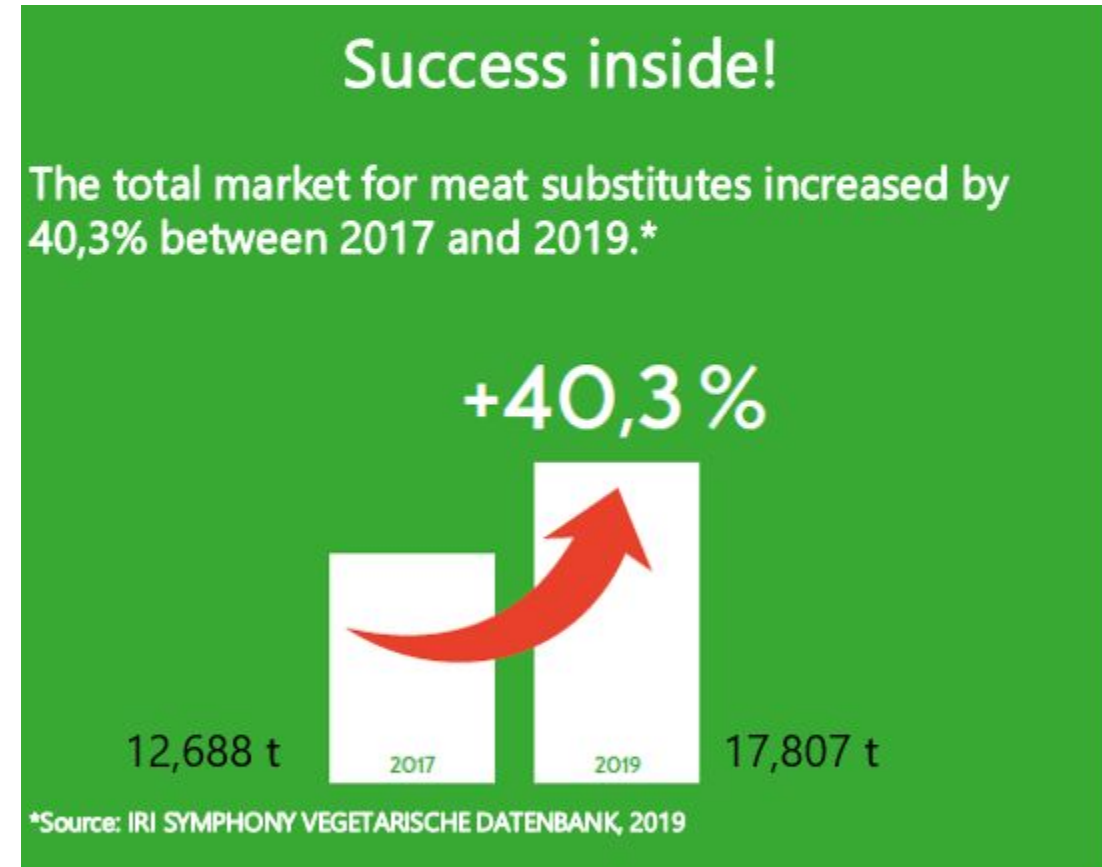
1. The Perspective

More and more people tend to reduce their meat consume and strive for alternatives!

The reason why:

Creating more sustainable and healthier nutrition

□ Shown by the trend of the market



2. Our Mission

- Meatless delight! That's something more and more consumers aim for. Several reasons speak for themselves: health, saving resources and animal welfare.
- By the way, it doesn't matter if the dairy is meatless or it's just about some tasty addition to their plate.
- **Green Legend** covers the whole range of delight, while not containing any meat. This plant-based protein suits best for everybody – Flexitarian or Vegan. **Full delight, full variety – plus being better for the environment and saving resources. That's Green Legend.**
- **Last but not least:** Those are new generation products! As tasty as the original, but having all the positive impacts of being plant-based.

3. Target Group: Flexitarian

- The trendsetter
- One seeking for plant-based products with natural ingredients to be the healthy and eco-friendly meat alternative (protein source)
- Still having full taste and texture – better to say: delight
- Approx. 10–20% worldwide are Flexitarians or so-called part-time Vegetarian
- The motivation is different: health, saving resources or animal welfare

4. Positioning

Our product range covers both: full delight & variety.

Solely good ingredients: Our Green Legend products
are vegan and

without

- Flavor enhancer
- Palm oil and coconut oil
 - Soy

5. Healthy ingredients

Our products are based on* field crop known by all of us!



Peas



Fava beans



Corn



Wheat



Rapeseed oil



Spices

*varies in regard to the product

5. Healthy ingredients

Peas and beans

Contain protein as well as several mineral nutrients, vitamins and trace elements like iron, calcium, magnesium, zinc, vitamin A and C and the B-vitamins.

Corn

Contains mainly vitamins B2, B3 and B5, dietary fibres as well as important mineral nutrients for example magnesium

Wheat

Easy to digest and contains mineral nutrients, e.g. calcium, magnesiums, iron and zinc

Rapeseed oil

Full of unsaturated fatty acids and in addition it contains a favourable ratio between the fatty acids Omega 3 and Omega 6

6. Why do we eliminate Soy?

1. The cutting down of forests to use the area as crop land to grow soy beans is seen and discussed critically
2. Long transports: 80% of the soy beans are grown in the USA, Brazil or Argentina
3. Contamination with GMO soya could take place
4. Discussion about phytoestrogen impact

7. Green Legend

The complete range



Be one of the first and start the journey with **Green Legend!**

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