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What do consumers want?



TASTE



HEALTHINESS



SUSTAINABILITY



APPEELING

- Appeeling is a drink made of fruit peels, together with other ingredients such as milk and dates
- No added sugars
- Rich in fibers




Ingredients:

- Apple peel
- Pear peel
- Semi skimmed milk
- Dates
- Cinnamon
- Vanilla

Process

- By-product collection
- Cleaning
- Mixing and blending
- Packaging
- HHP
- Distribution



Cost of the retailer: 1.19 €/per bottle
Minimum cost in store: 1.49 €/per bottle (excluding taxes)

Packaging

- Recyclable PET or ENSO bottles, less impact on environment
- Volume 250 ml




Sustainability

- Apple about 25% waste of the fruit
- Use of a waste product
- Local sourcing of fruit peels, short transportation
- Short process

appeeling

Health benefits

Average dietary fiber intake

Netherlands:

- Women 18 g/d
- Men 22 g/d

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Recommended dietary fiber intake

- Women 28 g/d
- Men 36 g/d

appeeling




With Appeeling it is easier to reach the recommended fiber intake

15.5 g of fiber/bottle (250 ml)

appeeling

Target group

- Health-conscious consumers
- Environment-conscious consumers
- Anyone who likes apple pie



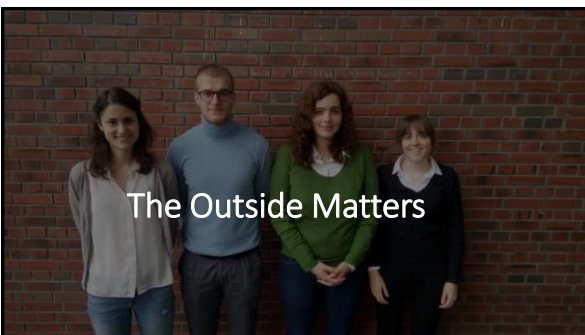

Marketing strategy

- Retailers and convenience stores
- Advertisements on social media
- Advertisements on tv
- Engage with customers by sponsoring it with test samples

So what is truly "Appeeling"?

- Taste
- Second life for fruit industry side stream
- Short processing
- Health benefits

appeeling



The Outside Matters