

The right texture  
for a better world.



**VITATEX**<sup>®</sup>  
SUSTAINABLE VEGETABLE PROTEIN



# Join us on our way to future

**It's beyond doubt.** Our society has no alternative but to reduce meat consumption globally in order to save resources, reduce land utilization and stop climate change. For us at GoodMills Innovation, this means replacing animal proteins with plant-based proteins from wheat, peas and soy.

Choosing to eat less meat is good for animal welfare, for our planet and for the climate, because it reduces our CO2

footprint compared to the consumption of conventional meat products. We want to play a major part in this change.

Our contribution is based on long-standing expertise in extruding plant proteins. By giving wheat, soy and pea proteins the most convincing textures and sensory properties, we provide a true alternative to meat – for your benefit as a manufacturer, for the benefit of consumers and for the good of the planet.

In this way, sustainability goes hand in hand with success. We see our task as creating texturate solutions for meat alternatives that are visionary, innovative and sustainable. So that you can easily create products that impress consumers every time. So that you can be successful in making nutrition more sustainable all around the globe.

Join us in creating a better nutrition and a better planet.

# A rapidly changing market

## 25%

**Predicted market share for vegan meat alternatives in 2040\***

\* Fleischatlas 2021/A.T. Kearney

FUTURE IS MEATLESS

## 30%

**of Europeans now consider themselves to be flexitarian\***

\* www.smartproteinproject.eu



The time has come when market forces meet environmental imperatives.

ACCELERATED GROWTH

## 1.563

**New meat-alternative products on the market in 2021\***

\* Innova Market Insights 2022

THE WHEAT IS ON!

## 29,9%

**of new meat alternative products contained wheat proteins\***

\* Innova Market Insights 2022

SMALL FOOTPRINT

**9,0**  
kg CO2 eq. / kg food

**Carbon footprint of a plant-based patty compared to a meat patty\***

**1,1**  
kg CO2 eq. / kg food



\* "Ökologische Fußabdrücke von Lebensmitteln und Gerichten in Deutschland", ifeu, Heidelberg 2020

**The plant-based ingredients market** has left its niche and is predicted to grow internationally during the coming years. And there is still huge potential for technical innovation in mimicking meat.

Plant-based protein is the meat of the future: it helps protect the climate with its lower carbon footprint and better use of resources. A quick look at market reports makes this evident. Vegan, vegetarian and, especially, flexitarian diets have become megatrends and many consumers perceive plant proteins as natural, healthy ingredients that are more sustainable in their production than animal proteins.



## REPLACING ANIMAL PROTEINS WITH PLANT PROTEIN



# Easy, plant-based and tasty VITATEX® for high-quality meat-mimicking

High-quality protein texturates with perfect sensory properties and plenty of applications. Made from EU-sourced raw materials and easy to process.

**We're imitators and proud of it.** Our specialty is "meat mimicking" – imitating the characteristics of conventional meat products in terms of taste, texture and other sensory properties. We work on it continuously, innovating, developing and using the know-how gathered from our long experience in dealing with plant proteins. The results make it easy for you to create meat and fish alternatives that keep on impressing your customers.



## Q&A

### What are VITATEX® texturates made of?

Our texturates are based on wheat, pea and soy. Which one you use depends on the concept and positioning of your specific end product. GoodMills Innovation cooperates with selected contract producers to ensure the constant availability of the highest-quality raw materials with defined properties.

### How are new products developed?

Our experts can support you with extensive application know-how and technological expertise. We are happy to welcome you to our GoodMills Innovation Center and to work together with you on your future product.

### In what volumes can VITATEX®-based products be manufactured?

It's up to you. GoodMills Innovation has a reliable network of raw material suppliers based in Europe and there are no limits in up-scaling.

## BITE

### MEAT-LIKE FIBROUS TEXTURES

Bite and mouthfeel make an alternative product meat-like or not. VITATEX® enables an endless range of tailor-made textures for burger patties, poultry, pork or any other meat alternative – and, naturally, for fish. We look back proudly on more than 20 years of texturizing expertise.

## WORKABLE

### EASY HANDLING

Processing VITATEX® is much easier than you might think. You can even use your existing machines – no new investments needed.

## SUSTAINABLE

### EUROPEAN ORIGIN AND GMO-FREE

VITATEX® texturates come with a very clean conscience. Non-GMO raw materials of European origin are used for all products, including the VITATEX® soy texturates.

## JUICY

### WATER-BINDING CAPACITY

VITATEX® chunks and flakes can bind high amounts of water, reducing material input and enabling end products with a very juicy and typical mouthfeel.

