

The logo for NOVEL FOODS is contained within a large circular graphic. The top half of the circle features a sunset or sunrise over a city skyline, with the word "NOVEL" in a bold, sans-serif font. The letter "O" is highlighted in green, and a green leaf-like shape arches over it. The word "FOODS" is written in a smaller, lighter font to the right. The bottom half of the circle shows a desert landscape with sand dunes. A smaller circular graphic of the UAE flag is positioned at the bottom right of the main circle.

NOVEL FOODS

Driving changes
in the UAE



The UAE's Goal: Ensuring Food Supply Security

- Ensuring adequate domestic food supply
- Reduce dependence on imports
- Initiate a paradigm shift towards a plant-based diet



The UAE's Goal: Ensuring Food Supply Security

- Our **transformative journey** towards plant-based food production is closely linked to these goals
- The UAE government consistently promotes **innovative regional food production projects** with a focus on **sustainability and resilience**
- That goes for our Sweet Protein Project too



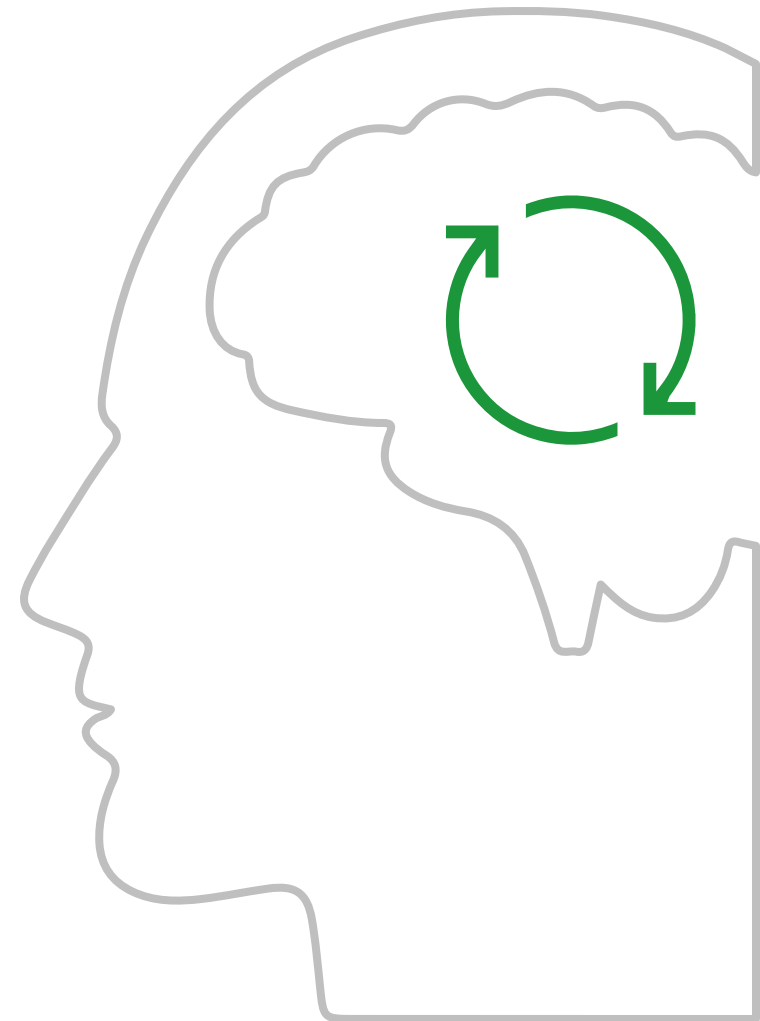
Change of Perspective in the UAE

- Recognizing the environmental, ethical and health benefits, the **UAE has opted** for a consistent shift from the region's traditionally **meat-centric diet to one that focuses on plant-based alternatives.**
- **UAE's National Food Security Strategy 2051**
- **Initiatives in place to educate and inspire individuals** towards healthier and more sustainable dietary choices.
- Transition to plant-based food production creates **new job opportunities** and **demands specialized skills.**



Less Meat more Plant-Based – My personal journey

- Started mid 2022
- **Our heads are round so that thinking can change direction**
(Francis Picabia, Artist)
- **Deep dive** into the topics of nutrition and the effects on health
- Not an **obvious idea** to set up a production site for plant-based food in the UAE
- After closer analysis my interest increased
- The Reason!
- The unique opportunity to **make a difference in the food sector** and to bring about **lasting change**



Embracing opportunity

- Forced me to take a closer look at the products, their **positive effects on health**, the **more careful use of environmental resources** and the aspects of **animal welfare**.
- **Self-experiments showed** plant-based meat products very digestible compared to meat dishes
- Plant-Based Meat has literally given me a **good "gut feeling"**
- However, tests also showed that some of the products **really didn't taste very good**.
- Taste and texture therefore remain **challenges** but are also a **great opportunity**.

