



Press release

Culture change in nutrition reaches the next stage: Veganz brings vegan egg

Berlin, 27th of January 2022 With a projected global market volume of 1.43 billion Euros in 2026, vegan egg alternatives are among the fastest growing category of all. 98% of non-vegan consumers are already open to this. (1) With two new egg alternatives, Veganz is continuing its corporate strategy in a consistent way. Thanks to efficient in-house R&D and securing a patent for "the egg", the innovative brand is opening up another category at an early stage. At the same time, the company is strengthening its position as the only full-range vegan company.

In terms of taste, "the egg" is every bit as good as a boiled egg. At the same time, it has significantly lower cholesterol due to its herbal ingredients. The globally unique patent with the Clean-Label formulation enables Veganz to place a high-quality product within this booming category at an early stage. The high-quality manufactured product from Veganz is now being further developed for food service and retail for large-scale production. Veganz plans to bring "the egg" to the chilled section and food service sector later this year.

Also on the verge of market launch is a delicious scrambled egg replacement in a convenient bottle for easy dosing directly into the pan. The perfect scrambled egg alternative is a dry product based on pea protein and will keep uncooled for up to one year after production. The consistency of the egg alternative can be modified depending on the preparation. The innovative product is aimed at both the food service sector and private households.

32 million Germans now eat at least a 'flexitarian' diet for reasons of climate protection and their own health. (2) they are aware that 30% of global CO2 emissions are caused by animal food production. (3) for more than 10 years, the Berlin innovation brand Veganz has been accompanied this dynamic cultural change in nutrition with tasty herbal alternatives consisting of high-quality ingredients.

Chairman of the Board, Jan Bredack, is delighted: *"With our new vegan egg alternatives, we can once again take responsibility for a sustainable future and make a further contribution to ensure that 100% of people can feed sustainably in the future - and that's good for you and better for everyone."*

(1) Source: Foodhack, Cracked It: The 65+ Brands Hatching New Innovations In Plant-Based Eggs, Burfitt, published January 11, 2022 (<https://www.foodhack.global/articles/plant-based-eggs-2022>).

(2) Source: Civey Markenmonitoring, Welche dieser Ernährungsweisen trifft am ehesten auf Sie zu?, n>10.000 & Veganz Ernährungsreport 2021, <https://veganz.de/wp-content/uploads/2022/01/2022-01-11-ernaehrungsreport-2021-de-final.pdf>

(3) Source: Science, Vol 360, Issue 6392, Reducing food's environmental impacts through producers and consumers, Poore/Nemecek, published June 1, 2018 (<https://science.sciencemag.org/content/360/6392/987.full>)

Further information about Veganz and our products are available [here](#).

Photo material on the product upon request.

About Veganz Group AG

Veganz – Good for you, better for everyone – the brand for plant-based foods. Founded in 2011 in Berlin, Veganz became known as a European vegan supermarket chain. With a colourful and life-affirming company philosophy, Veganz managed to break into the vegan niche and establish the plant-based nutrition trend on the market. The current product portfolio comprises around 120 products in 17 categories and is available in more than half of all European countries and more than 22,000 points of sale (POS) globally. In addition, the Veganz product portfolio is being continuously expanded to include high-quality, innovative items, and the sustainable value chain is constantly being improved. For this commitment, Veganz was voted [Germany's most innovative food brand in an exclusive 2021 ranking by the German newspaper 'Handelsblatt'](#).

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