



Our Vision

“We inspire with tasty, healthy and sustainable choices for a better living and a better planet”

Please connect or follow us:

 <https://www.prolupin.de>

 <https://www.instagram.com/made.with.luve>

 <https://www.linkedin.com/company/prolupin-gmbh>

 <https://www.madewithluve.de>

 <https://www.facebook.com/made.with.luve>

 <https://www.xing.com/pages/prolupingmbh>



Building a sustainable future with the Blue Sweet Lupine

Enabling a more sustainable, environmental friendly & healthier solution for different food & beverage applications

Patented Lupine Protein Isolate (LPI)
production process

High protein content

Highest functionality vs.
other plant-based options

Usable for many different
food applications

Supply secured through
contracted partnerships



All essential amino acids

Superior taste based on
sensory neutral profile

Free from GMO, Lactose,
Gluten, Cholesterol or Soy

Species selected for
maximum resistance

In-between crop for rotation

Local cultivation at global scale enables low CO2 footprint

Grows on poor & arid soil

No fertilizer or agrochemicals

Improves soil quality / binding nitrogen

Significantly less CO2 & water

LUVE Brand

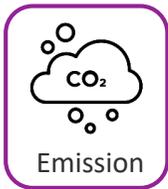
Portfolio of dairy alternatives based on LupiPrime lupine protein



Sustainable food system

Plant-based eating is the solution for a more sustainable food system, and Lupine is an efficient and effective alternative

Plant-based alternatives are more resource efficient than animal products



Emission

7x less

x times less resource consumption - Lupine Protein Isolate compared to cow milk



Land use

2x less



Water

5x less

Plant-based eating is a key enabler of change in the food industry, confirmed by several trends: „Free-from“, „Novel Proteins“ etc.

Most innovative brands – Food

1	Veganz	55
2	Beyond Meat	55
3	Like Meat	50
4	Made With Luve	45
5	Simply V	43

Most innovative brands – Overall

Top 20 nach Punkten

1	Too good to go	57 Pkt.
2	Tesla	56
3	Veganz	55
4	Beyond Meat	55
5	PayPal	53
6	Samsung (Unterhaltungselektronik)	52
7	Like Meat	50
8	Lego	48
9	Apple	48
10	Amazon	46
11	Samsung (Haushalts elektronik)	46
12	Made With Luve	45
13	Netix	45
14	Dyson	44
15	Simply V	43
16	Amazon Prime Video	42
17	Oatly	41
18	Bedda	40
19	Amazon Logistics	40
20	Google	38

HANDELSBLATT

Quelle: Yougov

Opportunity – Vegan cheese alternatives with proteins

Comparison of a dairy based cheese with a vegan alternative today



Dairy based processed cheese
– high in protein

Zutaten

Gouda* (37%), Käse (37%), Magermilch, Magermilchpulver, Schmelzsalz (Natriumcitrate), Butter, Speisesalz, Säuerungsmittel (Citronensäure), Trennmittel (Sonnenblumenlecithine)

Nährwerte (pro 100g)

Brennwert	1142 kJ / 274 kcal
Fett	18 g
davon gesättigte Fettsäuren	12 g
Kohlenhydrate	2,5 g
davon Zucker	2,5 g
Eiweiß	25 g
Salz	3,2 g



Vegan alternative
– almost no protein today

ZUTATEN

53% Walnuszubereitung (Trinkwasser, 2% geröstete **Walnüsse**), Kokosöl, modifizierte Stärke, Stärke, Salz, Aroma, Kartoffelprotein, färbendes Lebensmittel (Konzentrat aus Karotte und Apfel), Antioxidationsmittel: Natriumascorbat.

Kann Spuren von anderen Schalenfrüchten (**Mandel, Cashewnuß**) enthalten.

NÄHRWERTANGABEN JE 100 G

Brennwert	1113 kJ / 267 kcal
Fett	19 g
davon gesättigte Fettsäuren	17 g
Kohlenhydrate	24 g
davon Zucker	<0,5 g
Eiweiß	<0,5 g
Salz	1,9 g



Opportunity - Vegan cold cuts with more protein

Comparison of meat based cold cut with vegan alternative



Ingredients:

Pork meat 75 %, Water, Table salt, Dextrose, Spices, Stabiliser: Diphosphates, Antioxidant: Sodium ascorbat, Preservative: Sodium nitrite



Ingredients:

Water, canola oil 12%, barbecue veggies, Thickening agent: Carrageenan, Locus bean gum, Conjak, 2% **Pea protein isolate**, Aroma, **Potato protein**, Dextrose, Glucose syrup, Vinegar, 0,3% Herbage, Spices, Colorants: Anthocyane, Carotins.



