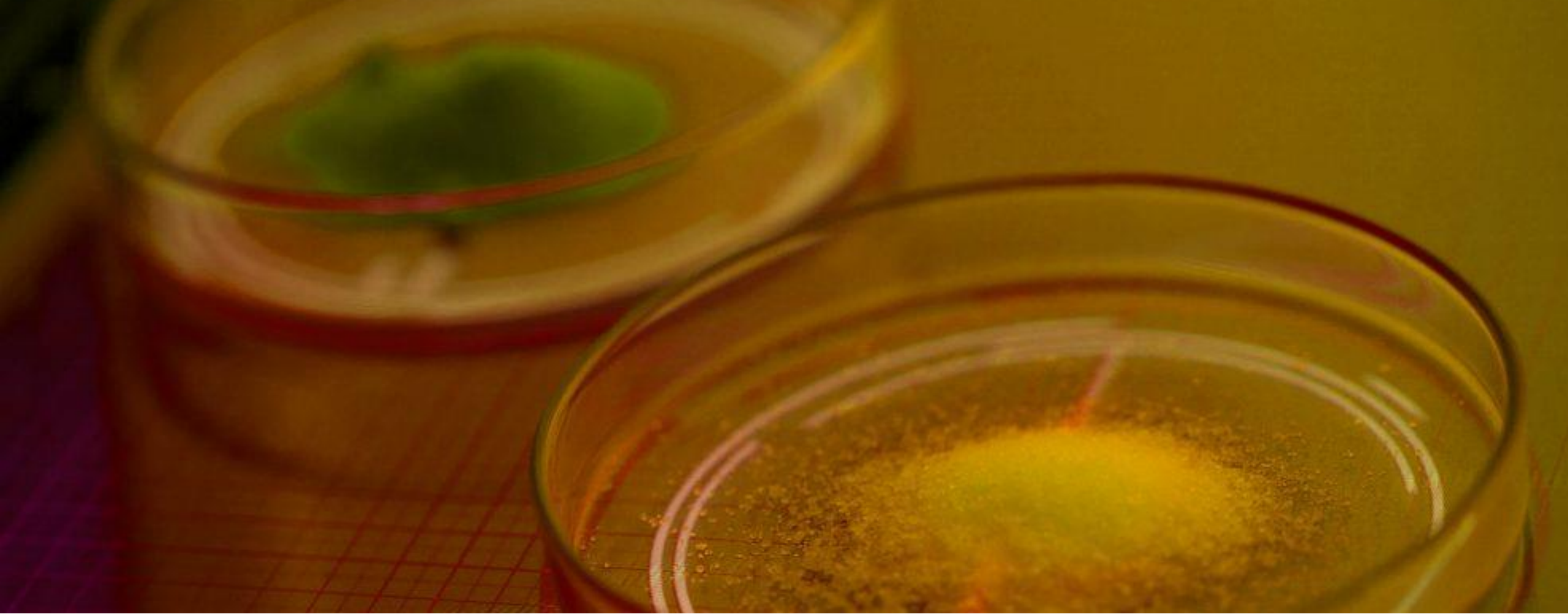




ZINTINUS

**Unser Ernährungssystem im Umbruch? Wie entwickelt
sich der Markt für alternative Proteinquellen**



Treiber der New Food Economy

Die Welt verändert sich...

...und die Menschen mit ihr!



Klimawandel & Planetare Grenzen

33% der weltweiten CO2 Emissionen durch Lebensmittel¹



Protein Paradox

9,8Mrd. Menschen in 2050/
Bedarf an tierischen Proteinen² +50%



New Consumption

Konsumentenbedürfnisse
ändert sich von
konsumieren zu ernähren



Changing Framework

11 der 17 Nachhaltigkeitsziele
werden durch
Ernährung adressiert

Weiterentwicklung des Lebensmittelsystems

Weiterentwicklung des Lebensmittelangebots

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Weiterentwicklung des Lebensmittelangebots

