



THE (R)EVOLUTION OF TASTE

[www.verdino.menu](http://www.verdino.menu)



# ABOUT US

Located in Mediaș-Sibiu, our factory is a start-up with fully Romanian capital.

In October 2019 we launched Verdino, brand under which we produce vegan alternatives based on pea protein.

We are the first Romanian producer who uses peas and not soy, as the main ingredient in our plant-based products.

We produce sustainable products that meet the needs of consumers, and which surpass the traditional products, based on animal ingredients.



**VEGAN**

[www.verdino.menu](http://www.verdino.menu)





# MEET VERDINO!

Verdino is the foundation for a completely new food category:  
the one based on pea-protein, with a meaty taste, but 100% plant-based.

The pea is processed without solvents, consumes a reduced quantity of water in the growth process and it has lower carbon emissions.  
That's why we say it's environmentally friendly.

Verdino is more than an idea. Verdino is more than a product.

Verdino is the beginning of a new type of nutrition.

**100% PLANT-BASED** **100% DELICIOUS** **SOY FREE** **GMO FREE**



**VEGAN**

[www.verdino.menu](http://www.verdino.menu)



The Verdino logo features the brand name in a green, rounded font, enclosed within a green oval that has a small leaf-like shape at the top.

# OUR STATEMENT

At Verdino, we propose a better alternative to feed us, with innovative and tasty plant-based food, with pea-proteins.

Why sacrifice animals when we can eat good and easy;

why pollute more, when we can grow ethically and sustainably, thus obtaining all the goodness of the plants?

We invite all those who look to the future to experience the food in a new way.

VERDINO is not just "a vegan alternative to meat" but more than that.

Verdino is good not just for you, but for nature, as well.

WELLBEING



POSITIVE IMPACT ON  
CLIMATE CHANGE



POSITIVE IMPACT ON  
NATURAL RESOURCES



ANIMAL WELFARE



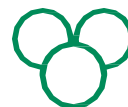
LACTOSE FREE



100% VEGETAL



RICH IN PROTEIN



SOY FREE



VEGAN

[www.verdino.menu](http://www.verdino.menu)





# THE PLANT-BASED CATEGORY TODAY

The European meat-alternatives market is valued at 4.8 billion euro for soy, wheat and peas alternatives

The annual growth rate is estimated at +15% until 2023

The main growth drivers are the group of flexitarians and those who tend towards this lifestyle



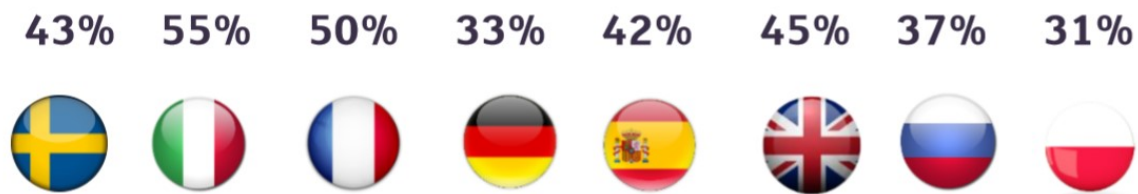
**VEGAN**

*\*source: Euromonitor 2019*

[www.verdino.menu](http://www.verdino.menu)

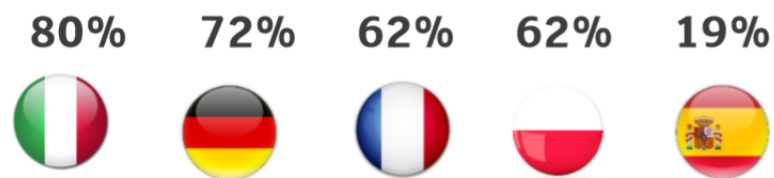


**42%** of consumers in Europe  
eats less meat nowadays



Source: Kerry, Consumer First 2017-2018

High animal welfare



Source: 2019 Mintel, internet users aged 16+ who have bought meat, seafood, poultry and meat alternatives in L3M  
(959 in France; 915 in Germany; 973 in Italy; 973 in Spain; 963 in Poland)



# 34%

among consumers claim that they avoid alternatives to meat due to negative taste experiences

Therefore, we understand the taste and texture expectations of the flexural consumer when we create VERDINO products.

