

plantased greek white



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Our ~~JOY~~ ~~MEAT~~

- ALMONDS (77%)
- SOYA BASE
- COCONUT OIL
- SALT
- CULTURES

per portion size (25g)

130 kJ / 32 kcal

3,33g

 $< 0, \lg$ $\leq 0, \lg$

0,05g

0,64 g

0,4 lg

 $\leq 0, \lg$

Current Problems

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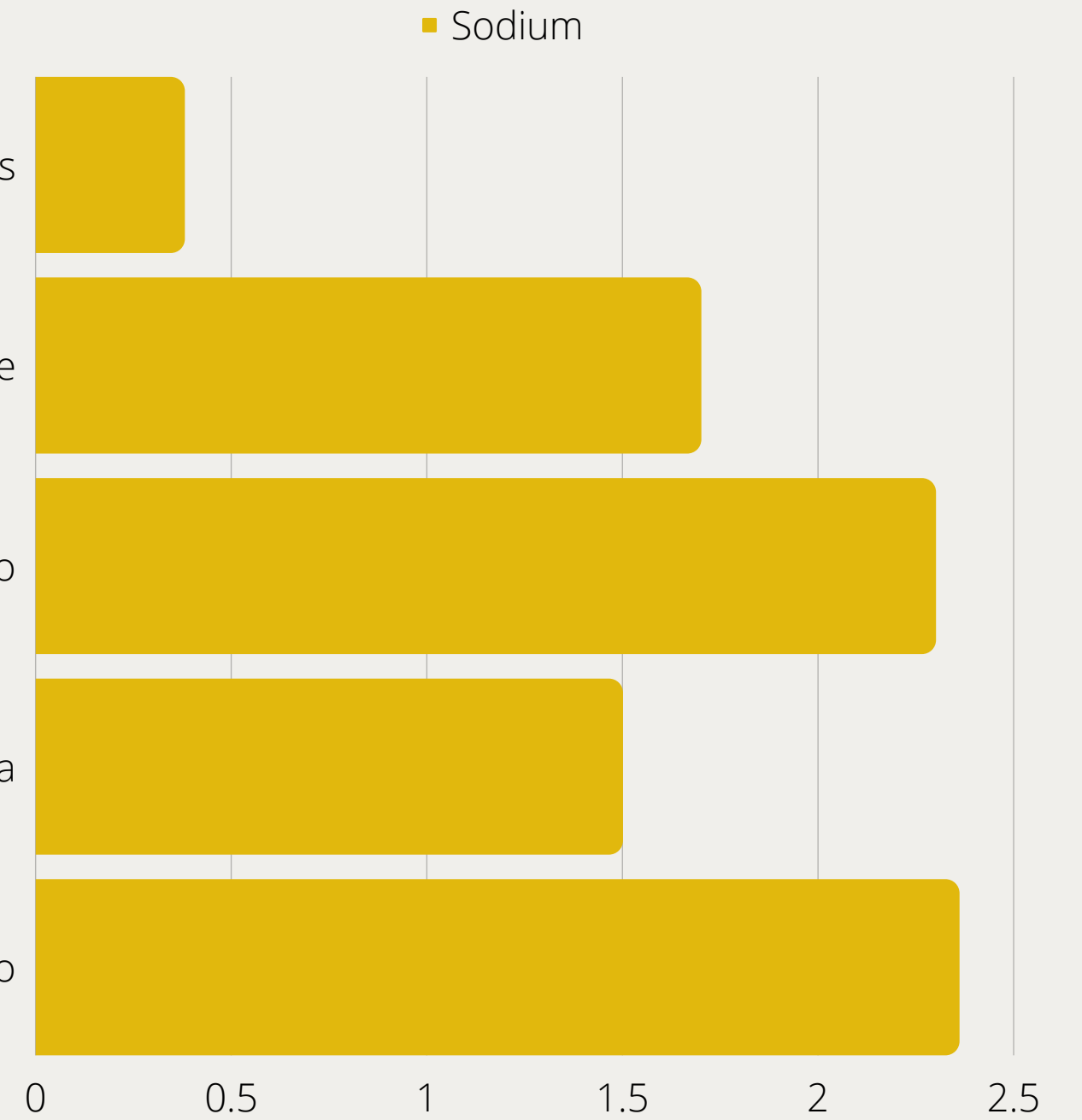


- Unsustainable ingredients used for plant-based cheese alternatives

HEALTH

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SODIUM CONTENT

[illegible]

What makes us innovative?