**Steigende Nachfrage nach neuen Lebensmittellösungen und
Lebensmittelinnovationen**





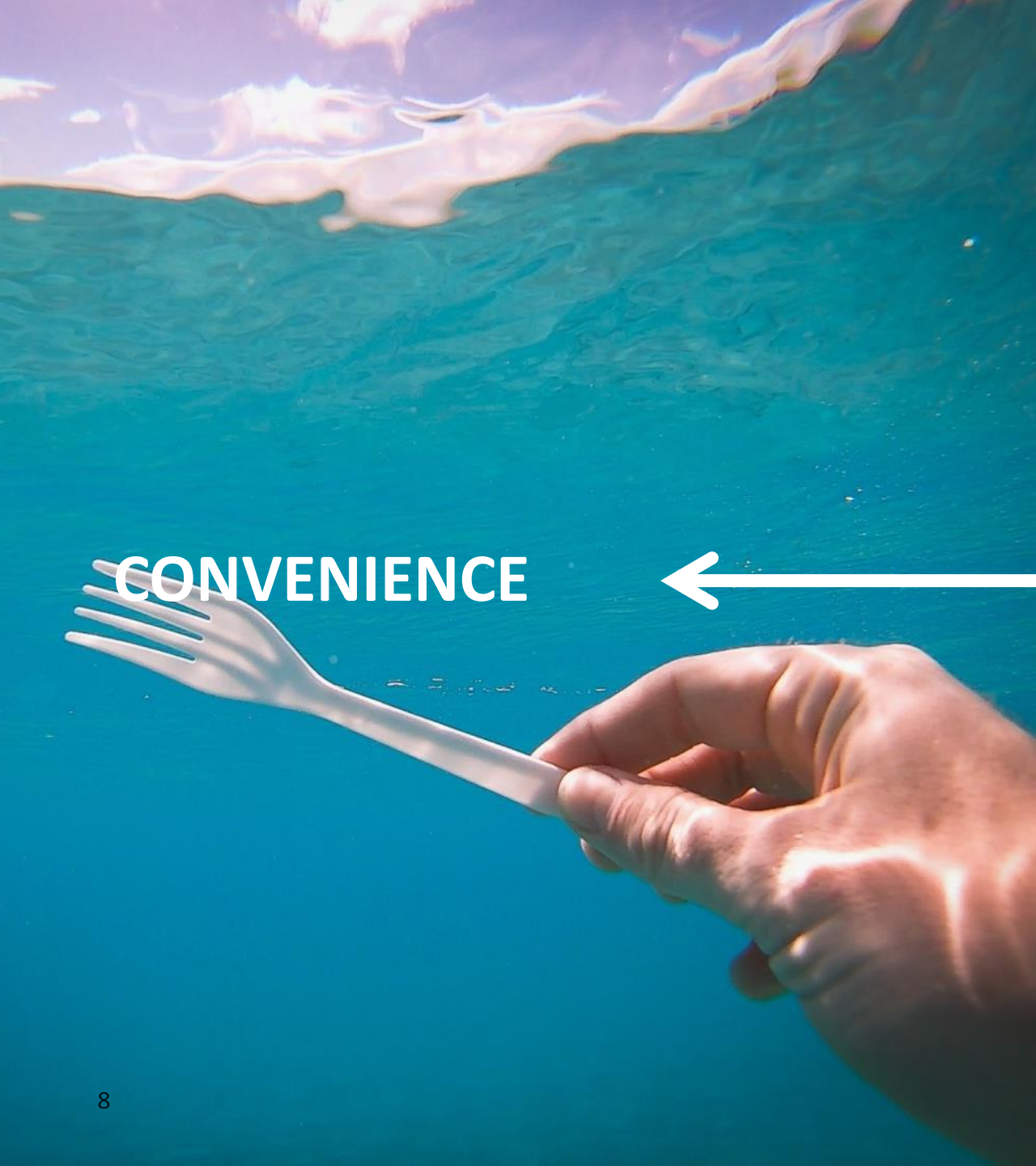


GESCHMACK

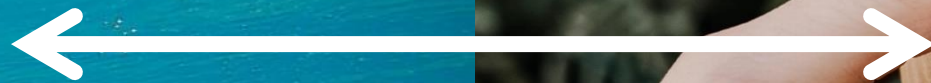


GESUNDHEIT





CONVENIENCE



NACHHALTIGKEIT



WOHLSTAND



FOOTPRINT

MEAT LOVE



NATURE LOVE

Lebensmittel müssen...

Alternativ,
Gesund,
Funktional,
Nachhaltig sein
&

SCHMECKEN!





The Protein Transformation

Suchfelder

Alternative Food-Lösungen über alle Kategorien hinweg.



CONSUMPTION



Alternative Protein Products

- Plant-based Meat, Fish, Egg and Dairy Alternatives
(Including Fermentation, Mushrooms and Algae)
- Cell-based Meat, Fish and Dairy Alternatives

Clean Nutrition

- Free From Products
(No Sugar, No Fat and no additives)
- Sustainable added value
(e.g. Good for you, for the environment and society)

Functional Food

- Personalized Nutrition
(System Solutions)
- Healthy and Convenient Food
(Drinks, Snacks)
- Nutritional Supplements
- New Ingredients *(e.g. CBD, Acai)*

Food Waste Reduction

- “Consume” instead of waste
- Upcycling Solutions
- Temperature and quality control
- Tracking, Tracing & Analysis Tools
- Side-stream and press-cake products