# 21%

of the decisions to switch to a flexitarian diet are registered with European consumers, who make changes in their diet for environmental benefits. Recently called the "Thunberg Effect", it reveals that more consumers of different ages are embracing plant-based diets to improve their impact on the environment.



It is a fact that people around the world are moving away from animal foods as part of veganism. As a consequence, the market for alternatives that look, smell and taste like meat, is starting to grow.

Much of this growth comes from health reasons: there are many studies linking coronary heart disease or oncology to red meat consumption.

But there is an approach to the vegan diet for ethical and environmental reasons:

- \* 66 billion animals are slaughtered annually
- \* 51% of greenhouse gas emissions are caused by slaughter and animal husbandry
- \* 29% of world water consumption goes to animal husbandry
- \* 45% of the arable land is intended for the cultivation of animal feed

Source: Mintel 2019



VEGAN



The Verdino logo features the word "Verdino" in a green, rounded font, with a green leaf-like shape above the 'i' and a green swirl below the 'o'.

HEALTH

FLEXITARIANS

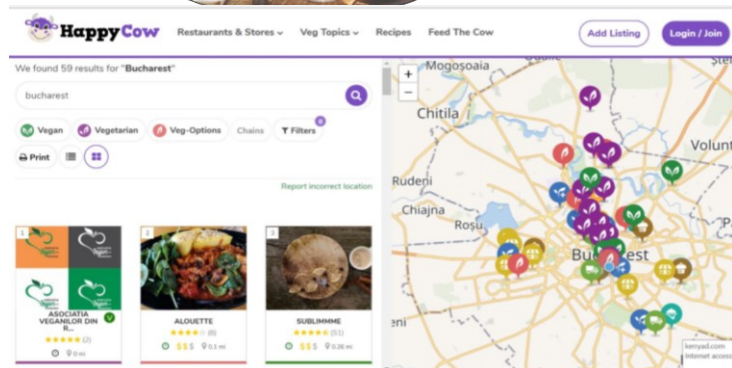


# WHAT ABOUT THE EST-EUROPE

Although still considered "fasting" among laity,  
plant-based nutrition is perfectly assimilated  
by aspirational flexitarians, ethical vegans and HORECA.  
Most restaurants have already introduced in the area of  
vegetable menu  
meat-alternatives: burger, pasta Bolognese or meatballs.

ETHICAL

VEGETARIANS  
VEGANS



Meniul zilei



[www.verdino.menu](http://www.verdino.menu)





**Health and  
Wellbeing**

**47%**  
18 -35 Y.O.  
passed on a  
healthy diet in  
the last year



**Clean &  
Clear Label**

**69%**  
of consumers  
are influenced  
by the reading  
of the label.



**Growing  
population**

**9.700.000.000**  
is predicted  
The number of  
people in the  
world in 2050



**Convenience  
& Taste**

**52%**  
of consumers  
eat a snack  
instead of  
breakfast



**Food Chain  
Efficiency**

**1/3**  
of the food  
products  
throw..





# FOOD IMPACT

VEGETABLE  
FEEDING

WELLBEING



POSITIVE IMPACT ON  
CLIMATE CHANGE



POSITIVE IMPACT ON  
NATURAL RESOURCES



ANIMAL WELFARE



FEEDING  
BASED ON  
MEAT

**+16%**  
risk of cancer\*

**+21%**  
Risk of coronary  
artery disease\*

**+51%**  
Greenhouse gas  
emissions due to  
animal husbandry and  
slaughter

**29%**  
of water consumption is  
in agriculture

**45%**  
of the arable surface  
is for livestock  
breeding

**66 billion**  
animals are  
slaughtered  
annually for food.



VEGAN

Source:  
Mintel2018

[www.verdino.menu](http://www.verdino.menu)





# VERDINO®. ONCE BITTEN, TWICE DESIRED.

Verdino is a plant-based delicious meat-*less* experience that's good for you and for the environment.

