

## **3rd International Food Innovation Conference**

*Vortrag / Speech*

# **Anat Natan**

## **Wie aus Food Waste kulinarische Kunst wird Upcycling Food Waste Into Culinary Art**

# ANIMA

CULINARY ART



1/3

of produce  
go to waste only for  
aesthetic reasons



ANIMA  
CULINARY ART



**WHAT  
DO PEOPLE WANT  
WHEN IT COMES  
TO THEIR  
NUTRITION?**

Source: 2018 Food & Health survey – IFIC foundation



- ✓ **Convenient**
- ✗ Complete nutrition
- ✗ Sustainable consumption
- ✗ Culinary experience
- ✗ Home cooking mouth feel



**CONSUMERS ARE COMPROMISING**  
**NO PRODUCT MEETS ALL THEIR NEEDS**



# MARKET OPPORTUNITY IS ENORMOUS

Ready Meals market



**\$52 B**



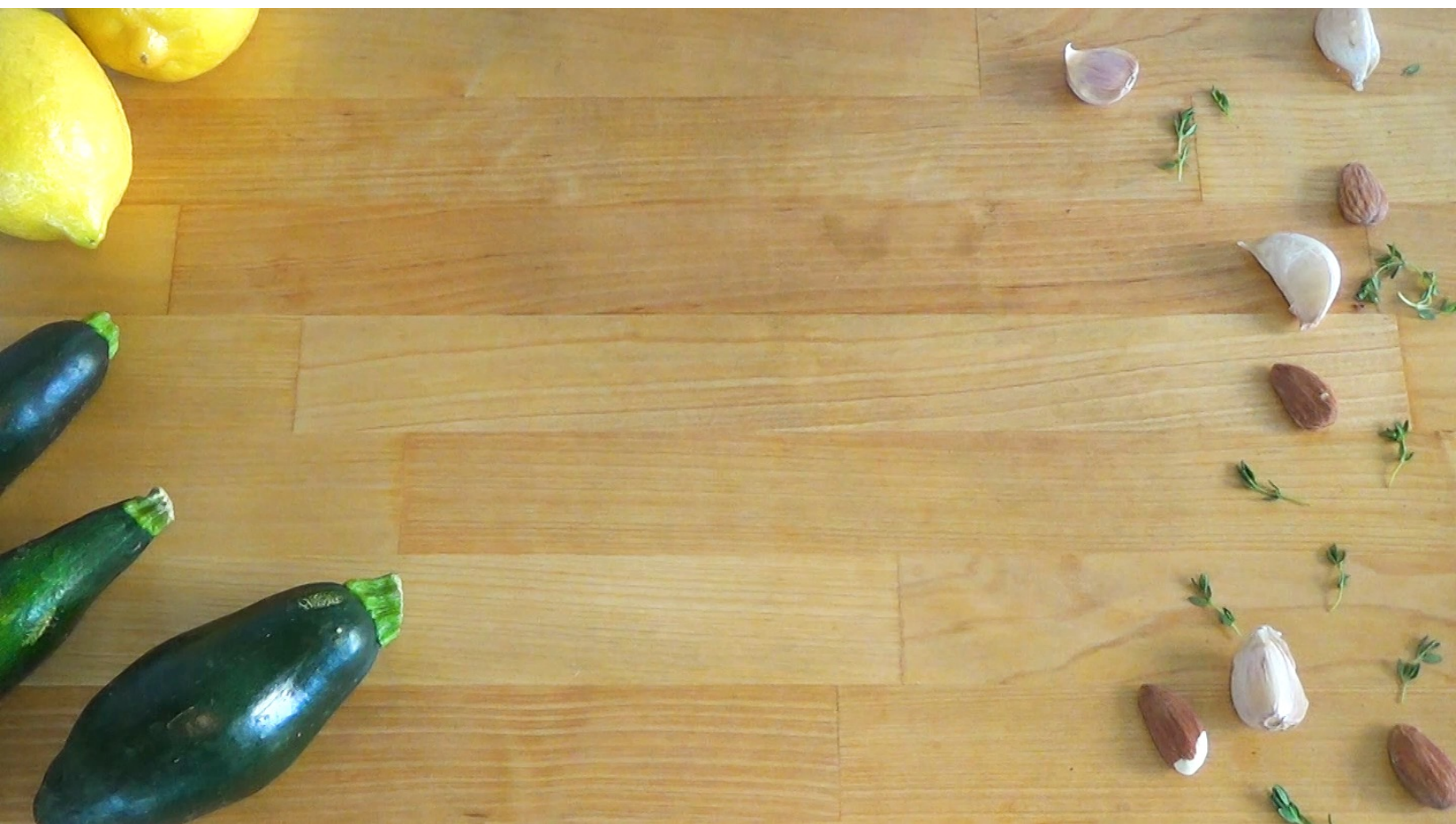
worldwide

**\$508 B**  
CAGR 7.3%



Statista Consumer Market Outlook. Ready-to-Eat Meals. worldwide. \*2020, \*\*CAGR 2015-2020. Euromonitor International 11/19

**ANIMA**  
CULINARY ART



# TRANSFORMING THE READY MEAL MARKET

All Natural ingredients  
Rich in vegetables & nutrients  
Upcycled from food waste  
Shelf stable product, 12 months  
Capsule Weight 80 gr. / 2.8 oz  
Meal Weight 280 gr. / 9.9 oz  
Expected price for the consumer \$6



100% Natural Ready To Cook Meal

**ANIMA**  
CULINARY ART

## ALL THESE INGREDIENTS IN ONE CAPSULE



**2 CUPS  
OF VEGGIES**

16 GR. PROTEIN | 14 GR. FIBERS



**ANIMA**  
CULINARY ART



# ANINA LETS CONSUMERS HAVE IT ALL

WELLNESS  
& NUTRITION

CONSUMER  
EXPERIENCE

CONVINIENT  
& SIMPLE

SUSTAINABLE  
& UPCYCLEING



UPCYCLED  
FOOD ASSOCIATION

ANINA  
CULINARY ART

## OUR UNIQUE IP PROTECTED TECHNOLOGY

Food Waste  
Ingredients



Food  
