

## **PRODUCT RANGE**

## **ORGANIC + VEGAN**











## **GESCHÄFTS- & BETRIEBSGEHEIMNIS**

### COMMERCIAL AND INDUSTRIAL SECRETS

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### VEGAN AND/OR ORGANIC PRODUCTS

#### OUR POSSIBILITES



	Organic	Vegan	Vegan + Organic
Mustard	x	x	х
Ketchup	x	х	х
Mayonnaise	x	х	-
Sauces (fruit- vegtable basis)	x	x	х
Sauces (emulsified)	х	x	-
Dressings (emulsified)	х	х	-
Dressings (oil & vinegar basis)	х	X	х
Horseradish	х	x	-
Soy sauce	x	x	х
Vinegar	Х	Х	Х



## **VEGAN AND ORGANIC**

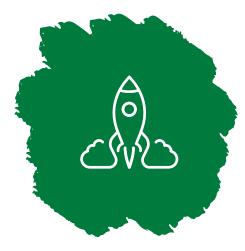
### THE GROWING IMPORTANCE IN OUR SOCIETY



Increasing demand and increasing sales of organic and vegan products wordwide



Rising numbers of flexitarians





Corona as an extra booster for a "conscious consumption" Expanding variety in the organic and vegan assortment





### THE IMPORTANCE OF VEGAN PRODUCTS



- ✓ Vegan is no longer a trend, it has firmly arrived in our society
- ✓ "Corona Year 2020" as a **booster** for vegan products
- ✓ The vegan segment has a relatively small share in many product groups, but has been growing out of its niche for years through disproportionately high sales growth
- ✓ For 14.4% of consumers, vegan is a very important product characteristic
- ✓ **Brand dominance** in majority of vegan markets



### THE IMPORTANCE OF ORGANIC PRODUCTS



- ✓ The conscious consumption of food is steadily increasing in society
- ✓ Europe loves organic: For the second year in a row, Europeans spent around 8 percent more money on organic products than the year before (2018: € 41,4 bn 2019: € 45 bn)
- ✓ Demand for organic products is also growing worldwide and organic product ranges continue to expand
- ✓ Within 10 years (1999-2019), organic food sales have increased from 15.2 to 106.4 billion Euros worldwide
- ✓ Corona as an extra booster for organic and vegan products → especially demand in full-range stores has increased

Statista, 2021: Umsatz mit Bio-Lebensmitteln weltweit in den Jahren 1999 bis 2019

Bund Ökologische Lebensmittelwirtschaft e.V.; 2021: Branchen Report 2021 Ökologische Lebensmittelwirtschaft





### OUR VARIETY OF VEGAN & ORGANIC PRODUCTS



- ✓ Sustainability is a central goal at Develey
- ✓ Develey is working on a **sustainable future**
- ✓ Many of our products are vegan by nature and we offer a variety of vegan recipes
- ✓ We are constantly working on new vegan or organic products and adaptation of our recipes

#### ✓ One of our sustainability goals:

By 2023, we will **reduce** or **eliminate** the use of egg in branded products in Germany unless **egg** is a name- or value-giving ingredient







# **THANK YOU!**









