

UPCY
CLED
FOOD

AGRAÍN



CIRCULAR FOOD TECHNOLOGY

Let's use that grain AGRAIN®

OUR STORY

From a master's thesis at Copenhagen University in 2017 the first prototypes of food ingredients from Brewer's Spent Grains was made; delicious, healthy and versatile

OUR MISSION

To up-cycle food waste from the industry and create more food from existing resources

OUR VISION

To establish circular food economies and hereby limit hunger, malnutrition and lack of clean water



Game Changer

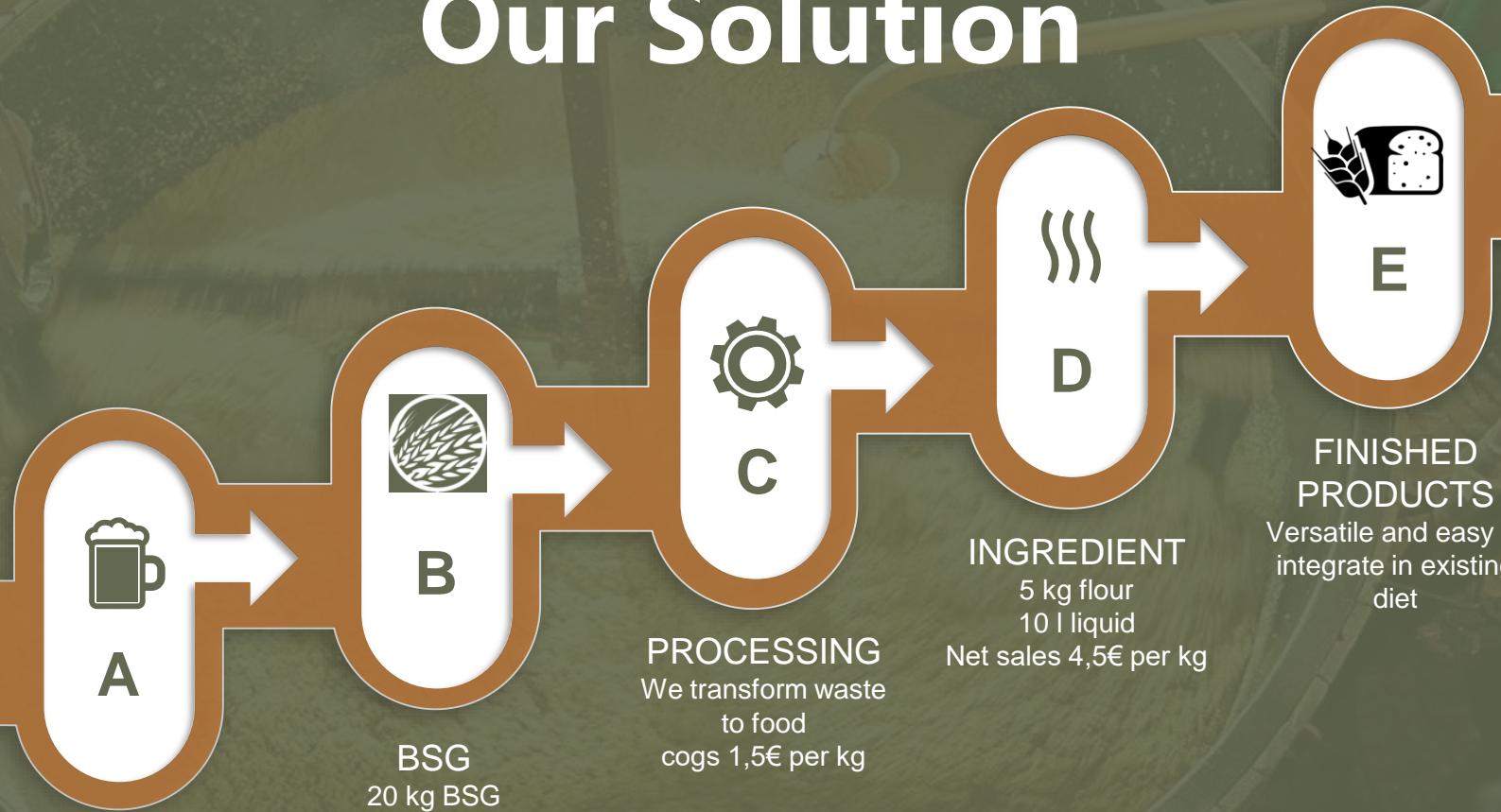
Let's use that grain **AGRAIN**[®]

The Future of Food:

Solving food waste, food scarcity and lifestyle diseases by transforming the food system by up-cycling the worlds largest industrial F&B side stream.



Our Solution



A
BEER
100 L beer

B
BSG
20 kg BSG

C
PROCESSING
We transform waste
to food
cogs 1,5€ per kg

D
INGREDIENT
5 kg flour
10 l liquid
Net sales 4,5€ per kg

E
FINISHED
PRODUCTS
Versatile and easy to
integrate in existing
diet



Business Model

We manufacture ingredients from up-cycled waste streams, which we sell to the Food & Beverage Industry. Going forward we will also manufacture retail products as a means to

1. develop new products
2. develop the market
3. prove the business case of making a profit on selling up-cycled waste

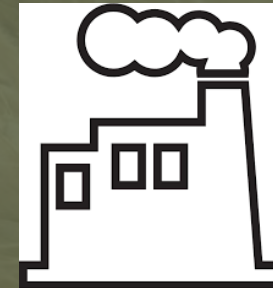


Waste



AGRAiN

Ingredient



Bread, cracker, bar etc.



Go To Market

*Leveraging the professional users as key validators of the category
Pushing professional users through consumer demand
Proving market traction and value to international and industrial partners*



“

“If we can use the BSG ingredient as substitute for flour in bread we foresee a great storytelling for the bread – combining sustainability, health and aroma.”

Innovation Manager, Large bread producer

”



3 Global Food Trends

UPCY
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>50%

Sustainable Food

“2018 the year of the influential Sustainable shopper”

Nielsen



68%

Local Food

Global consumers who prefer local food

Statista



100 BNE

Healthy Food

“Better for you” consumption continue to be a key parameter

Euromonitor International



CIRCULAR FOOD TECHNOLOGY

Products

Flour

4 SKU's
100 m € (DK)

Granola

3 SKU's
Retail val. 27 bn €

Crackers

3 SKU's
90 bn €

Crisps

2 SKU's
Savory snack
150 bn € .

Bar

1 SKU

Soft Drink

TBC



Good for you & good for the environment



CIRCULAR FOOD TECHNOLOGY

Our product promises





Emil Buhl Krøll
Co-Founder & CTO

Production and product development



Karin Beukel
Co-Founder & COO

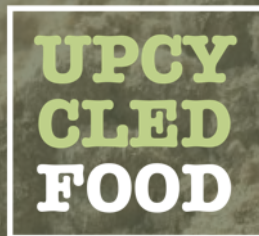
Technology development, IP, funding,
collaborations with Universities



Aviaja Riemann-Andersen
Co-Founder & CEO

Sales, marketing, supply chain, finance
and administration





Thank you

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