

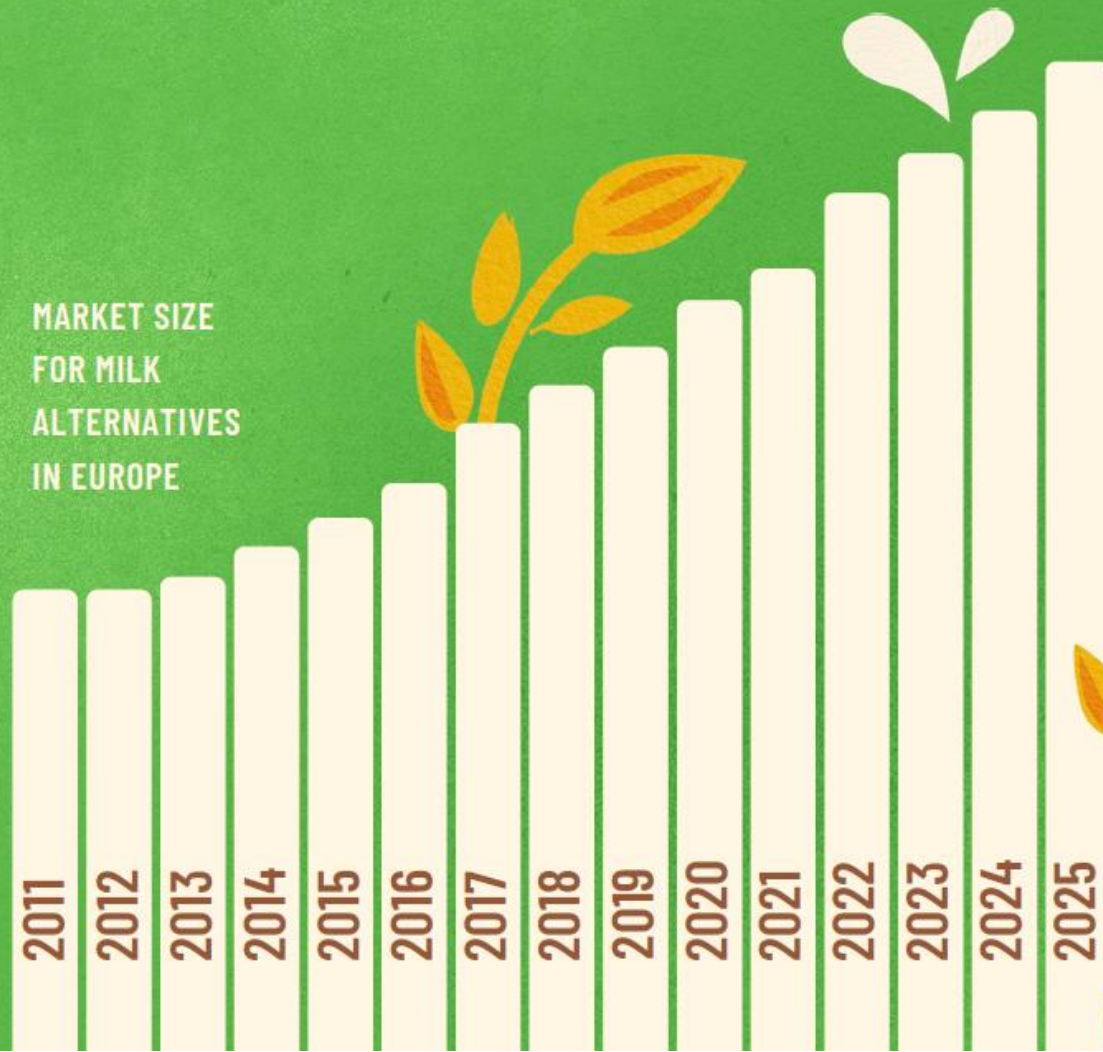
1936



NOVELTY '23

THE PLANT CATEGORY IS GROWING DYNAMICALLY

MARKET SIZE
FOR MILK
ALTERNATIVES
IN EUROPE



21%

increase
in the number
of buyers

From April 2021
to March 2022
plant-based substitutes
meat and dairy products
were bought
by a total of 6 mln
Polish households.



