

# Plant-based ingredients to support today's lifestyle choices

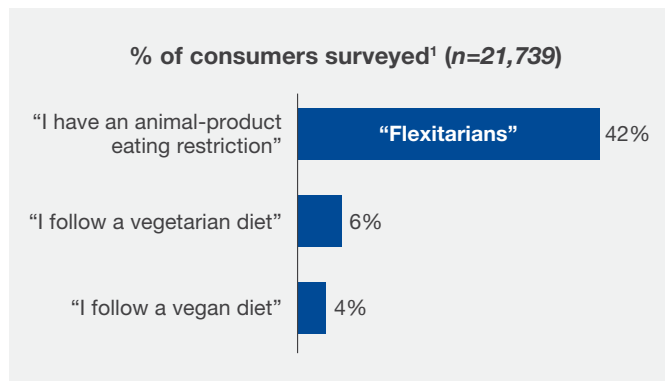
Vegapure<sup>®</sup> plant sterols



People around the world limit or increase specific foods for different compelling reasons. While halal/kosher/vegetarian diets are practiced in certain regions, dairy-free or gluten-free diets are often required due to intolerances. However, most people would likely fall into the category known as **“flexitarians”** – a combination of the words “flexible” and “vegetarian.” What sets flexitarians apart is their freedom of choice - they freely switch between animal and non-animal-based products.

## Huge market potential in flexitarians

According to a survey by Euromonitor,<sup>1</sup> 42% of global consumers are flexitarians. They are largely driven by concerns in three areas<sup>2</sup> which businesses can capitalize on:



**Health:** They have certain perceptions about what animal-based products can do to their health. In general, eating less animal-based products and including more greens “makes them feel healthier”.



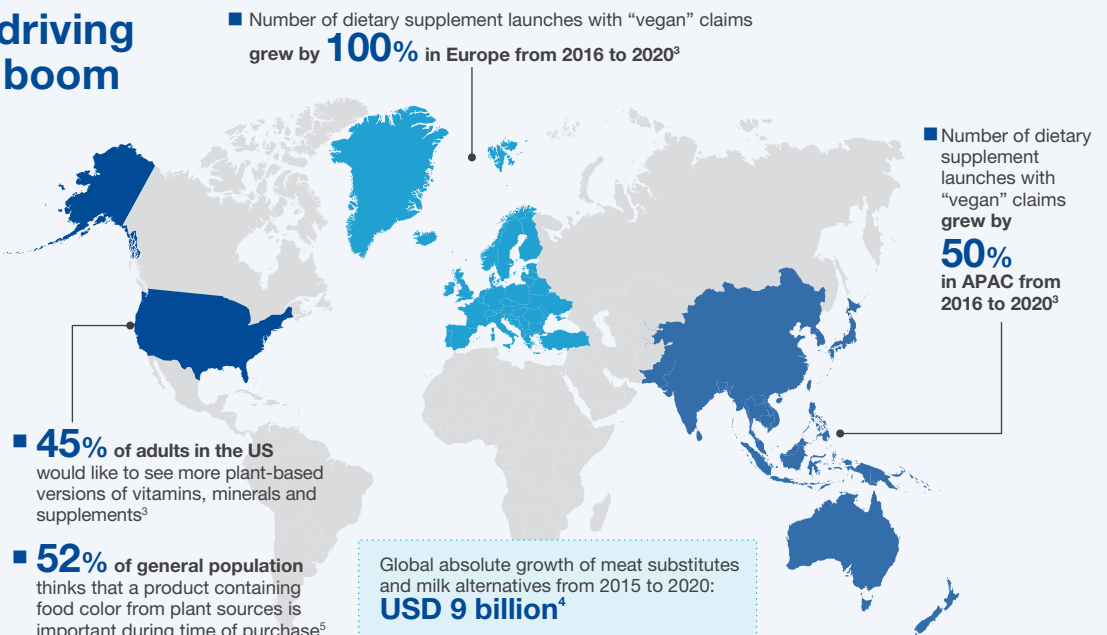
**Environment:** Saving the environment by looking for sustainable sources of food is a motivation for the flexitarian consumer.