In Romania and in southeast Europe, Verdino leads the revolution of changing food to a sustainable one, without meat and sacrifices.  
So, better for the environment, people and animals.

**100%  
Plant-based**

**Ideal for  
anyone**

**Allergen free**

**GM0 Free  
Soy free**



**VEGAN**





# WHAT YOU EAT, CAN CHANGE THE WORLD!



LESS



WATER

LESS



EARTH

LESS



POLLUTION

LESS



ENERGY





Verdino


Its processing has  
a small cardboard  
footprint\*.

Because  
has low fat  
content (2%)

It consume a  
little water for  
growing\*\*

It's  
environmentally  
friendly

Why is the  
the future  
protein?



Because it's  
Processed  
without solvents

It's not  
fertilized

Without allergens

\*The cardboard Footprint represents  
the total greenhouse gas emissions  
emitted by human activities

\*\*It takes 3,200 liters of water to get a kg  
of pea proteins, approx. 5,900 litres for  
soybeans or ~ 588,000 litres for beef.



VEGAN





Verdino

# PORTFOLIO



VEGAN



Verdino

## THE ULTRA-FRESH CATEGORY





Verdino

# THE ULTRA-FRESH CATEGORY

## MINCE



## CEVAPCICI



## BURGER



## HOT CEVAPCICI



- 100% Plant-Based
- Juicy and tasty
- Soy free
- No sugar added
- GMO free
- Palm-oil free
- Lactose free



