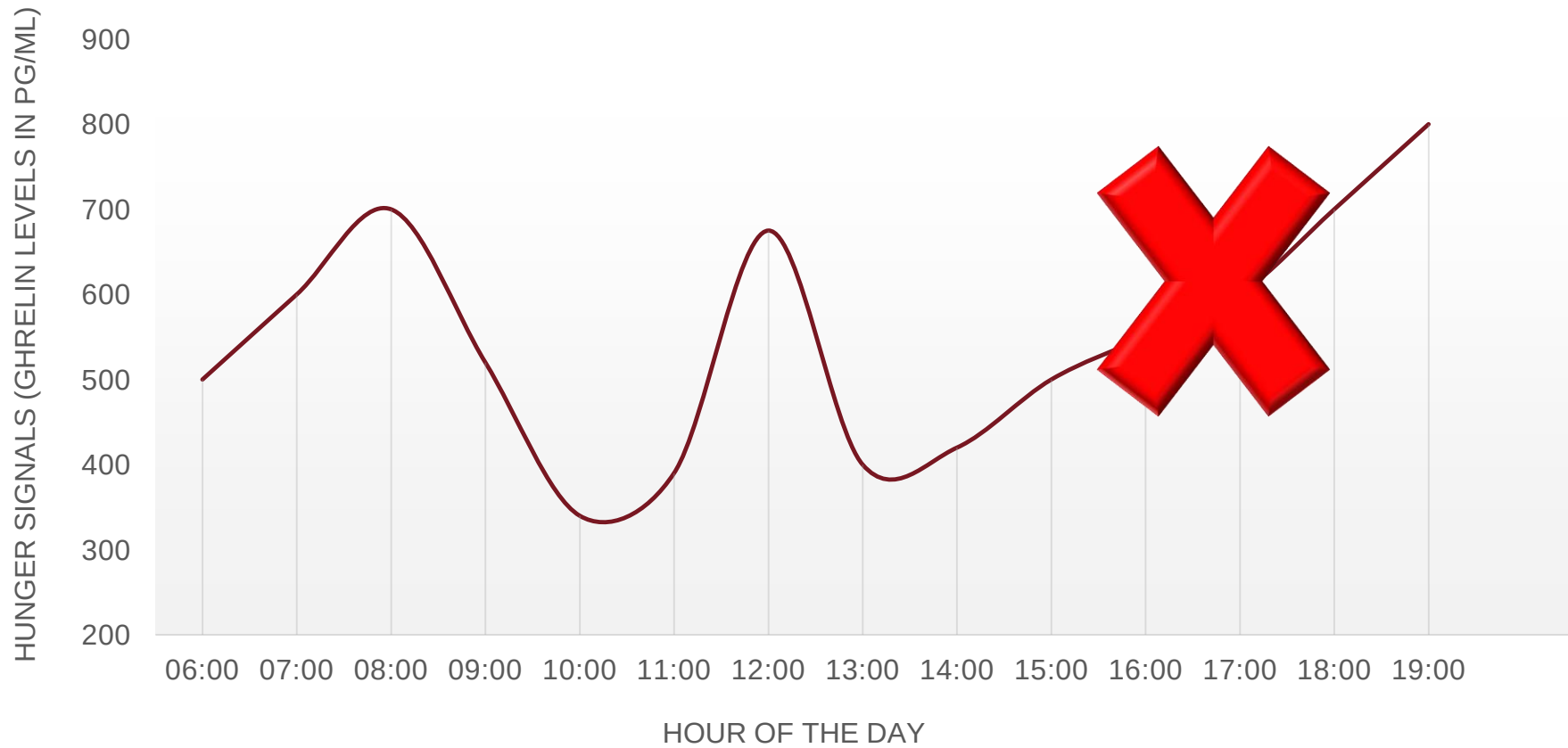


Hungry feeling during a normal day



Experiences

- Snack feeling at the end of the day
- Need for energy
- Need for healthy & savory
- Need for convenience



Do you want to **SURVIVE**
your hungry ride back
home?



The image features several round, reddish-brown fried balls, likely falafel, resting on a green leaf. One ball is cut open, revealing a bright yellow interior. A large black circular arrow with a flame-like tail at the bottom left points clockwise. The word "Survivalballs" is written in a bold, orange, stylized font across the center, with the "S" partially enclosed by the arrow. Below the title, the text "— Reload & explode —" is written in a white, outlined font.

Survivalballs

— Reload & explode —

Wait what?