**Animal welfare:** Intensive farm production technologies that lead to stress and discomfort for animals have caused consumers to move away from meat consumption.

## Flexitarians are driving the plant-based boom

Driven by concerns in the three areas, flexitarians are looking to diversify their diets with more “plant-based” options. This perspective could also have an impact on the ingredients used in food, as well as in dietary supplements.



## A two-pronged approach is needed to develop a compelling narrative for flexitarians

1. A clear outline of the company's philosophy on sustainability, ingredients used, processing methods and other product qualities
2. Label claims related to health, environment and animal-free ingredients

## BASF's Vegapure® is from soy, rapeseed or pine tree - all are natural and renewable

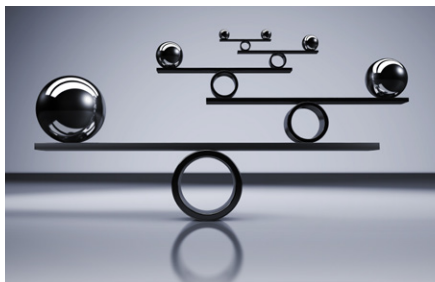


- Plant sterols are present in plant cell membranes
- They are extracted from vegetable oils such as soybean, rapeseed oil or pine tree oil

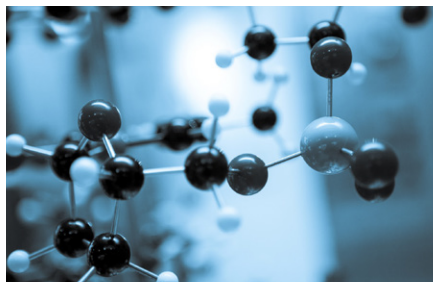


Harvest

Extraction



Refining



Esterification



Purification

- All steps in the production chain of plant sterols ensure a **high quality** ingredient
- Plant sterols esters are further refined and deodorized to obtain a fat-like product with **pleasant taste**

# Plant sterols - the established heart health ingredient in dietary supplements and functional foods



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## Our products enable potential claims positioned for your plant-based dietary supplements and functional foods

Product	Form	Plant-based*	Naturally derived**	Vegan	Vegetarian	Dairy-free/ Lactose-free	Halal	Kosher	Non-GMO	Gluten-free	FSSC 22000	ISO 9001
Vegapure® 95 E & 95 WE	Oil	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Vegapure® 95 FF & 95 DS	Oil	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓
Vegapure® 67 WDP N	Powder	✓	✓		✓		✓	✓		✓	✓	✓
Vegapure® 67 WDP EN	Powder	✓	✓		✓		✓	✓	✓	✓	✓	✓
Vegapure® F 40 WDP E & 867 G N	Powder	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

\* Main / active ingredient originating from plants (including vegetables, fruits, whole grains, nuts, seeds, mushrooms and algae). May contain formulation ingredients not from plants

\*\* Main / active ingredient originating from natural materials. May contain formulation ingredients not matching "natural" definition

## Position Vegapure® for your plant-based innovation

- ✓ Plant-based, natural, renewable
- ✓ Suitable for flexitarians
- ✓ Established heart health ingredient

Sources: <sup>1</sup>Going Plant-Based: The Rise of Vegan and Vegetarian Food, Euromonitor 2020; <sup>2</sup>Choosing Substitutes: The Rising Tide of Non-Animal Proteins, Euromonitor 2021; <sup>3</sup>A year of innovation in VMS, Mintel, 2021; <sup>4</sup>Plant-based Eating and Alternative Proteins, Euromonitor 2021; <sup>5</sup>Natural Marketing Institute (NMI) Health & Wellness Study (2017)



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