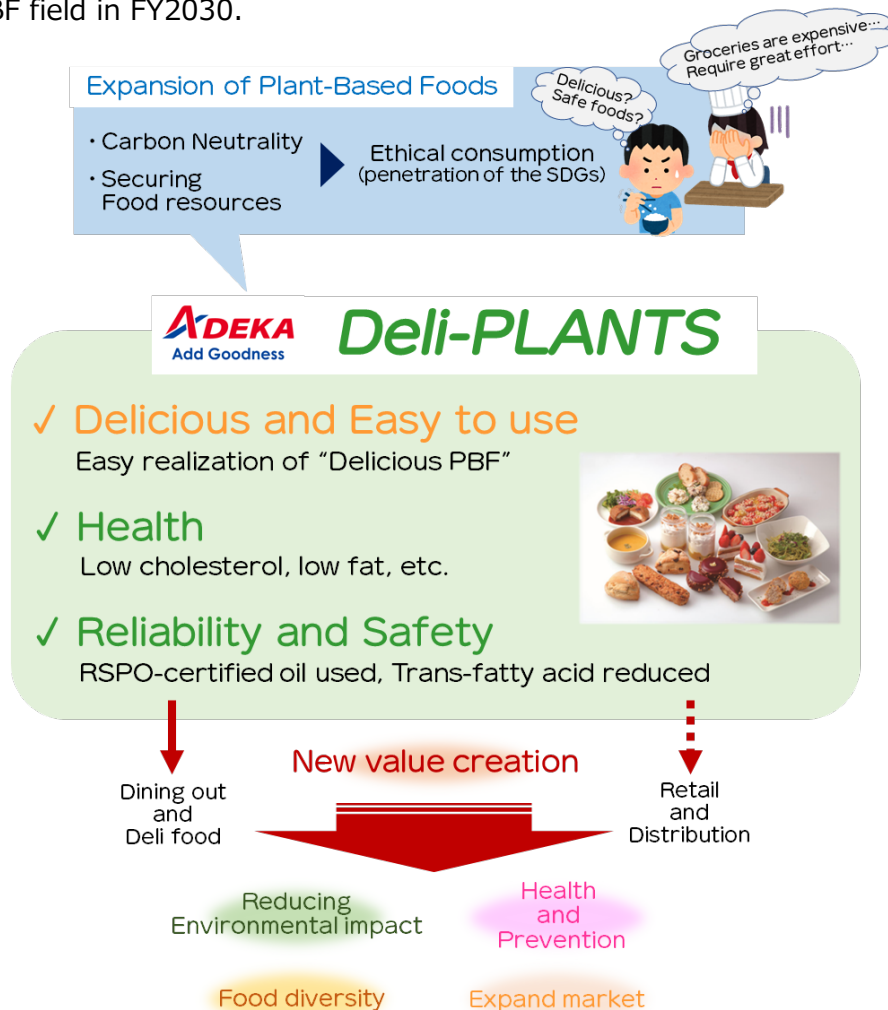


ADEKA launches *Deli-PLANTS*, a New Brand of Plant-Based Foods
- Enabling “Delicious Plant-Based Foods” to have a natural place on the dining table -

ADEKA CORPORATION (President: Hidetaka Shirozume)’s food business “RISU BRAND” will launch the *Deli-PLANTS* brand of new Plant-Based Foods* that focus on deliciousness and ease of use on the professional use markets. ADEKA will launch the first four delicious products in this brand (highly concentrated oat milk, cheese cream, whipped cream, and margarine) to overturn the conventional wisdom about Plant-Based Foods (hereinafter “PBF”) in sequence from April 1.

With the *Deli-PLANTS series*, ADEKA will add the new choice of “delicious PBF” to dining tables around the world and realize the sustainability of food. It will also position PBF at the core of innovation in the food business and aim to achieve more than 10 billion yen of the sales in the PBF field in FY2030.



Helping to build a Sustainable and Affluent Dietary Lifestyle

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* ADEKA labels “plant-based” for the products that do not directly contain animal products in ingredients and food additives.

◆ Background and Issues

Now, people are paying more attention to Plant-Based Foods (hereinafter “PBF”) against a background of environmental friendliness and health consciousness, and the global PBF market is expected to grow to 160 billion dollars (approximately 18.5 trillion yen) in 2030, 5.4 times its size in 2020.*

In Japan as well, the PBF market is expanding due to consumers paying more attention to ethical consumption and increased health consciousness. However, because consumers believe that PBFs have less deliciousness and food manufacturers see PBF professional use food materials as less delicious and harder to use, the penetration of PBFs into our everyday dining has not yet been dramatic. Deliciousness and ease of use are the biggest hurdles in the penetration of PBFs.

* Source: Bloomberg Intelligence, OECD FAO agricultural Outlook 2021-2030, GFI 2020 State of the Industry report

◆ Concept of *Deli-PLANTS series*

The name *Deli-PLANTS* was coined combining “**Delicious**” and “**Plants.**” With high-quality Plant-Based materials and our unique flavor technologies, we have realized a deliciousness to update the conventional image of PBFs. The *Deli-PLANTS* foods are delicious without any processing and can be used to create more delicious PBF dishes without requiring a lot of effort to cook them, which had been required by conventional PBFs.