## ECONOMIC

### COST-REDUCTION POTENTIAL

VITATEX® is based on wheat, pea and soy. Compared to meat, these raw materials have a significant cost reduction potential and increased yield.

## TRUST-WORTHY

### CLEAN LABEL

Our texturates don't add endless lists of ingredients to your packaging. They are based on wheat, pea and soy.

## HEALTHY

### GOOD FOR YOU

Our texturates are rich in protein, a key fact on the label of certain products. Your customers will also be attracted by properties such as low sodium, low saturated fatty acids and zero cholesterol.





## CREATE YOUR SPECIFIC TEXTURE WITH VITATEX®

Increasingly, consumers – especially the growing group of flexitarians – expect meat substitutes to offer a meat-like experience. Texture plays a special role in this. It is the key to an authentic meat alternative and decisive for the purchasing

behaviour. Manufacturers should therefore pay particular attention to the fibrous quality of the texturates. Optimal texture is not trivial: a plant-based chicken nugget must have slightly longer fibres than, say, a burger patty. The

bite and the mouthfeel are completely different so the choice of texturate must be made carefully. Its fibrosity is partly determined by the properties of the protein, which affect its elasticity, structure-forming qualities and general texture.



Plant-based ground meat, meatballs, burger patties or any other minced-meat application: you need a crumbly, fragmentary texture, that cooks, tastes and feels like its animal equivalent.



The fibres of schnitzel or any other pork cuts are medium length and fairly fine, with a juicy but firm mouthfeel. VITATEX® recreates these qualities exactly.



The long and strong fibrous texture of poultry can be imitated with VITATEX® very authentically. The perfect solution for chicken nuggets or chicken schnitzels!

**The following principles apply to the VITATEX® range:** the more expanded the texturate, the more fibrous it feels. Compact texturates are particularly suitable for short-fibre masses such as minced meat, more expanded or looser tex-

turates are better for fibrous end products such as poultry or schnitzel. Wheat and soy proteins are best for making long-fibre protein structures. However, it is not the raw material alone that affects the fibrosity. It is above all the expertise

in the technological process that determines the bite, texture and mouthfeel. **You can give your end product any texture you like and match your preferred taste profile – by combining different basic texture types. We know how.**

"Texture is the key to an authentic meat alternative and decisive for the purchase behaviour of consumers – if the texture is not in line with expectations, the decision is clear: the product is not accepted as authentic and will not be in the shopping cart again. Don't compromise on texture."



# 74%

of European consumers rate a pleasant texture as "somewhat important" or "very important".\*

\*www.smartproteinproject.eu, Survey on European consumer attitudes towards plant-based foods

# Easy processing

Texturates instead of meat. It's that easy.

It's not just that the taste and texture of VITATEX®-based alternatives are meat-like, so is the processing. Because the texturates behave similarly to conventional meat, manufacturers can use the same machines for the production of vegetable minced meat, patties, nuggets or cutlets as for meat processing. VITATEX® texturates can be incorporated into existing and new recipes.