CREAMY lupin hummus

Lupin beans, tahin, lemon juice, olive oil, spices (garlic, paprika, chili, cumin).

CRUNCHY cracker

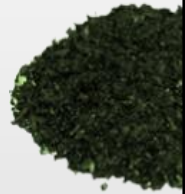
Wholegrain rye flour, oats, flax seeds, sesame seeds, beetroot pulp and juice, seaweed flakes, onion peel flakes and powder, olive oil, water.



made of



= lummus



Nutritional values &

	Per 100 g	Per 40 g (portion)
Energy (kcal)	372,7	149,1
Energy (kJ)	1559,5	623,8
Carbohydrates (g)	23,8	9,5
<i>of which sugars (g)</i>	2,8	1,1
Fat (g)	23,7	9,5
<i>of which saturated (g)</i>	8,7	3,5

**Source of
protein**

13,4 g / 100 g
(13,4 g / 100 g)



Low in salt

0,09 g / 100 g



High in fibre

13,3 g / 100 g



How it's made?



How it's made?

Dough mixing

Half sphere formation



How it's made?

Dough mixing

Half sphere formation

Oven baking



How it's made?



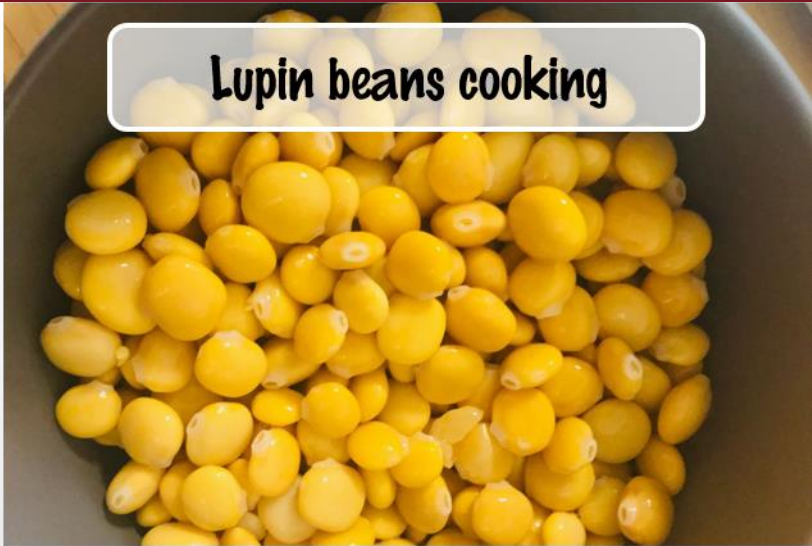
Dough mixing

A black and white photograph showing a close-up of a mixing process, likely in a large industrial mixer, with a dark, textured surface.

Half sphere formation

A black and white photograph showing a row of small, round, half-spherical objects arranged in a line on a dark surface.

Oven baking

A black and white photograph showing a metal baking tray with multiple circular indentations, placed on a surface, likely in an oven.

Lupin beans cooking

A color photograph showing a large quantity of bright yellow, round lupin beans in a dark bowl.

How it's made?

Dough mixing

Half sphere formation

Oven baking

Lupin beans cooking

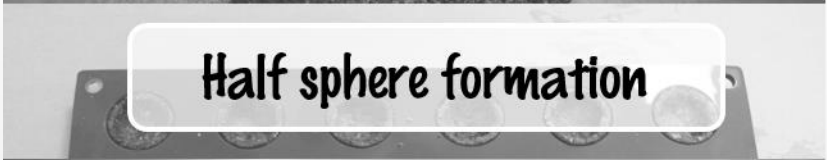
Lummus flavouring



How it's made?



Dough mixing

A close-up photograph of a dark, granular substance, likely flour or dough, being mixed in a container.

Half sphere formation

A photograph showing a metal tray with multiple circular indentations. Small, light-colored dough balls are being formed in each indentation.

Oven baking

A photograph of a metal tray with circular indentations, similar to the one in the previous step, placed on a surface, likely inside an oven for baking.

Lupin beans cooking

A photograph showing a large number of white, oval-shaped lupin beans cooking in a pot of liquid.

Lummus flavouring

A photograph showing a clear liquid being poured from a glass container into a larger, dark-colored bowl or pot.

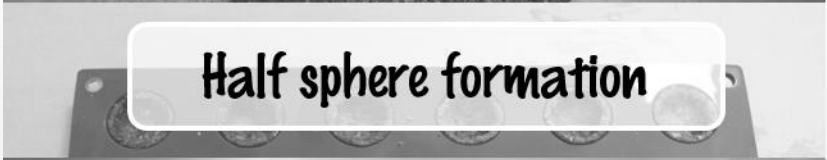
Lummus mixing

A photograph showing a large pile of bright orange, crumbly material, likely the prepared lummus, on a light-colored surface.