However, they keep their original health advantages such as low cholesterol (over 90% reduction when compared with dairy products) and rich dietary fiber (concentrated oat milk). In addition, they also consider the sustainability of raw materials by, for example, using RSPO-certified palm oil*, which is used as a raw material.

The ADEKA Group is aiming to help achieve the SDGs by 2030 and achieve Carbon Neutrality by 2050. With our strength, pursuing deliciousness, and our technologies that contribute to solutions to the issues surrounding the food industry, we would like to enable “delicious PBF” to have a natural place on the dining table. We would like to reduce environmental impact and contribute to realization of healthy, reliable and safe dietary lifestyles. With these hopes, we have brought *Deli-PLANTS* to market.

* Roundtable on Sustainable Palm Oil

◆ **Concept of *Deli-PLANTS series***

We will successively launch four products (highly concentrated oat milk, cheese cream, whipped cream, and margarine) starting April 1. We also have a plan to launch a second wave of products in FY2022. While mainly targeting on the dining out and deli food markets, we will create new value from “delicious PBFs” together with our customers through recipe development and the proposal of total solutions.

We plan to expand the *Deli-PLANTS series* of products to overseas markets following their initial launch in Japan. We intend to expand them to the Asian region, the US and Europe in the future, and we will cultivate a delicious PBF brand originating in Japan that considers the food culture and preferences in each country with the goal of expanding our business.

◆ **Product Lineup (To be launched and expanded in sequence from April 1)**

- ✓ **Delicious:** With our unique flavor adjustment technology, natural milk texture and rich flavor are achieved to create deliciousness that exceeds that of animal-derived foods!
- ✓ **Healthy:** They are health-conscious as they are low cholesterol, low fat, etc.
- ✓ **Reliability and Safety:** RSPO-certified palm oil is used in the products that require palm oil as a raw material, which reduces trans-fatty acids and is reliable and safe.

(1) *Deli-PLANTS Oat conc* : Highly concentrated Oat milk

Highly concentrated Oat milk made by concentrating deliciousness of selected Irish oats using our technology. Since it is a highly concentrated oat milk concentrated to three times the level of ordinary oat milk (compared with our product), it is also ideal for PBF dishes that make the most of the deliciousness of oat milk.

- ◇ Use examples: Deli and frozen foods, Western confections, breads, confections, ice cream, etc.
- ◇ Oats that have obtained the gluten-free certification*¹ are used.
- ◇ Zero cholesterol and the 28 specific ingredients that may cause an allergic reaction are not used as raw materials.*²

(This product is not a dairy product.)



(2) *Deli-PLANTS Cheese (Creamy)*: Plant-Based Cheese cream

Plant-based Cheese cream, which reproduces the flavor and texture of cream cheese. It is easier to use than animal-derived cream cheese, and its quality is less changed even after heating or freezing, which allows various uses.

- ◇ Use examples: Western confections, Deli and frozen foods, etc.
- ◇ 98% reduction of cholesterol, and 37% reduction of fat.*³

(This product is not a dairy product.)



(3) ***Deli-PLANTS Whipped***: Plant-Based Whipped cream

Plant-based Whipped cream, which has a rich flavor that leverages both the flavor of oats and the flavor of natural milk.

It is easier to use than animal-derived whipped cream and can be used in a wide range of ways.

- ◇ Use examples: Western confections, Deli and frozen foods, etc.
- ◇ Oats that have obtained the gluten-free certification*¹ are used.
- ◇ Zero cholesterol



(4) ***Deli-PLANTS Margarine***: Plant-Based Margarine

This margarine is suitable for PBFs because it can bestow the flavors of ingredients while having a natural milk texture and rich taste. Since it can be kneaded into dough and there are cream and spread types, the margarine can expand people's menus in a variety of PBF cooking settings.

- ◇ Use examples: Western confections, Deli and frozen foods, breads, etc.
- ◇ Oats that have obtained the gluten-free certification*¹ are used.
- ◇ 99% reduction of cholesterol*⁴ and the 28 specific ingredients that may cause an allergic reaction are not used as raw materials.*²



*1 Certified by the Coeliac Society of Ireland.

*2 Raw materials that contain food allergens (the 28 specific ingredients that may cause allergic reactions) are not mixed directly.

*3 When compared with cream cheese (our product).

*4 When compared with butter (our product).

Supplementary notes: Outline of the ADEKA food business "RISU BRAND"

Since starting the production of "RISU BRAND" margarine in 1929, we have offered high value-added commercial processed oil and food products developed by our own technologies to realize the deliciousness of many foods on tables every day such as bread and confections. Based on the pursuit of deliciousness, we have strengths in product development that support our solutions for issues surrounding the food industry such as the improvement of production efficiency and the reduction of food waste. Ahead of the industry, we have started offering products with fewer trans-fatty acids. In addition, the Marvelous functional margarine launched in 2020 to preserve bread-specific flavors and textures and its sales have expanded as a product contributing to the reduction of food waste by extending the durable life of bread sold in convenience stores and supermarkets.

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