



RÜGENWALDER MÜHLE

FOOD FOR CHANGE

Bringing plant based
to the consumer



7.999.999.794

25%

30%

75%

WHO WE ARE



*Butcher shops
136 years
1834-1990*



*Retail focussed
Since 1990*



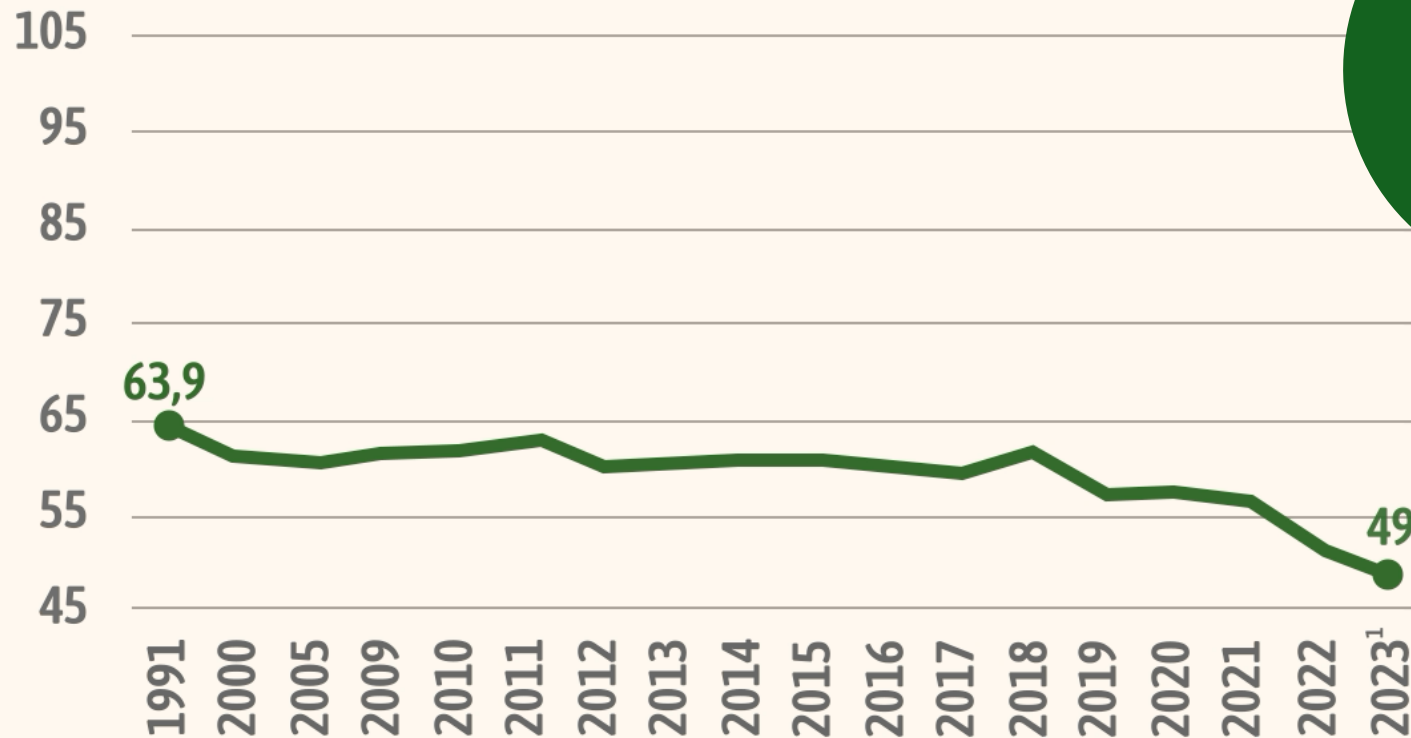
2014

*Market Leader in Veggie
Since 2014*

MEAT CONSUMPTION PER CAPITA IN GERMANY

IN THE YEARS 1991 TO 2023 (IN KILOGRAMS/PER CAPITA)