FLEXITARIANISM

THE NEW DIET OF POLISH PEOPLE

NEARLY
40%
POLES

declare that they are flexitarians, that is, they limit their consumption of meat and dairy products, and are more inclined to plant-based products.

VEGANS

CURIOUS ABOUT
NEW FLAVOURS

ALLERGISTS

FLEXITARIANS





**HEALTH
& ALLERGIES**



ECOLOGY

**PLANT-BASED
PRODUCTS
ARE NOW
PRODUCTS
FOR EVERYONE**

**DIVERSIFYING
THE DIET**

**HEALTH
AWARENESS**

TREND

**BELIEFS
VEGANISM**



MORE AND MORE BRANDS RESPOND TO THE TREND

1936
TYMBARK



IN FOUR GROWING SEGMENTS



**SANDWICH
SPREADS**

**READY-MADE
MEALS**



**YOGHURT
SUBSTITUTES**

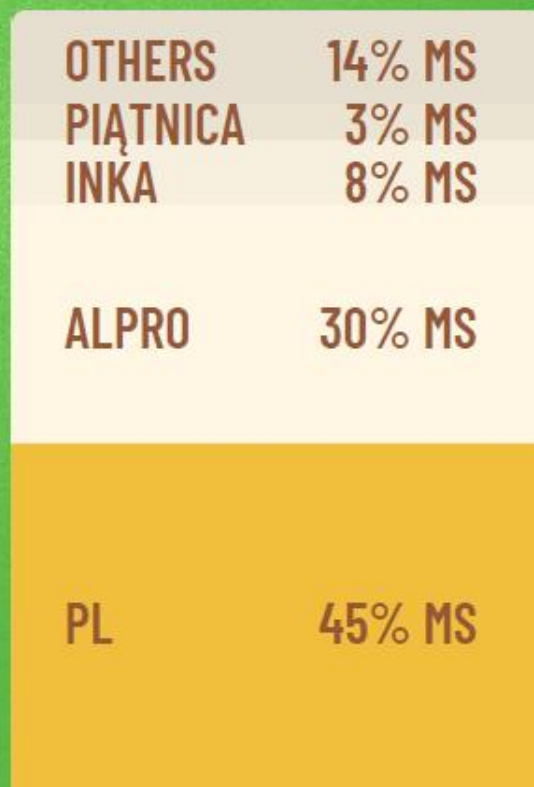
**PLANT-BASED
DRINKS**



PLANT-BASED DRINKS

GROW DYNAMICALLY

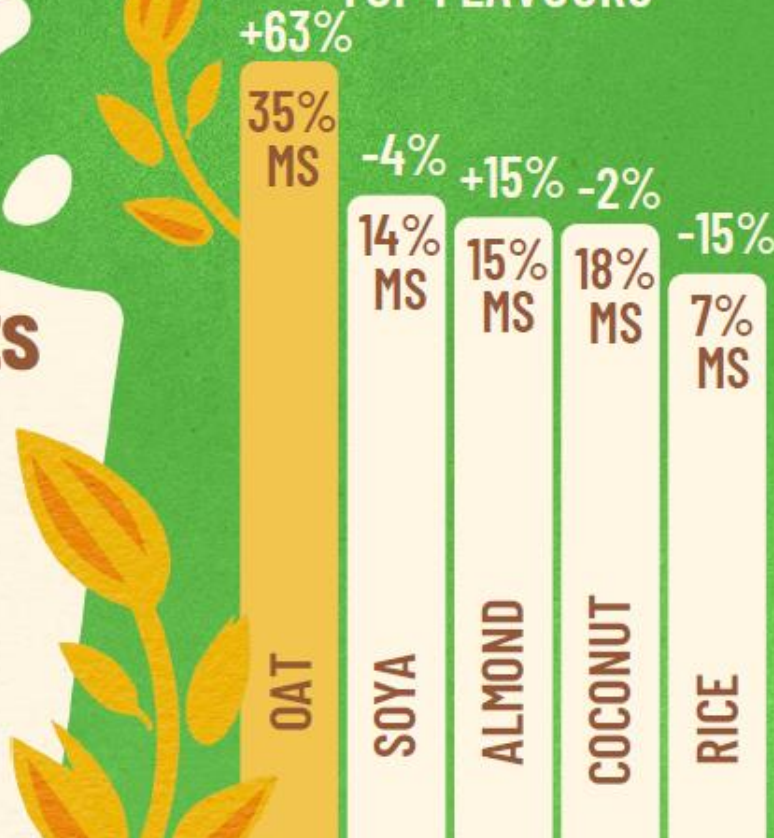
PLANT-BASED DRINKS POLAND SALE IN LITRES



THE VALUE
OF THE CATEGORY IS

362
MLN PLN

PLANT-BASED DRINK POLAND TOP FLAVOURS



THIS CAN ALSO BE SEEN ON THE SHELF

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TYMBARK

ALPRO



INKA



SONKO



SANTE



ARE UNIVERSAL



COFFEE



BREAKFAST



SHAKE



DESSERT



TO DRINK

HOWEVER, THERE IS NO PERFECT PRODUCT ON THE MARKET

- ✗ SUGAR
- ✗ COMPLEX COMPOSITION
- ✗ NO FORTIFICATION
- ✗ HIGH PRICE
- ✗ WATERY CONSISTENCY



GoVege Napój roślinny sojowy
SKŁAD: woda, soja 8%, **cukier**, węglan wapnia, sól morską, ryboflawina, witamina B12, witamina D2, **aromaty**



GoVege Napój roślinny sojowy waniliowy
SKŁAD: woda, soja 8%, **cukier**, wapń, ekstrakt wanilii, naturalny aromat waniliowy, sól morską, ryboflawina, witamina B12, witamina D2



Pilos Napój sojowy niesłodzony
