



**Hi, our name  
is Planted**



# Why Planted? Our top 3 reasons:

We raise the standards, expectations and awareness in the plant-based meat category.



Clean label &  
only natural ingredients



Best taste confirmed  
by top chefs



Industry-leading  
in-house production

Retail



Without  
additives

We bring  
delicious alternative  
proteins with the  
shortest ingredient  
list to the table

Webshop



Foodservice





# The first transparent meat production!

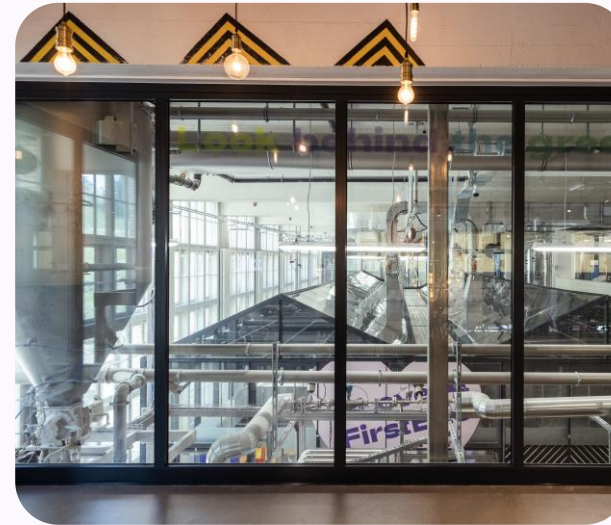
As a rule, food startups outsource the manufacture of their products to contract companies, which also handle the logistics. This saves money and resources. At Planted we operate differently: At Planted's HQ in Switzerland, more than 65 employees work in the designated Science as well as R&D teams. Additionally, Planted is produced in a glass production facility - the first transparent meat production open to the public.



**In-house Innovation  
& Development Lab**



**In-house kitchen with  
Michelin Star Chefs**

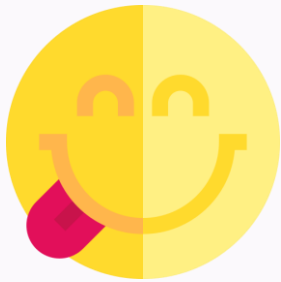


**In-house  
production**



**In-house  
restaurant**

# Better than meat



## Taste

The taste profile driven by process rather than additives.



## Price

Price parity with animal meat on true cost by 2025, absolute terms by 2030.



## Environment

Reduce environmental impact by 5-10x in dimensions land use, water and CO2e



## Health & Nutrition

Rich in protein & fibers, low in saturated fat, and no antibiotics

# World-leading scientists define sustainable and healthy diets as diets with:

- optimal caloric intake
- rich in diverse plant-based foods (fruits, vegetables, legumes, and nuts)
- rich in unsaturated rather than saturated fats
- and generally low in animal sourced foods

→ Our body does not need specific types of food, but rather the focus should be on ensuring that our body acquires specific types of nutrients including proteins, carbohydrates, fibres, fats as well as vitamins and minerals through our food.



# Planted is not just an alternative to meat, Planted is a nutrient-rich addition to a healthy diet

- ✓ Supplies all required protein
- ✓ Supplies fibres having health promoting effects
- ✓ Low in fat
- ✓ Provides essential micronutrients
- ✓ No additives needed. Nope, not even one.

Nutrient content	Unit	planted. chicken	Chicken (avg.)	planted. Pulled	Pork (avg.)
Energy	kcal	151	134	176	160
<b>Fat</b>	g/100g	<b>2.9</b>	<b>5.3</b>	<b>6.1</b>	<b>8.3</b>
Of which saturates		0.6	1.6	0.7	2.9
Carbohydrate		2.1	0.1	2.9	0
<b>Fibre</b>		<b>4.4</b>	<b>0</b>	<b>5.1</b>	<b>0</b>
<b>Protein</b>		<b>24.2</b>	<b>21.6</b>	<b>24.9</b>	<b>21.4</b>
Salt		0.8	0.1	0.8	0.2
VitB12	µg/100g	1.25	0.46	1.25	0.77
Iron	mg/100g	5.1	0.5	5.3	1.0

We carefully select high-quality proteins, fibres, and only natural ingredients



# Planted as direct source of Vitamin B12

- Vitamin B12 is essential for a well-functioning metabolism, playing a key role for the blood, nervous system, and the brain.
  - Vitamin B12 is naturally **produced only by bacteria and single cells**, but not by plants nor by animals.
  - The vitamin B12 present in foods is either originating from:
    - microbial production within the animal (beef, cheese)
    - or fortification upon animal feed (pork, chicken, eggs)
    - or **direct fortification** upon processing of foods (planted products, various plant-based alternatives).
- Healthy portion
- ✓ **All Planted products contain vitamin B12** originating from bacterial fermentation
  - ✓ For example planted.chicken provides a healthy dose of vitamin B12 by covering one quarter of the recommended daily intake of an adult (4µg/day).