per capita consumption in kilograms

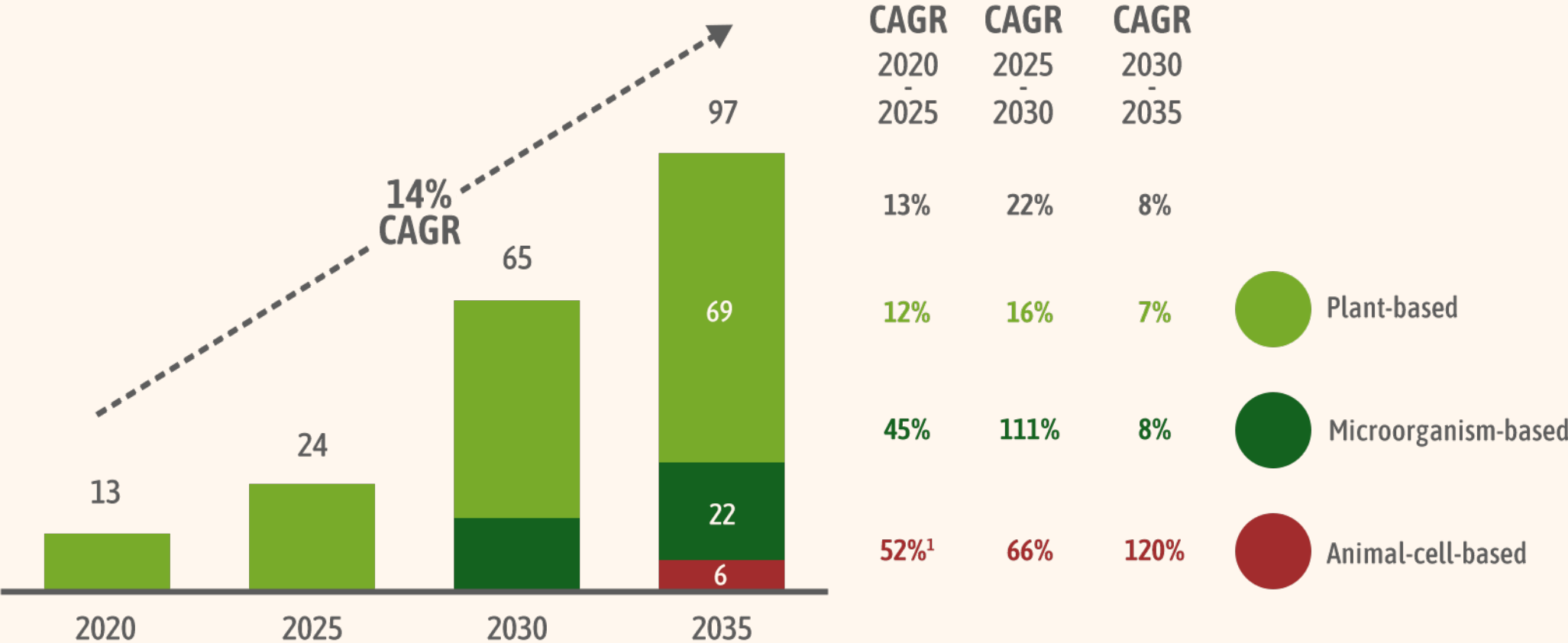


DECLINE
BY 23%!!!

Quelle(n): Bundesanstalt für Landwirtschaft und Ernährung; Thünen-Institut; Statistisches Bundesamt; Deutscher Jagdverband; ID 36573

ALTERNATIVE PROTEIN CONSUMPTION WILL GROW IN THREE WAYS

Consumption of alternative proteins by protein source
(million metric tons, base-case scenario)



Sources: US Department of Agriculture; Euromonitor; UBS; ING; Good Food Institute; expert interviews; Blue Horizon and BCG analysis.

¹CAGR from 2022 to 2025, starting from market entry.