Laminate



ANINA  
capsule



HEALTHY, DELICIOUS  
& BEAUTIFUL MEAL



IP - US Pending Patent Application No. 63215588

ANINA  
CULINARY ART



# NEW RAW MATERIAL: ALL NATURAL AND EDIBLE PACKAGING MECHANISM



**ANIMA**  
CULINARY ART



## SCALE-UP STRATEGY FOR MASS PRODUCTION

**2022**

Semi-Automation production  
6K units annually



**2023**

Scale-up -semi-automated production process  
300K units annually



**2024**

Line mass production  
2 M units annually

**ANIMA**  
CULINARY ART



# G2M STRATEGY

**B2B**



**Global expansion**

JV / License models

Collaboration with  
leading local partners

**B2B2C**



**US market**

Collaboration with US partner  
Co-manufacturing

**POINT OF SALE**

DTC & E-Commerce

Grab & Go

Speciality & Natural stores

**TARGET CONSUMERS\***

Fast foodies

Early adopters

Millennials & Gen Z

\*Based on research conducted in Israel, Italy and the USA

**Beyond expectation  
results in a soft launch**

May 2022 - Israel

**532%**

above the target Units  
per order increases  
in repurchasing!



**ANIMA**  
CULINARY ART



VIETNAMESE BOWL



QUINOA AND BEET BOWL



PASTA PRIMAVERA BOWL



MIXED MUSHROOM BOWL



MEDITERRANEAN BOWL

**ANIMA**  
CULINARY ART





Anat Natan  
CEO  
& Co-Founder



Esti Brantz  
Head of Impact & Creative  
& Co-Founder



Meydan Levy  
Product Designer  
& Co-Founder



20 most promising startups



Lihi Dar  
VP Sales & Marketing



Mor Wilk  
VP R&D



Or Doron  
VP Operations



Gal Pokshivka  
Food Technologist



# ANINA IS IN NYC!

## DEMOS 9/2022



# LET'S CHANGE THE WORLD TOGETHER



[anat@anina.com](mailto:anat@anina.com)