# Planted supplies all required protein

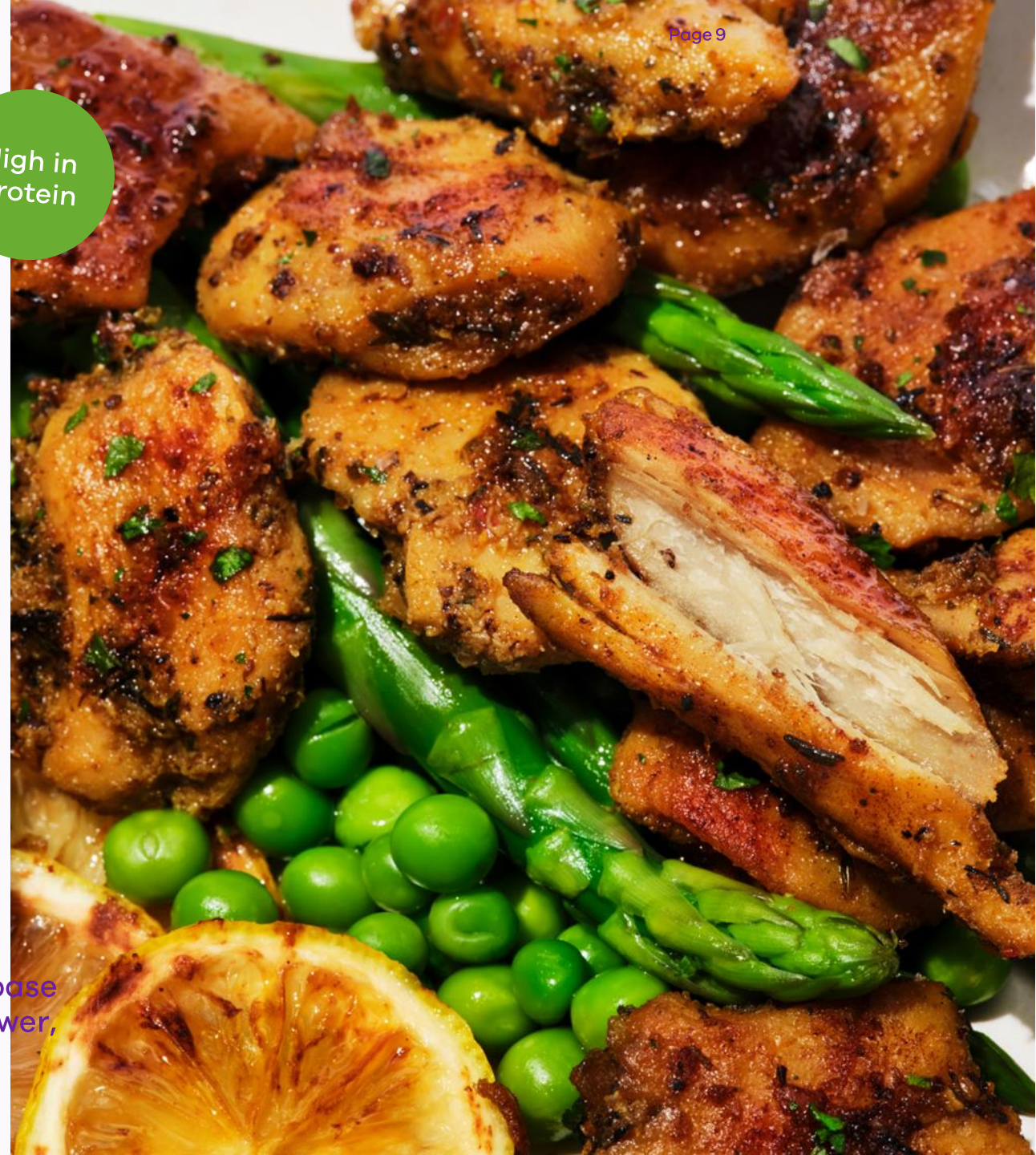
- Independent of the source of the protein (plants, animal, single cells), all proteins have the same building blocks, called amino acids.
- Planted provides all essential amino acids
- Pulses, such as pea, are generally rich in amino acids such as lysine, leucine and phenylalanine but rather low in methionine and cysteine

Enjoy protein diversity

Best availability of plant-based proteins is achieved through combining pulses, seeds, and cereals within one meal and eaten throughout the day

- ✓ Great to combine planted.chicken or kebab with rice, pasta, bread, etc
- ✓ **planted.pulled already combines** all protein groups in the base recipee, resulting in a particularly nutritious product (sunflower, oat, pea)

High in protein







**Pascal Bieri, co-founder Planted,  
...I get my energy from....**

**planted.**