ALMOND MILK SALES

Almond milk is the largest dairy alternative category on the European market.



ALMOND MILK PRODUCTION

Europe is one of the biggest almond milk producers.



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Is the left-overs from almond milk production.

What makes us **HJIRBY**

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Ideal customer: Zoë



29 years old

Lives in Maastricht

Marketing Manager @HelloFresh

Loves to cook

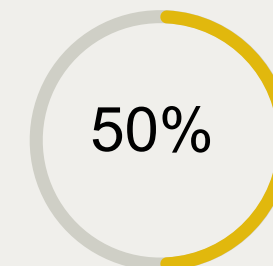
Takes time when doing groceries

Cares about the environment

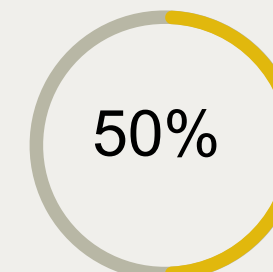
Health conscious

Vegan

Target customer



Not omnivores (flexitarian, vegetarian, pescatarian or vegan)



Prefer plant-based cheese over conventional cheese



Have shifted their purchase behavior towards more sustainable choices



Consumers want

Sustainable, affordable cheese alternative with good nutritional value.

Totally Nuts strategy

PLACE

PRICE

PROMOTION

T ê/ æ§ %ΔÆ strategy

PLACE

EKOPLAZA

SHELF PLACEMENT

LINE-UP PLACEMENT

PRODUCT DEMONSTRATION



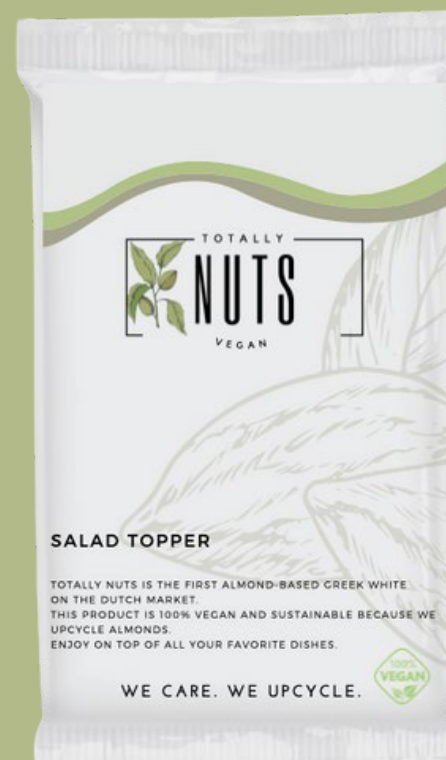
Marketing strategy

PRICE

"GREEK WHITE" COMPETITORS

NPMBS AR	PRICE
Verdino (100g)	1,63€
Jumbo (100g)	1,33€
Violife (100g)	1,39€
Soyananda (100g)	2,33€

TOTALLY NUTS (100g)