SKŁAD: woda, obrane nasiona soi (9,7%), algi morską Lithothamnium Calcareum (0,4%), sól morską.



NATRUE Napój sojowy bez cukru
SKŁAD: woda, SOJA (13,5%), sól morską.



NATUMI Napój Sojowy Naturalny
SKŁAD: Woda, ziarno soi* (8%)



ALPRO Napój sojowy oryginalny
SKŁAD: woda, obłuszczone ziarno soi (6%), **cukier**, fosforan triwapniowy*, regulator kwasowości (fosforany potasu), sól morską, **aromat**, stabilizator (guma gellan), witaminy* (ryboflawina (B2), B12, D2)



ALPRO Napój sojowy bez cukru
SKŁAD: woda, obłuszczone ziarno soi (6,5%), **regulator kwasowości** (fosforan potasu, fosforan dipotasu), węglan wapnia, maltodekstryna, **stabilizator** (guma gellan), witaminy (ryboflawina, B12, D2)



INKA Napój sojowy z wapniem i witaminami
SKŁAD: woda, ziarno soi 8,5%, **cukier**, węglan wapnia, sól, witamina D, witamina B12



NATURAVENA Napój sojowy waniliowy
SKŁAD: 38% ekstraktu z nasion soi, **cukier**, **aromat** waniliowy, woda, sól.



NATURAVENA Napój sojowy naturalny
SKŁAD: 38% ekstraktu z soi 24-procentowego, woda, sól.

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FOR
CONSUMERS
WHAT
MATTERS MOST
IS



FLAVOUR



PRICE

COMPOSITION

MAYBE I DON'T HAVE
COMPARISON WITH OTHER
PRODUCTS OF THIS TYPE, BUT
FOR ME IT IS WATER WITH A
DROP OF MILK.

- × WATERY CONSISTENCY
- × NON-DAIRY
- × NON-UNIVERSAL
- × UNSUITABLE FOR COFFEE



FLAVOUR



COMPOSITION

1936
TOMBARK



WATER, OAT COMMON (10%),
INULINE, SUNFLOWER OIL,
TRICALCIUM PHOSPHATE*,
MALTODEXTRIN,
SEA SALT, STABILISER
(GELLAN GUM),
VITAMINS* (RIBOFLAVIN
(B2), B12, D2). * SUBSTANCES
ENRICHMENT.