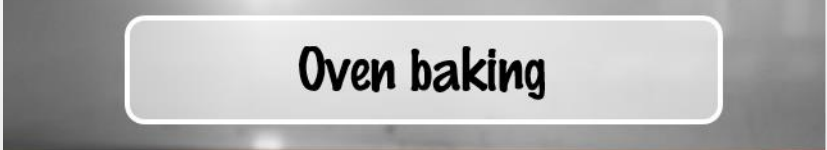
How it's made?



Dough mixing

A close-up shot of a dark, granular mixture being stirred in a bowl.

Half sphere formation

A close-up shot of a metal mold with several circular openings, each containing a small, rounded piece of dough.

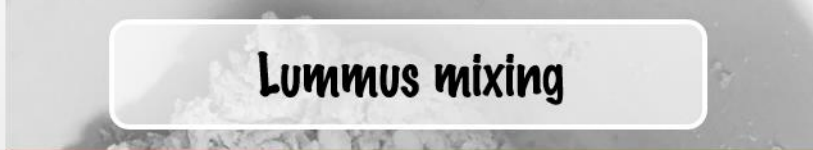
Oven baking

A close-up shot of a single, round, golden-brown baked item, possibly a cookie or a small cake, resting on a surface.

Lupin beans cooking

A close-up shot of a large number of white, oval-shaped lupin beans submerged in liquid in a pot.

Lummus flavouring

A close-up shot of a glass bowl containing a white, powdery substance, likely flour or sugar, being stirred.

Lummus mixing

A close-up shot of a hand holding a small, round, golden-brown baked item, similar to the one in the 'Oven baking' step.

Filling & glueing

A close-up shot of a hand holding two halves of a baked item, showing a yellowish-orange filling. The item has a dark, textured exterior.

How it's made?