PRICE 2,77€

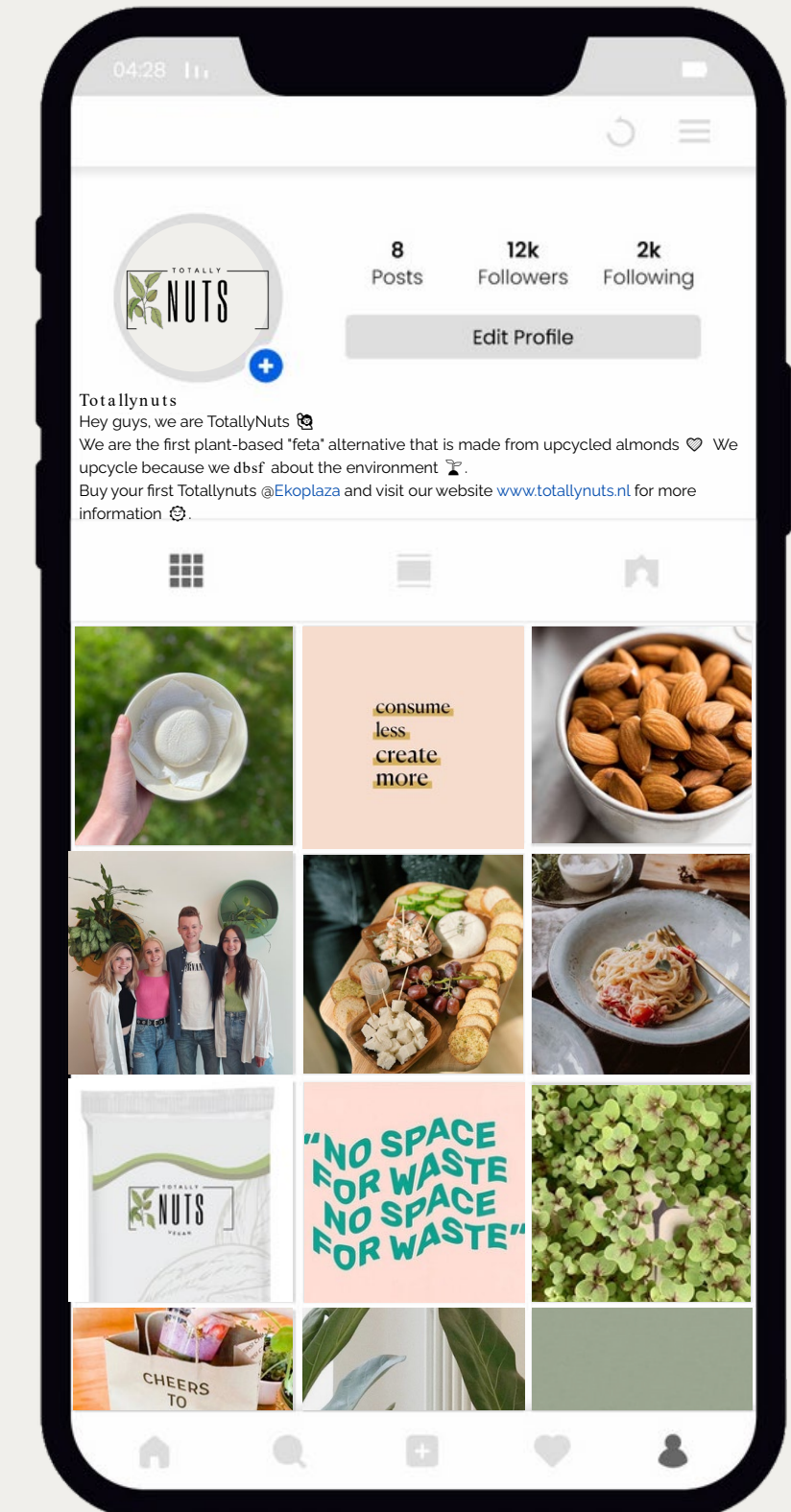
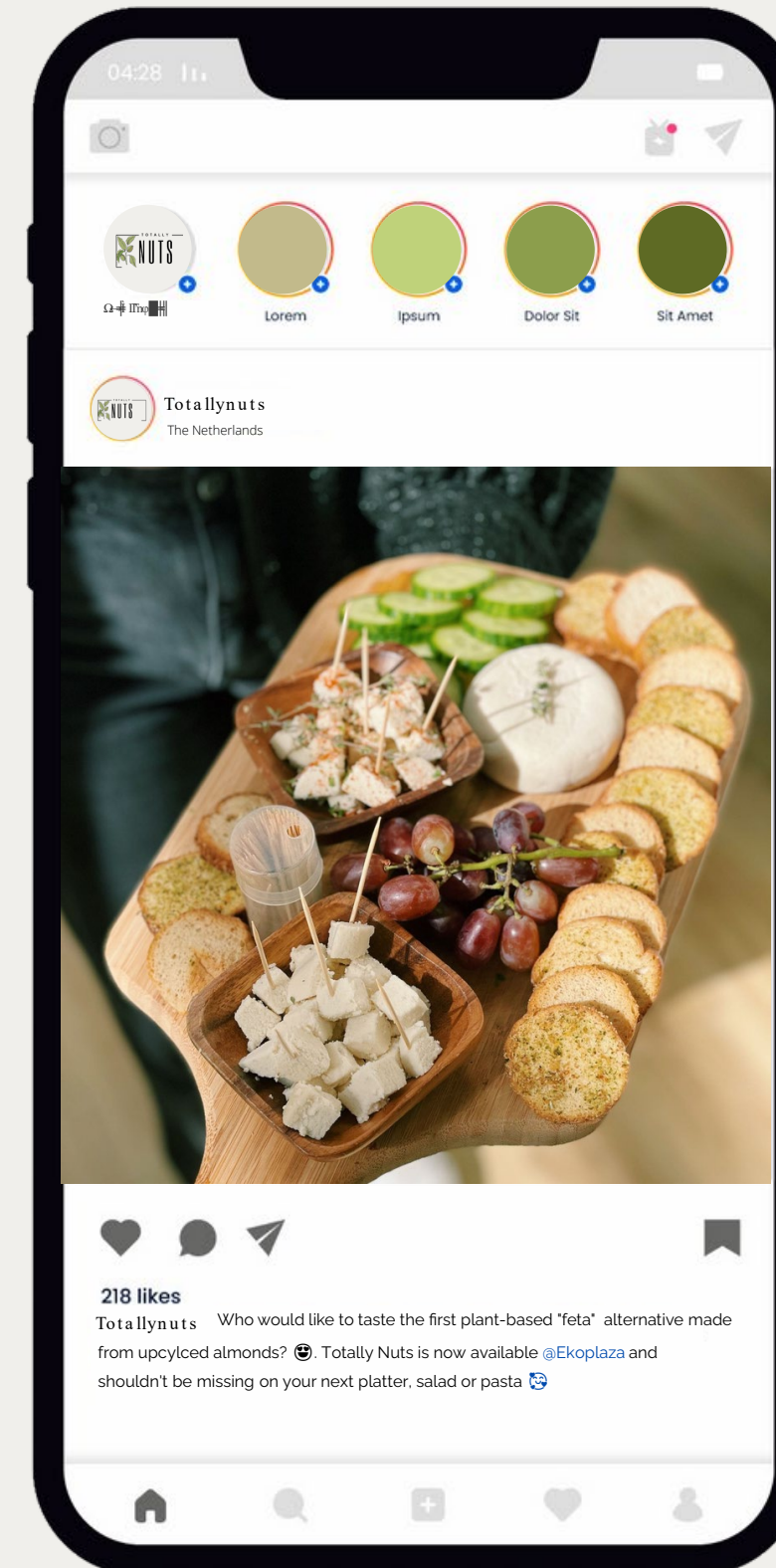
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NPMBS AR	PRICE
Jay&Joy (100g)	6,87€
Veganelle (100g)	2,43€