WATER, ALMOND 2%,
CALCIUM CARBONATE,
STABILISERS: GELLAN
GUM, GUAR GUM,
EMULSIFIER:
SUNFLOWER LECITHIN,
SALT.



WATER, 2,5% ALMOND *,
MALTODEXTRIN *,
EMULSIFIER:
SUNFLOWER LECITHIN*,
STABILISER: GELLAN
GUM, SALT.



WATER, OAT (12%),
SUNFLOWER OIL,
SEA SALT.

LACK OF VITAMINS &
CALCIUM



WATER, RICE (11,5%),
COCONUT EXTRACT 10%
(COCONUT PULP, WATER),
MALTODEXTRIN, CALCIUM
CARBONATE, EMULSIFIER:
SUNFLOWER LECITHIN,
SUBSTANCE THICKENING
AGENT: GUM GELLAN;
SALT, RIBOFLAVIN,
VITAMIN B12, VITAMIN D2.



WATER, 8%
DEFATTED PULP
FROM COCONUT, SEA
SALT.

LACK OF VITAMINS &
CALCIUM

NON-IDEAL COMPOSITION OF THE COMPETITION

**I TRIED.
QUITE TASTY,
BUT YOU'D
HAVE TO BE RICH,
TO GO FOR IT.**

- ✗ OFF - PRIVATE LABEL PRICES CLOSE TO 10 PLN/LITRE
- ✗ EXPENSIVE PRODUCT
- ✗ PRICE INADEQUATE TO QUALITY



PRICE



1936



JUST PLANTS

*Changes
the rules of
the game!*



**FIRST
POLISH
PROPOSITION
