

HEALTHY OR TASTY? IT SHOULDN'T BE A CHOICE.

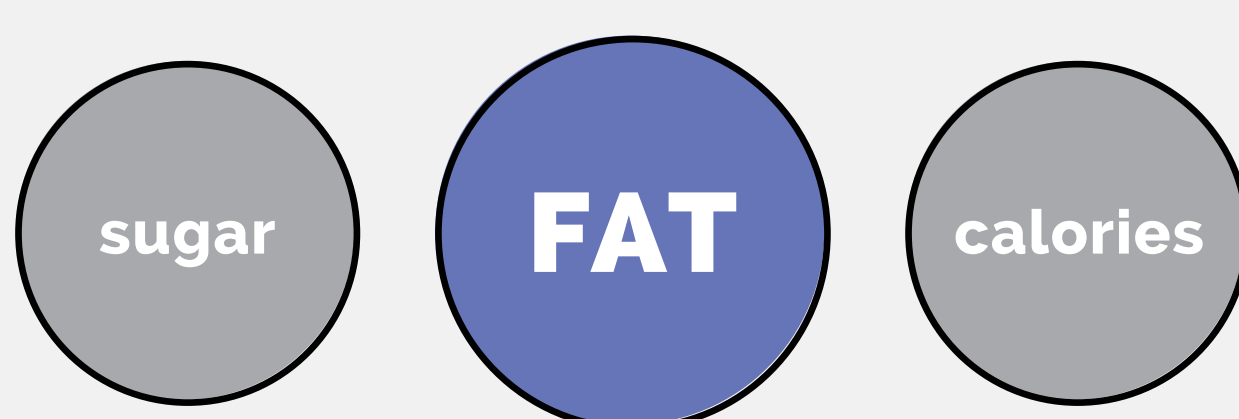
Consumers are weighing in on their food choices – and they want it all.

They want their favorite foods to be healthier and they want their healthy foods to be more enjoyable to eat.

- 89% of shoppers are interested in purchasing a reduced calorie version of a product they already buy¹
- Only 18% of consumers are extremely satisfied with available reduced calorie food options¹
- The top reason shoppers don't purchase reduced calorie foods is: taste²
- 58% of shoppers say full calorie foods taste better²

CONSUMER DEMAND

In the pursuit of better health, consumers are avoiding:



People are **checking labels** like never before, and lower calorie counts have great appeal.

- ↓ Lower calories overall
- ↓ Lower calories from fat

And, don't forget TASTE is #1

It is significantly more important than any other consideration.²

It's simple. If food doesn't taste good, people don't want it. Period.

When it comes to food and their health, consumers want:

- ✓ TASTY FOODS THAT ARE HEALTHIER
- ✓ HEALTHY FOODS THAT ARE TASTIER

GIVE THEM WHAT THEY WANT

With the help of the dedicated folks at Epogee®, who envision a world where we can all choose foods that are delicious and better for us.

How? By delivering a solution against the greatest unmet need in food – **better for you and enjoyable to eat.**

EPG is the answer

WHAT IS EPG?

A TRULY GROUND BREAKING FAT ALTERNATIVE.



Made from natural, modified plant-based oil



Approved for use in a long list of foods & beverages



92% FEWER CALORIES FROM FAT
for each unit of fat replaced



45%* REDUCTION IN TOTAL CALORIES
per serving

* up to

EPG makes food better without sacrificing what makes it good

When used to replace a portion of traditional fat, it delivers all the flavor and functional benefits of fat with dramatically fewer calories.

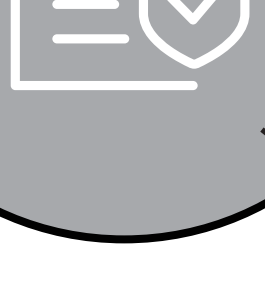


THE RESULTS OF OUR HARD WORK

0.7 Calories per Gram



18 Years of Research and Development



65 Studies Proven Safe and Sound for people and the environment

EPG CURRENTLY HAS GRAS STATUS FOR THE FOLLOWING USES:

- baked goods, baking mixes
- beverages / beverages bases
- breaded / battered proteins & vegetable products
- confectionery
- dairy product analogs
- frozen dairy & desserts
- frying
- grain products & pastas
- nut butters & spreads
- plant based proteins
- potato / corn chips
- protein / meal replacement bars
- specialty coffee / tea
- spreads, dips, gravies & sauces

READY TO WOW YOUR CONSUMERS?

Meet their demand for better food that's enjoyable to eat by formulating with EPG.

¹ Epogee® Custom Research, Consumers & Calorie Reduction: A Deep Dive into Attitudes and Behaviors, April 2020

² GlobalData, "Opportunities for Ingredients in Food, Drinks and Pet Care in the US" February 2020