Marketing PROMOTION

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Good Transparency, connection and communication with our target group



Marketing strategy

PROMOTION

Google Ads



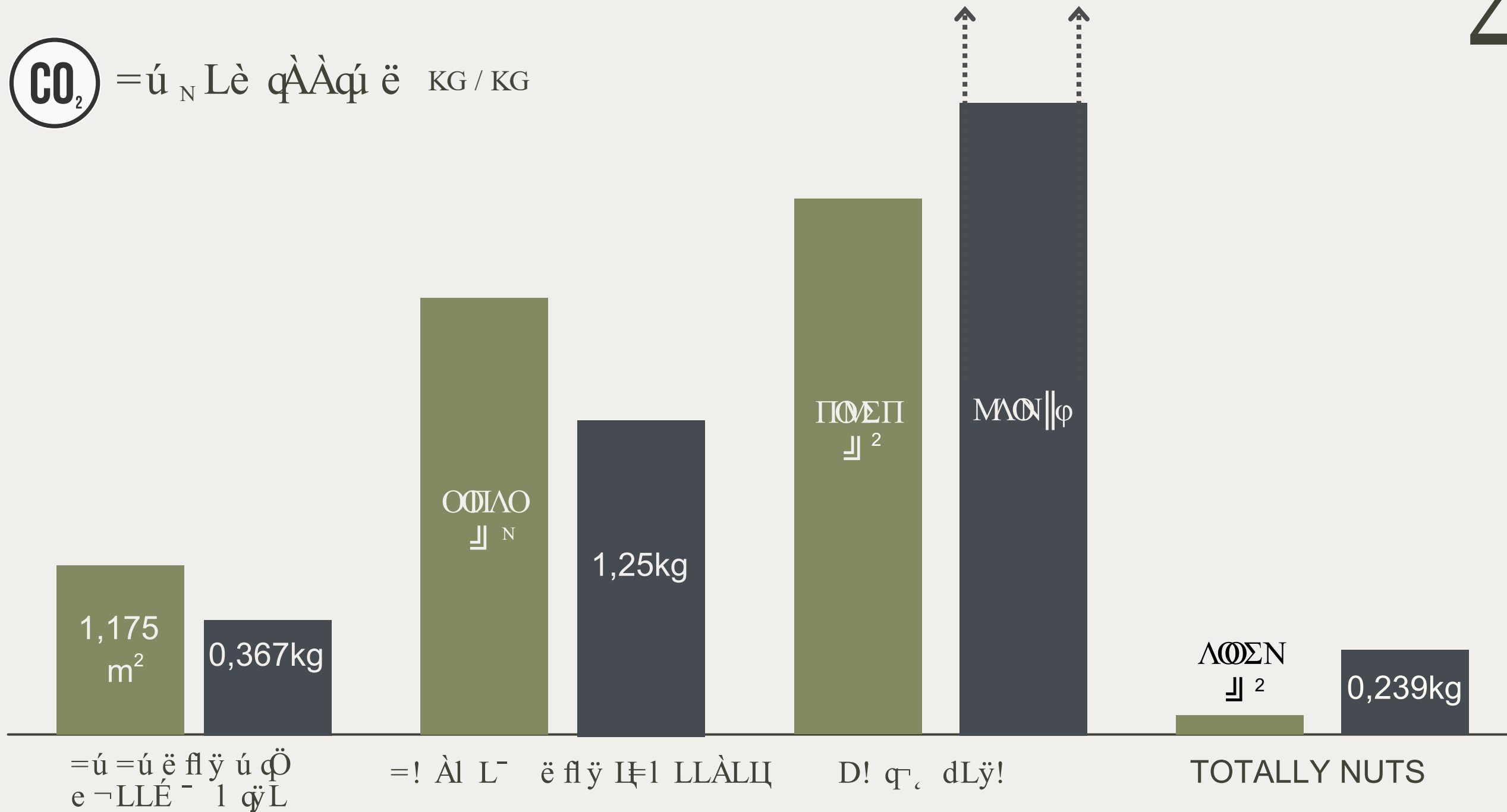
B&U sustainable



LAND USE m^2



CO_2 kg / kg



4A&H
Production



NPßRßE

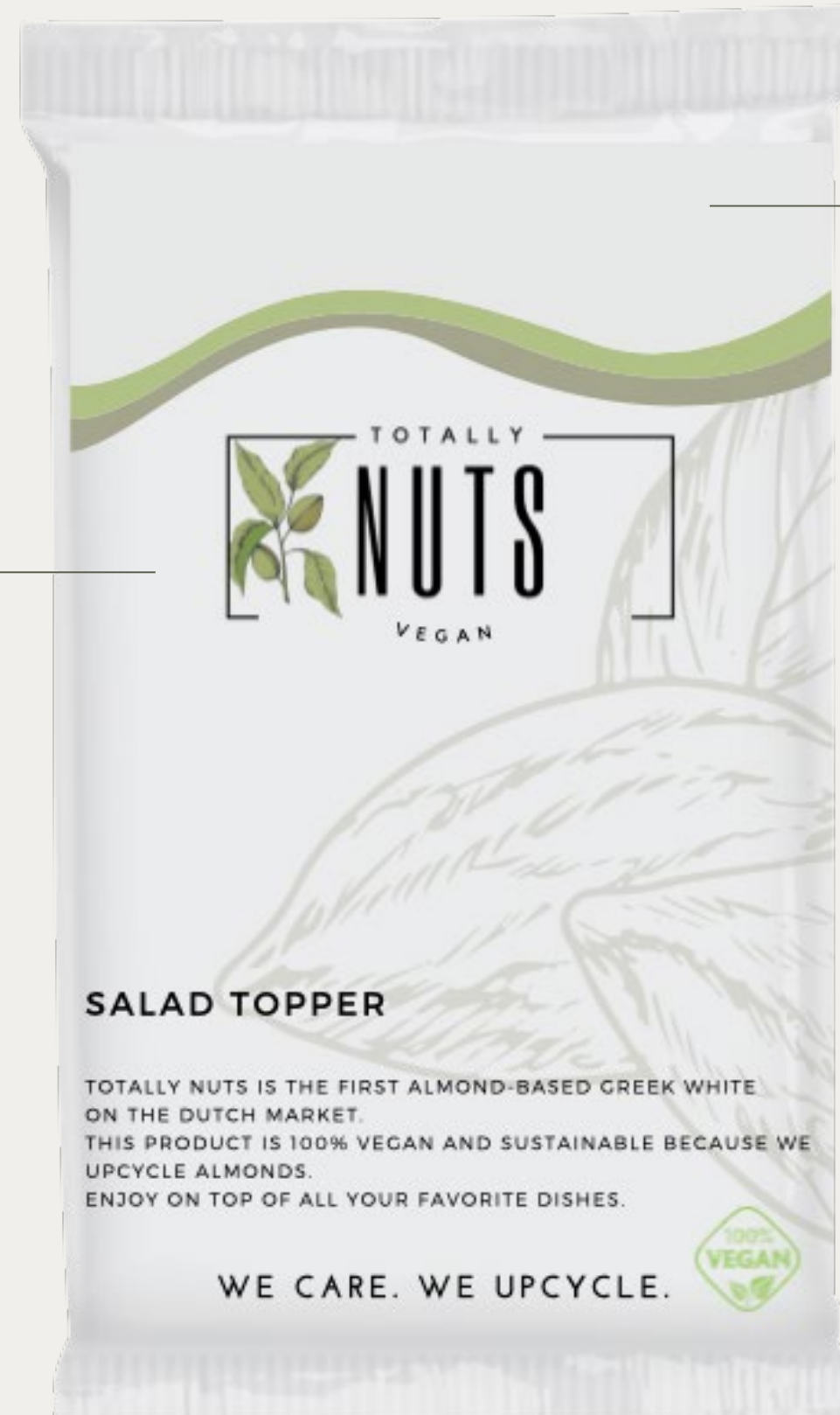
- Surface printing

COLOR

- Lighter colors
 - Recyclability

MAP

- 80% N₂ ; 20% CO₂



PACKAGING

Bio-PE flowpack
+ < 5% EVOH barrier

- Opaque color
- Sealability
- Recyclability
- Barrier

Packaging

Our Values

Totally Nuts

22nd June 2022

NAINA

Àfl Àÿ! æ ! <œÿ,

We upcycle almond(pulp) from
almond milk production.
We produce regionally.
We use sustainable packaging.

dœÿl L e ! ø

Dutch vegan cheese market
grew by 400%.
Consumers seek for new vegan
cheese alternatives .

HEALTH

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Totally Nuts is the only plant-
based "greek white" alternative
made from upcycled almond
pulp.



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