BASED ON
POLISH
OAT,
ADDRESSING
THE MAIN
BARRIERS
OF THE
CATEGORY**



POLISH

OAT



POSITIVE
PERCEIVE

NUTRITIONAL VALUES
SIMILAR TO MILK

TASTE-
GOOD BASE

DENSE
CONSISTENCY



JUST PLANTS



RESPONDS TO CONSUMER NEEDS



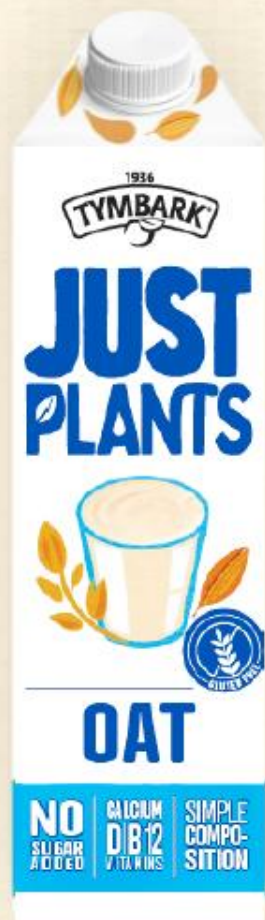
FLAVOUR
COMPOSITION



PRICE



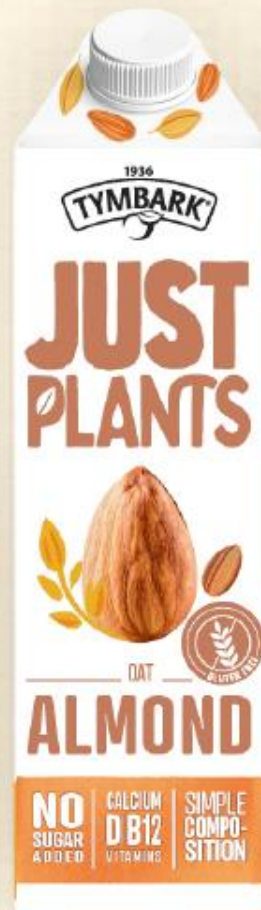
RICH FLAVOUR



CARTON 1L/500 ML



CARTON 1L/500 ML



CARTON 1L



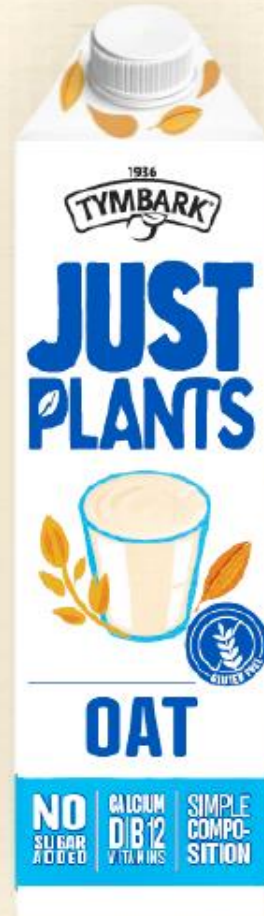
CARTON 500 ML



CARTON 500 ML

- + MILKINESS
- + UNIVERSALITY
- + OWN MACHINERY

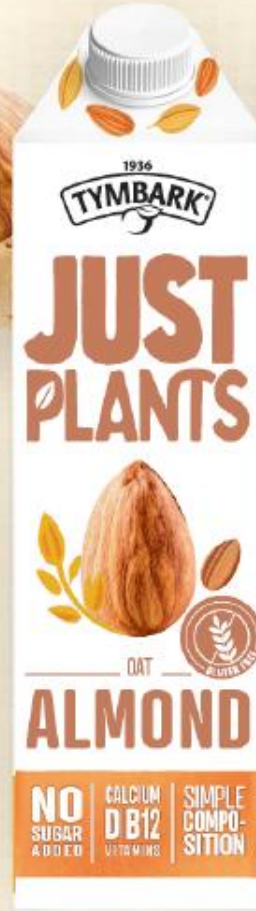
SIMPLE COMPOSITION



WATER, OAT 13%,
SUNFLOWER OIL,
SEA SALT,
VIT. B12, D, CALCIUM.



WATER, OAT 15%,
SUNFLOWER OIL,
SEA SALT.



WATER, OAT 16%,
ALMOND 1,5%,
SEA SALT,
VIT. B12, D, CALCIUM.



WATER, OAT 11,8%,
COCONUT CREAM 3,5%,
SALT, VIT. B12,
D, CALCIUM.



WATER, OAT 15%,
HAZELNUT 0,8%,
SALT, VIT. B12,
D, CALCIUM.