Enabling Technologies & Production Infrastructures

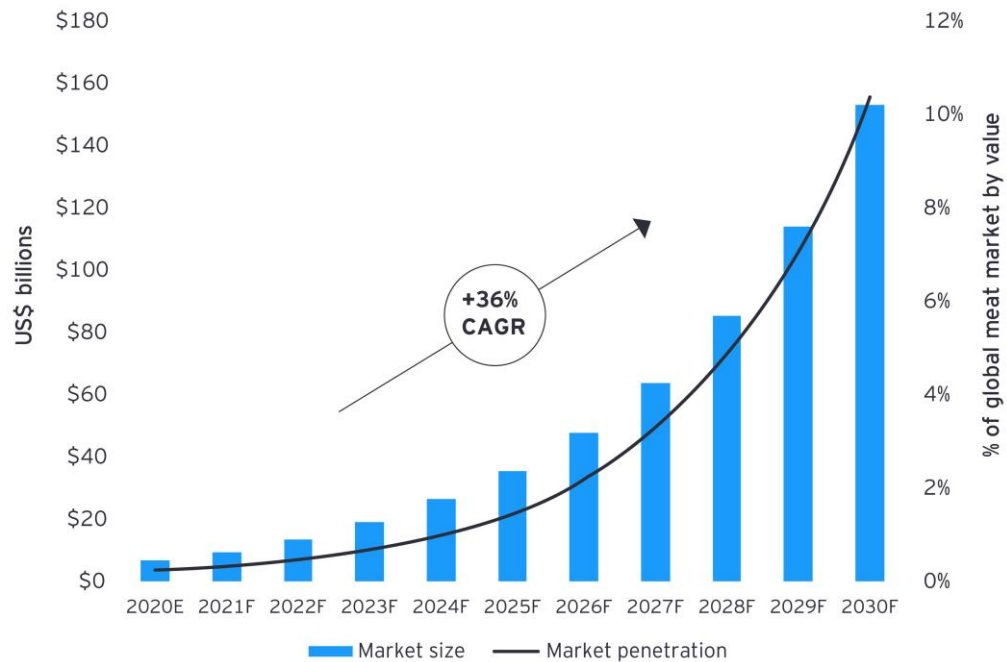
• Computational Breeding & Engineering • Culturing Media • Texturing & Extrusion • Dehydration • Bioreactors/Fermentation • Coating • Flavours

The Protein Transformation.

Wachstumspotenzial für Alternative Proteinquellen

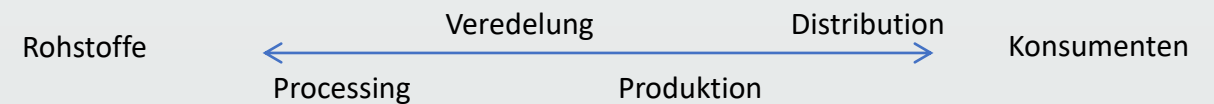
Marktperspektive

Global alternative protein market size (US\$b)
and market penetration 2021 to 2030
1)



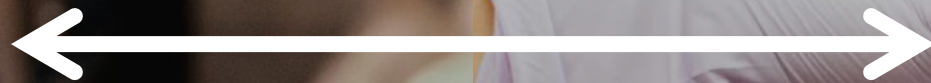
1) Global alternative protein market size (\$b) and market penetration 2021 to 2030 Source: EY Parthenon Analysis

Value Chain Perspektive





CULINARY



BIOTECH

A group of people are dining in a restaurant. In the foreground, a woman with long dark hair is eating. Next to her, a man in a blue suit is drinking from a wine glass. To his right, a woman with long blonde hair is smiling. Further right, a man in a maroon shirt is looking down. In the background, other diners are seated at tables, and a bar area is visible through a glass partition. The scene is lit with warm, ambient lighting.

“From PoP to PoC in 1 Sec!”



Eat Just Launches World's First Cultured Meat Home Delivery With Foodpanda Singapore



By Sally Ho

— Published on Apr 20, 2021

— Last updated Apr 20, 2021

CELL-BASED NEWS

ALT PROTEIN

FUTURE FOODS





KYRIE IRVING
BEYOND AMBASSADOR



Nico Rossberg



Lewis Hamilton



Tia Blanco (Surfer)



Sarah Mitchell Gellar (Founder)



CELEBRITY

Martha Stewart Is Teaching
Snoop How To Grow His Own
Plant-Based Food

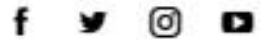
2021: TOP 13 ALT PROTEIN TRENDS

Green Queen Industry Predictions



Wednesday, June 9, 2021

[Alt Protein Report](#) [Jobs](#) [Recipe Book](#) [Alt Protein Directory](#) [More](#) ▾



green queen

[Plant-Based](#) [Climate Crisis](#) [Green Living](#) [Alt Protein](#) [Cell-Based](#) [Zero Waste](#) [More](#) ▾



TRENDING

‘Tesla Of Chicken’ Startup SIMULATE Raises US\$700K

„We kicked the Hippie out of the Narrative!“

Sonalie Figueiras, Green Queen

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[‘Tesla Of](#)



„There is no conflict between a better meal and a better world“

- Rene Redzepi



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