Nutritionals per 100 g

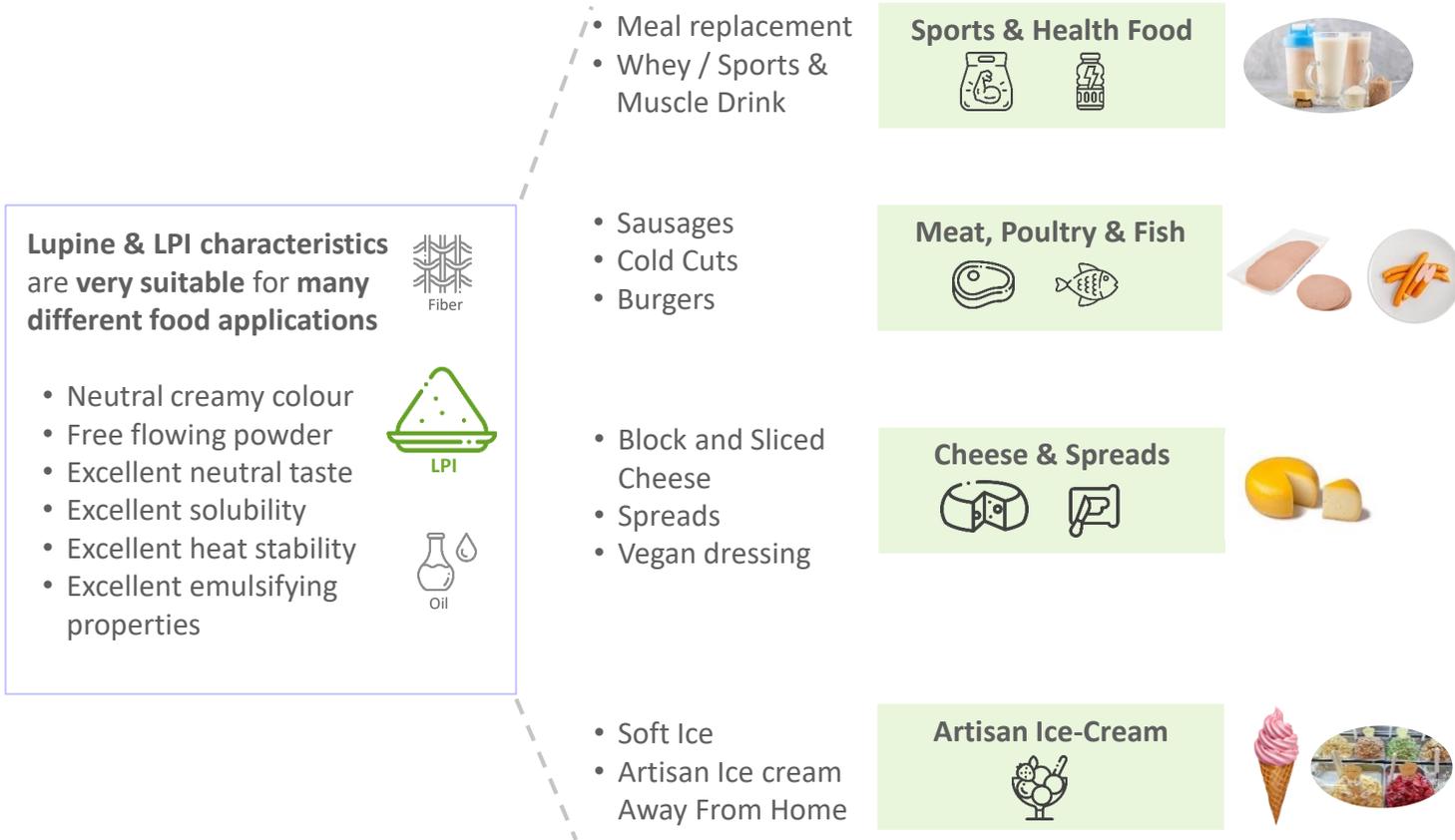
Energy	230 kcal
Fat	20 g
- Saturated fatty acids	7,7 g
- Monounsaturated fatty acids	9,7 g
- Polyunsaturated fatty acids	2,6 g
Carbohydrates	1,0 g
- Sugar	1,0 g
Protein	14 g
Salt	2,2 g

Nutritionals per 100 g

Energy	140 kcal
Fat	12 g
- Saturated fatty acids	0,9 g
- Monounsaturated fatty acids	7,9 g
- Polyunsaturated fatty acids	3,2 g
Carbohydrates	2,3 g
- Sugar	1,7 g
Protein	3,9 g
Salt	2,1 g

Example: [Veganer Schinken Spicker mit Grillgemüse | Rügenwalder Mühle \(ruegenwalder.de\)](https://www.ruegenwalder.de)

Proven product categories for LupiPrime Lupine protein isolate



Tax as political controlling tool

Tax in selected EU countries*

Country	Tax % Normal	Tax % Food	Tax % Restaurant
Estonia	20	20	20
Germany	19	7	19
France	20	5,5	20
Italy	22	10	10
Poland	23	5	21

* DEHOGA, Bundesverband Stand Juli 2017

DE



Animal based foods:
Meat, Milk and Eggs
Reduced tax of
7 %



Tax discrimination for
Plant based Alternatives:
19 %

Tasty, healthy and sustainable choices with lupine protein are possible for a better living and a better planet