



Lupinta is changing the plant-based food industry as we know it. We are taking steps to make a shift from the soy-dependent industry of today, towards a more sustainable future.

Relying on meat production and meat consumption is no longer sustainable and relying on soy importations is not sustainable either. In Europe, we import yearly 34 million tonnes of soy, which come with high environmental costs: deforestation, biodiversity loss, displacement of indigenous people and small-scale farmers and waste of fossil fuels for long distance transportation. But why do we import so much soy when a local European alternative is available and overlooked? Lupin

is great for the consumers and great for the environment: it is high in protein content, up to 40%, and high in fiber, while being low in fat. It is also a local crop that fixes nitrogen in the soil, enriching it with nutrients and lessening the need for chemical fertilizers while increasing the yields of the next crops. Most importantly, lupin can be farmed in colder climates, like in Sweden, in the Nordics and in the rest of Europe, which is not the case for soy.

The plant-based protein market has been booming, but most alternatives today are still mainly made out of imported soy. People want a better alternative, and here we come. We launched on the market our first product, the lupin tempeh (lupinfilè), and we have customers buying it. We are also developing more products, such as burgers, meatballs, and chicken replacement. We offer to the end consumers our short value chain and the locality of our product: we get the lupin from our farmers in Skåne, we process them in our production facility and we sell them to retail chains and the food service.

Our great impact vision

we want to stimulate the lupin industry in Europe and become its leader. With a 20% reduction of the European meat production, 25 million hectares of farmland could be freed: on this same land, 62.5 million tonnes of lupin could be farmed, making Europe become self-sufficient on its plant-protein need, both for human consumption and livestock feed, making the 34 million tonnes of imported soy not needed anymore, which would free up a total of 10 million hectares of land in the Americas, which could be reconverted to its original habitat (Amazon rainforest, Cerrado and Chaco – which are disappearing faster and faster due to intensive farming systems and deforestation linked to it).

We are currently expanding our production and working to scale up our sales.

Our upcoming goals include:

- Expanding production facilities to enable nationwide distribution as of 2020.
- Strengthening sales & business development staff
- Expanding marketing team and reaching top-of-mind brand awareness in Sweden
- Getting our product in 500 Swedish stores and restaurants respectively by the end of 2020.
- Launching a second, lupin-based product to the market.
- Expanding into the Norwegian, Danish and Finnish markets in 2021.

To get there we need capital. We are currently opening up the seed round for Q3 2020, and we are looking to raise €1-1.5 Million. This investment will be used in scaling up our production facility, sales and distribution, marketing, and R&D to develop more lupin-based products.

ilaria@lupinta.se • 040 52 10 00
www.lupinta.se