Dough mixing

Half sphere formation

Oven baking

Lupin beans cooking

Lummus flavouring

Lummus mixing

Filling & glueing

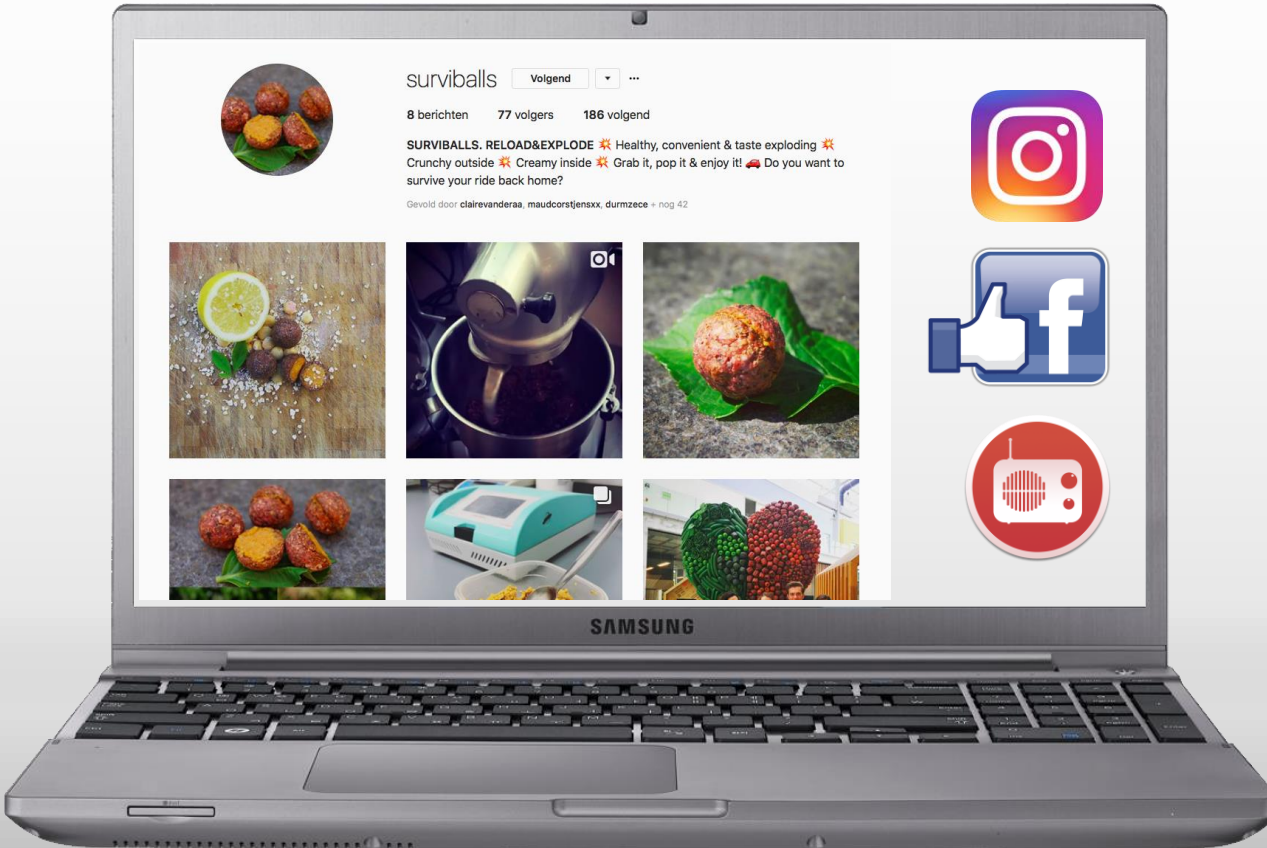
Packaging & distribution



Our target group?

- 
- ✓ Adults 18-65 y/old – students and employees
 - ✓ Traveling home from work by car or by public transport

How to reach the consumer?





Reload & explode



Where to buy?

Distribution channels

- Vending machines
- Canteens
- To-go shops
- Gasoline stations
- Supermarkets



Packaging

Easy to use & no spilling

- Plastic hexagon shaped tube with pressure cap
- Recyclable and strong
- Five per tube

Grab it, pop it & enjoy it!



Think globally, act locally!

→ Locally sourced main ingredients:



Lupin



Seaweed



Beetroot



Flax seeds



Rye (=winter rye)



Oats

→ Onion peel powder & flakes from residue stream



Mol Onion Ingredients



Following the trends



Healthful indulgence
snacking

How to
outstand our
market
competitors?

Middle eastern
food is hot!
HUMMUS!

Vegetarian/plant-based

Main competitors?



Let's compare!



Energy (kcal)	Fat (g)	CHO (g)	Protein (g)	Fibre (g)	Salt (g)
458	24,0	41,1	10,6	17,8	0,75

/ 100 g



Energy (kcal)	Fat (g)	CHO (g)	Protein (g)	Fibre (g)	Salt (g)
373	23,8	23,7	12,4	13,3	0,09

/ 100 g

Let's compare!



Energy (kcal)	Fat (g)	CHO (g)	Protein (g)	Fibre (g)	Salt (g)	/ 100 g
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373	23,8	23,7	12,4	13,3	0,09	

Let's compare!



Energy
(kcal)

458

Fat
(g)

24,0

CHO
(g)

41,1

Surviballs

Energy
(kcal)