VEGAN



Verdino

## THE FRESH CATEGORY - SAUSAGES AND HOT-DOG





# THE FRESH CATEGORY - SAUSAGES AND HOT-DOG

## SAUSAGES WITH VEGETABLES



SAUSAGES



SAUSAGES  
WITH SPINACH

## SAUSAGES WITH CARROTS

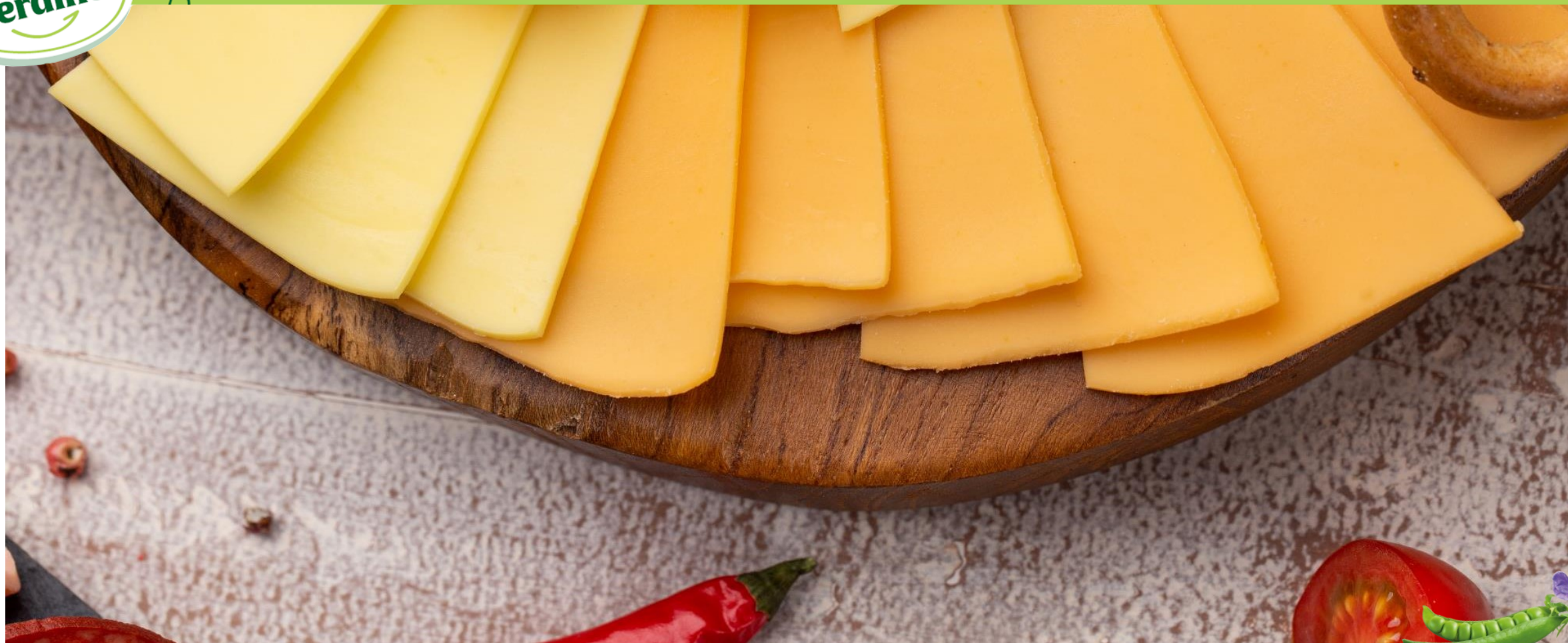


HOT-DOG

- 100% Plant-Based
- Juicy and tasty
- Soy free
- No sugar added
- GMO free
- Palm-oil free
- Lactose free



VEGAN





The Verdino logo features the brand name in a green, rounded font, with a green leaf icon to its right.

# THE FRESH CATEGORY – CHEESE

GOUDA

EMMENTALER

CHEDDAR

- 100% Plant-Based
- With coconut oil
- Soy free
- No sugar added
- GMO free
- Palm-oil free
- Lactose free



VEGAN







Verdino

# THE FRESH CATEGORY – COLD CUTS

COLD CUTS  
WITH RED PEPPER



COLD CUTS



COLD CUTS  
WITH PICKLES



COLD CUTS  
WITH SPRING ONION



COLD CUTS  
WITH RED PEPPER



- 100% Plant-Based
- Soy free
- No sugar added
- GMO free
- Palm-oil free
- Lactose free



VEGAN



Verdino

## THE FRESH CATEGORY – SALAMI & SPECIALITIES







# THE FRESH CATEGORY – SALAMI & SPECIALITIES

PEPPERONI



VEGAN

SMOKED SALAMI



BACON



MORTADELLA WITH PISTACHIO



- 100% Plant-Based
- Soy free
- No sugar added
- GMO free
- Palm-oil free
- Lactose free





# THE FRESH CATEGORY – SPREADS

CLASSIC



WITH MUSHROOMS



WITH ROASTED PEPPERS



- 100% Plant-Based
- Soy free
- No sugar added
- Palm-oil free
- Lactose free



VEGAN



Verdino

## THE FROZEN CATEGORY – BURGERS & CEVAPCICI







# THE FROZEN CATEGORY – BURGERS & CEVAPCICI

## BURGER

220g (2pcs) & 1100g (10pcs)



VEGAN



## CEVAPCICI

200g (4pcs) & 800g (16pcs)

- 100% Plant-Based
- Juicy and tasty
- Soy free
- No sugar added
- GMO free
- Palm-oil free
- Lactose free





Verdino

## THE FROZEN CATEGORY - SAUSAGES AND HOT-DOG





# THE FROZEN CATEGORY - SAUSAGES AND HOT-DOG

Verdino

## SAUSAGES



## HOT-DOG



- 100% Plant-Based
- Juicy and tasty
- Soy free
- No sugar added
- GMO free
- Palm-oil free
- Lactose free



VEGAN





**Thank you!**

<https://www.facebook.com/verdinoromania/>

<https://www.instagram.com/verdino.menu/>

**www.verdino.menu**