Vega
SCHINKEN SPICKER

Mortadella

Auf Basis von Sonnenbrot

Ohne Zusatz von Geschmacksverstärkern
Reich an Ballaststoffen

Reich an Ballaststoffen
aromatisch

Wiederverwendbar

Sonnebrot

5027940-401

60%



40%





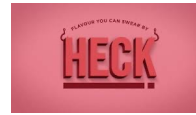
RÜGENWALDER MÜHLE



**BEYOND
MEAT®**

IMPOSSIBLE™

**MEATLESS
FARM**



planted.

heura



endori



**VIV
ERA**



... und so weiter



FARMER



TESLA



GREAT TASTE





SUSTAINABILITY MATTERS





INCLUSIVE





**ONLY
EVERY 10TH
GERMAN EATS
VEGETARIAN**



KEEP INNOVATING

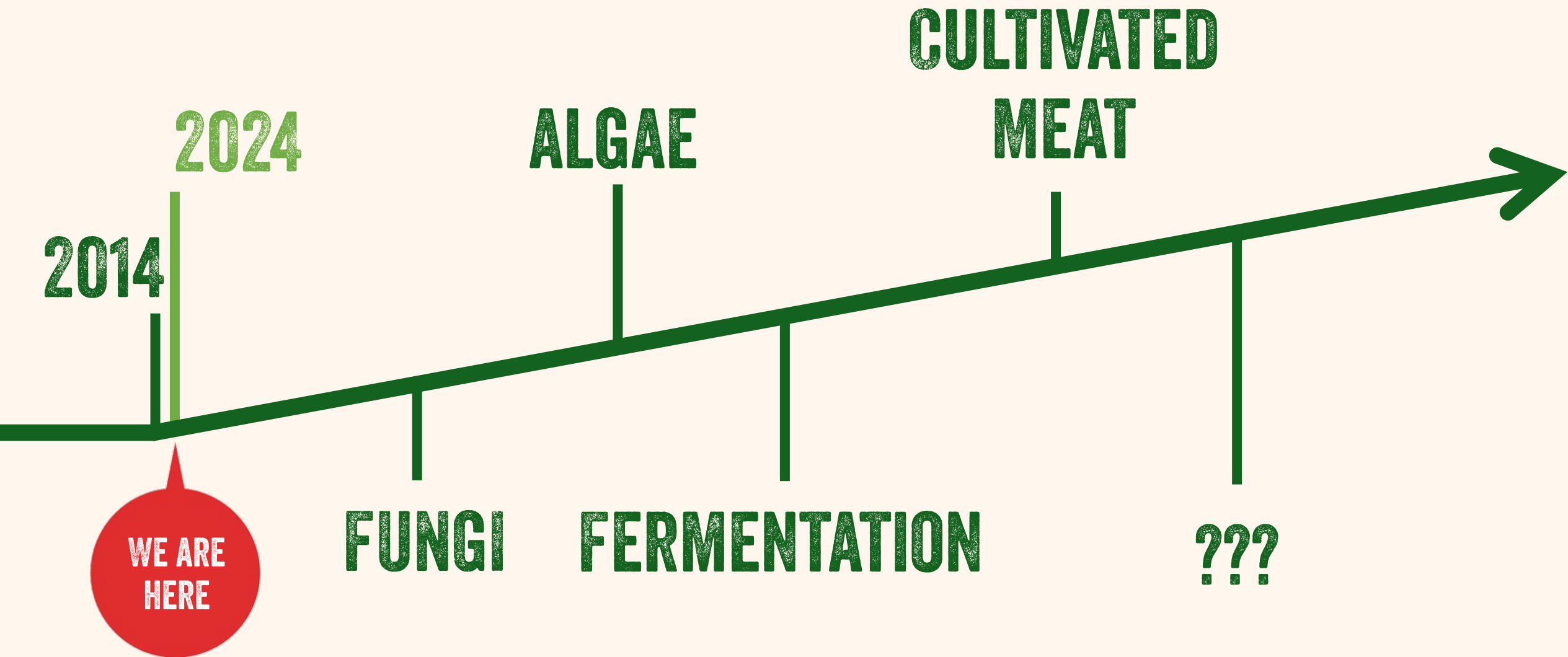


1834



2014





THE POWER OF COLLABORATION







THANK YOU!