SIMPLE
+ COMPOSITION
+ NO SUGAR
ADDED
+ FORTIFICATION
D, B12, CALCIUM

COMPETITIVE PRICE



INNOVATIVE PACKAGING

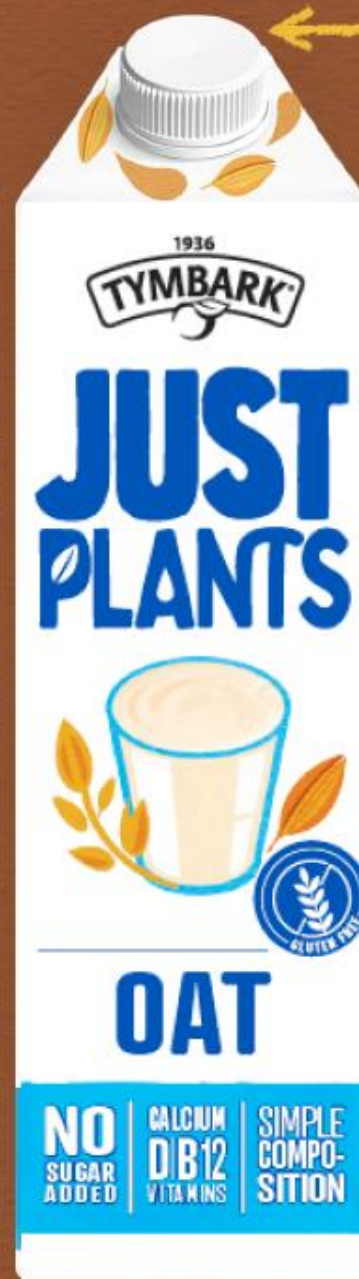


New
eco carton
outstanding
on the shelf

Strong
plant-based
subbrand

Flavour
codifier

Key
benefits



SUGARCANE
TOP

PLANT-BASED
CARTON



SMALL
CAPACITY
A CHANCE
TO ENTER INTO
THE CATEGORY

SHELF

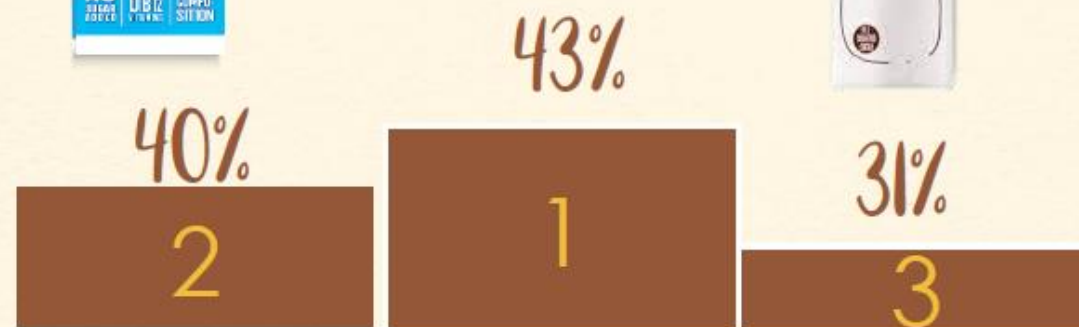


ATTRACTIVE PACKAGING

UP TO 97,2%
RESPONDENTS
RATED THE
CARTON AS
FITTING INTO THE
CATEGORY

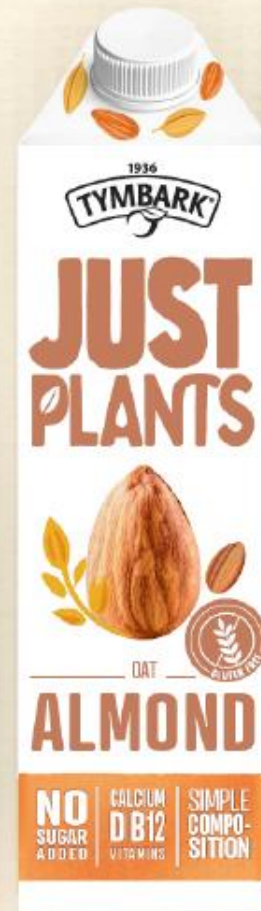
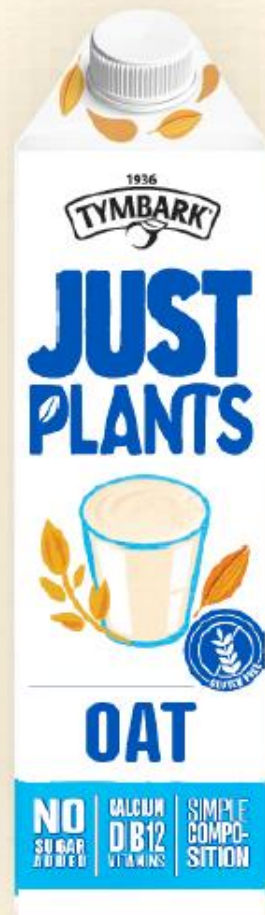
UP TO 92,5%
RESPONDENTS
LIKED THE
PACKAGING

UP TO 91,6%
WOULD BUY JUST
PLANTS



**JUST PLANTS PRODUCT IS THE SECOND MOST POPULAR
PLANT-BASED DRINK AMONG RESPONDENTS.**

PORTFOLIO



CAMPAIGN



DIGITAL
SOCIAL
MEDIA



INFLUENCERS



WORTH TO HAVE!



FLAVOUR



PRICE

COMPOSITION



POLISH OAT



**OUTSTANDING
ECO CARTON**



**MARKETING
SUPPORT**



**POLISH
LOVEBRAND**

INFORMATION

MARCH 2023

**COLLECTING BOX
6 CARTONS**

OAT 1 L

OAT 500 ML

OAT BARISTA 1 L

OAT BARISTA 500 ML

ALMOND 1 L

HAZELNUT 500 ML

COCONUT 500 ML

EAN

UNIT

5900334020116

5900334020123

5900334020130

5900334020147

5900334020154

5900334020185

5900334020178

EAN

COLLECTIVE

59003341149886

59003341149893

59003341149909

59003341149916

59003341149923

59003341149954

59003341149947