My Top ten “PROS” for joining the Project

1. Interesting **development potential** in terms of **manufacturing processes and production technology**
2. Currently one of **the most exciting sectors in food manufacturing**
3. Good prospects for **growth** due to the certain increase in demand
4. The opportunity to help establish a **new food category and set the tone**
5. Trendsetting in a **vibrant** environment with attractive lifestyle
6. Interesting **mix of people** from different cultural backgrounds
7. **International** colleagues and employees
8. **Friendly & safe environment** with curious international consumers
9. Experience and age feel **respected** - so far
10. And last but not **least good weather most of the time**

The Narrative - worthy of remembering!

**The plant does not have
to pass through the animal
before we can eat it!**



Starting Manufacturing HEALTH: Promoting Well-being

- Fostering plant-based food production in the UAE is our starting point
- for a shift towards the production of healthy, nutrient-rich alternatives in the region and beyond.
- UAE is a real example of how visions can be realized



Starting Manufacturing HEALTH: Promoting Well-being

- Reasonable to choose the region as **nucleus for further development of this food category**
- **Our horizon**
UAE via the GCC > MEAN > India
- **Local production facility** for the sustainable supply of these regions



Deeper and better understanding – to change behavior

- Not the first mover but **early follower** with the opportunity to learn from others.
- Will gain a **deeper and better understand** what moves people and what makes them act.
- To **attract and inspire more people** to this new food source.
- Today heard / learned a lot of new things about the reasons that clearly speak in favor of **changing our personal eating habits.**

The opportunity to be part of a pioneering movement



- Affordable, healthier and produced in the region
- Potential to become an integral part of everyday consumption
- Convenient products for modern consumers in their respective use-cases
- Quick and easy preparation / low losses / simple handling
- Delicate products with good nutritional physiology
- Advantages also crucial for the HoReCa sector
- Pleasant feeling of having **done something good for ourselves and the environment.**



Some CHALLENGES to face

- Hot and arid climate
- Water as a scarce resource
- Land Availability
- A diverse expatriate workforce is existing, finding and binding them is curtail.
- Regulatory Compliance: regulations and standards related to food safety, hygiene, labeling, and environmental sustainability
- Energy Costs: Energy consumption/1,000 PT is approx. twice as high as in D
- Sustainability: UAD is focussing on minimize resource usage, reduce waste, and mitigate their environmental footprint.
- Market Competition due to local and international players. THEREFORE Understanding consumer preferences and demand patterns is crucial for success in this market.

Curiosity, Effort & Fun - formerly known as R&D

- Unique starting point for redeveloping and redefining food in UAE
- international team for regional, but internationally influenced customers
- Development environment for well-qualified employees like:
 - Nutritionists with expertise in biology & ecology / chemistry & biochemistry / human nutrition / environmental technology / food technology
 - Food manufacturing / processing specialists
 - Quality manager
 - Well-networked sales activists
 - People with interest in setting up and operating new organizational structure
 - Personalities with experience and pleasure in leading international teams



Building Partnerships

- We are extremely interested in
 - **Cooperating with UAE Universities** and other **educational institutions**
 - With other **organizations and companies** in our fields of activity
 - **Sharing** our existing experience and acquired knowledge
- Leveraging expertise and resources
- All involved parties can develop effective solutions
- Take advantage of market opportunities as they arise



CHARGING with EMOTIONS

Concept Center, Dubai

Information & Education HUB



Charging with emotions - Concept Center, Dubai

THE PLACE TO



A Shift in Perspective

- **Coming from the meat age!**
Predominant and most popular sources of protein are of animal origin.
- Normal food source in most cultures without any disturbing side effects.
- Looking at the prepared meat on our plate, we **don't even think about** the previous production steps.
- Ignoring **health consequences**
environmental impact
animal welfare aspects



A Shift in Perspective

- We managed to inspire an award-winning Chef from the meat fraction
- open to migrate to a different diet style
- to join us on this exciting transformation journey





**Keep
Curious!
We'll stay
in touch**