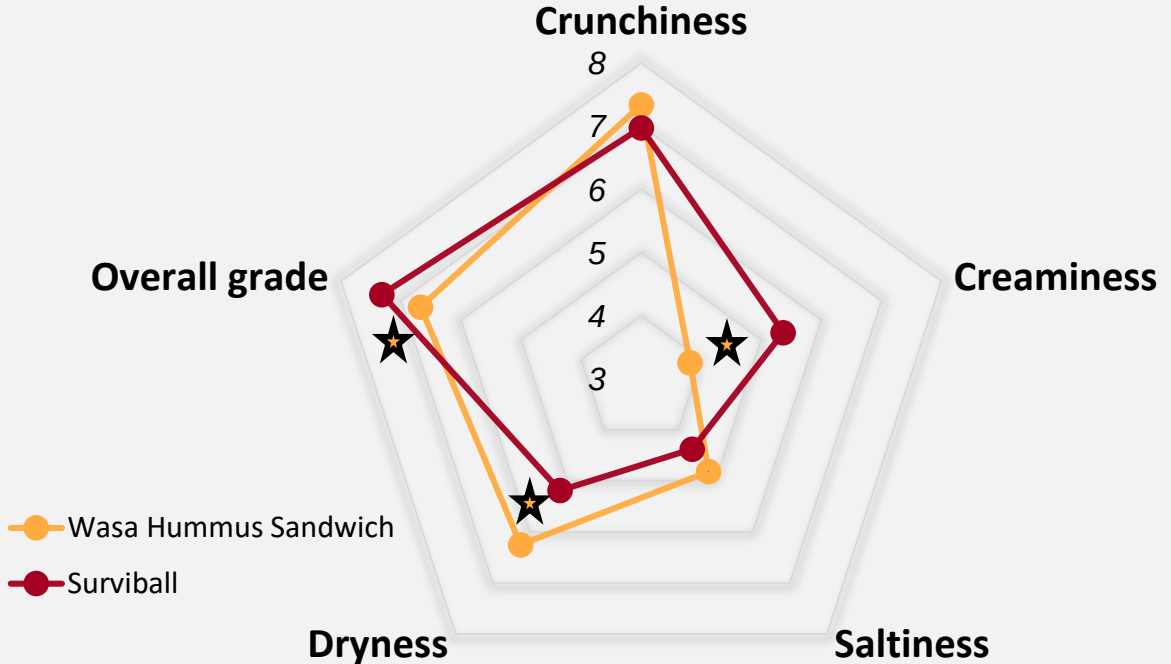
373

Fat
(g)

23,8

CHO
(g)

23,7



Let's compare!



€1,-

Energy (kcal)	Carbohydrates (g)	Fat (g)	Protein (g)	Fibre (g)	Salt (g)
458	24,0	41,1	10,6	17,8	0,75

Surviballs

?

Energy (kcal)	Carbohydrates (g)	Fat (g)	Protein (g)	Fibre (g)	Salt (g)
373	23,8	23,7	12,4	13,3	0,09



Let's compare!

Preliminary cost

analysis

Costs

Per package (40 g)

Ingredients

€ 0,28

Packaging

€ 0,03

Processing

€ 0,05

Total costs

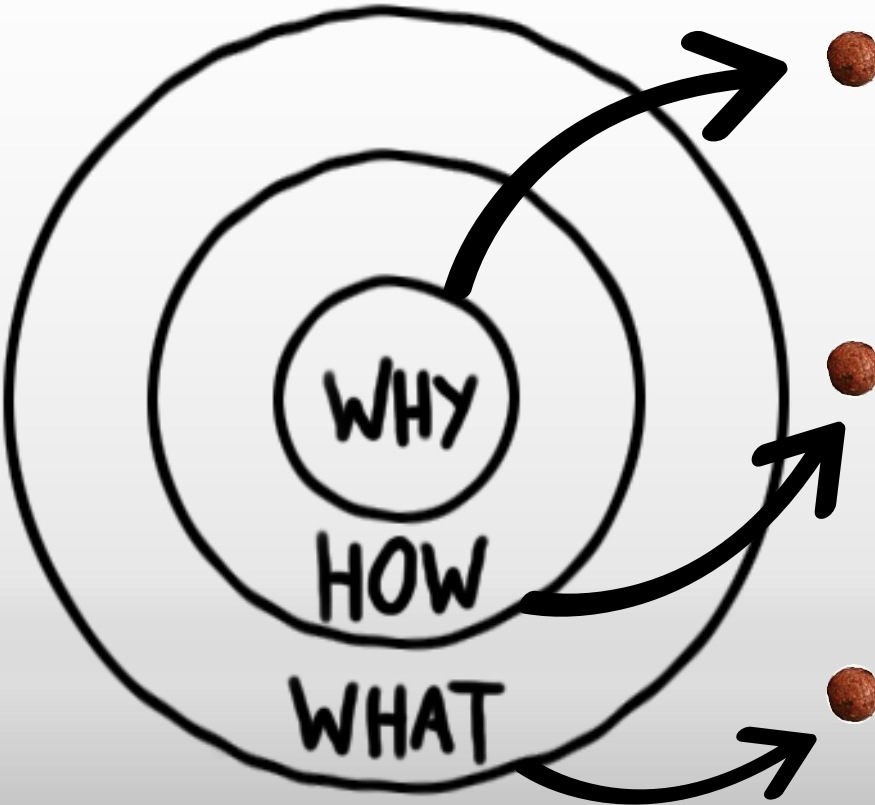
€ 0,36



Expected to-go
retail price:

€1,59

Our mission



'We believe in making healthy options convenient and tasty for everybody'

'By inspiring consumers to choose for a healthy, convenient and taste exploding snack-to-go'

'The creation and promotion of Surviballs: Reload & Explode!'



And now...

Time to **survive** the rest of
the presentations!

Just grab it, pop it & enjoy
it!



Winnie van Besouw, Jill Olfers, Ela Reitsma, Claire van der Starre & Niels Visschers
Master Health Food Innovation Management



Maastricht University