## HOW DOES IT WORK?

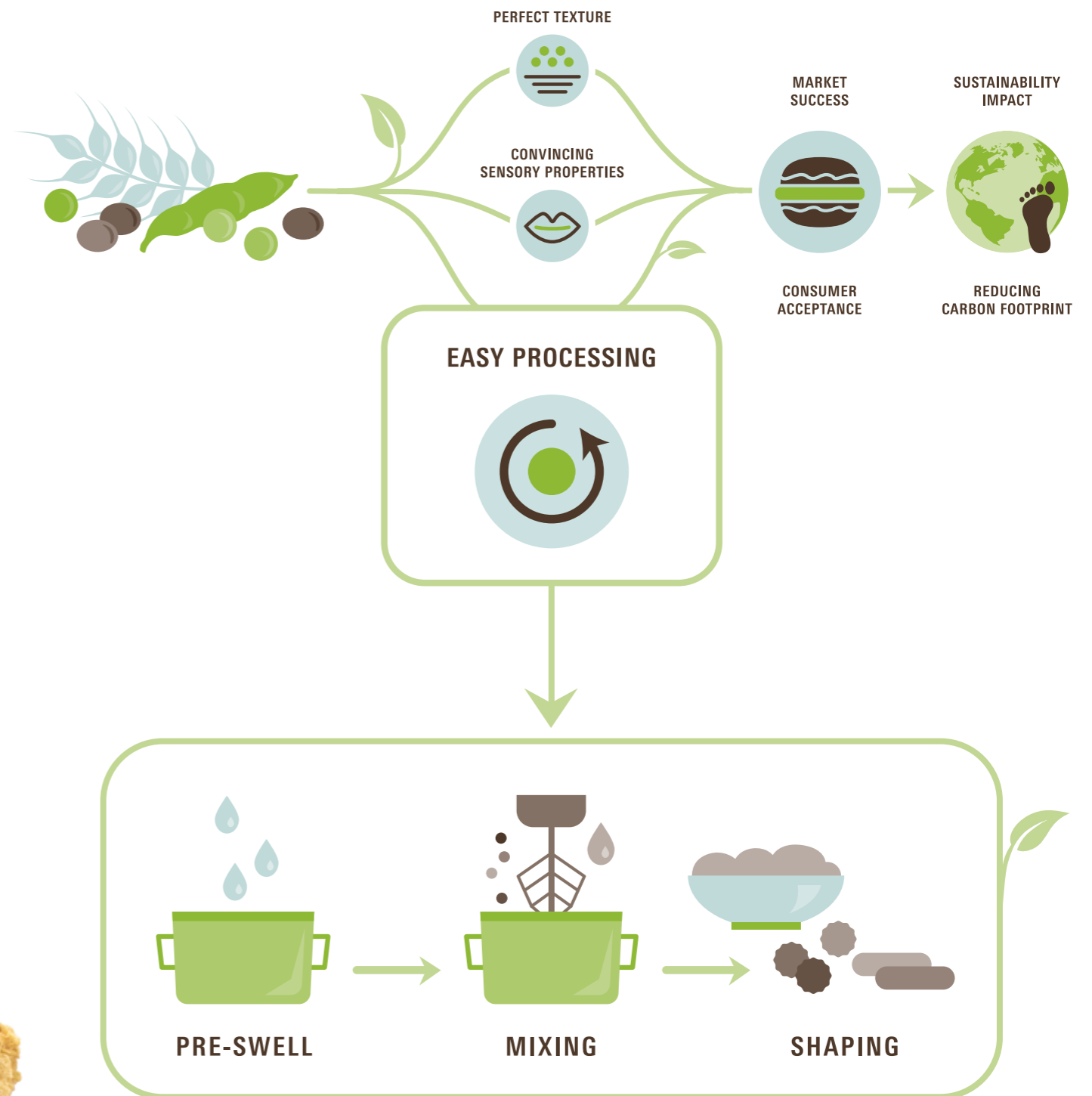
The texturates are pre-swollen with water. They can be processed in a mixer or cutter with e.g. binders, oil, flavourings and possibly more water to a homogeneous and tasty mass with the desired texturate size and properties. Likewise, the mixture can be brought to the appropriate size for the final application using a meat grinder. The resulting base mass is now ready to be moulded for the respective application.

This means that you can produce vegetable products with VITATEX® on existing meat processing equipment – so no large investments are necessary. You can also benefit from the processing know-how of the product developers and application engineers at GoodMills Innovation.

## VITATEX® TECHNICAL PROPERTIES

- High water-binding capacity
- Fibrous or granular texture
- No loss of quality after heating or freezing
- Microbiological stability
- Resistant to pasteurization and sterilization
- Binds "meat juices" for less shrinking

## HOW TO REPLACE ANIMAL PROTEINS WITH PLANT PROTEINS





# What does the product look like?

Red meat, minced, sliced, chicken, schnitzels or even fish? Vegan, vegetarian or hybrid? VITATEX® texturates have a neutral taste, so you can easily season and flavour them. The possibilities are endless.

## HEARTY BOLOGNESE

For bolognese sauce, a small, fragmented texture is key – and it can be created easily with VITATEX® texturates. Highlight this extraordinary texture quality on your packaging – alongside with the nutritional benefits and a vegan labelling.



 SHORT FIBRE

## TASTY WRAPS

Combine tuna-like texture with a perfectly matching taste by adding spices and other recipe ingredients. Health-conscious consumers will be attracted by the clean label and nutritional benefits of your concept.

 MEDIUM FIBRE



 MEDIUM FIBRE



## DELICIOUS SUSHI

Vegan sushi with plant-based tuna: combines visual and sensory appeal with all the nutritional benefits of VITATEX®. Position it as vegan or vegetarian, depending on your recipe.

## CRISPY NUGGETS

Create a chicken-like texture with a juicy mouthfeel and put it in a crispy coating. The product will keep its quality after freezing. Make use of attractive labelling opportunities, for example “rich in protein”.

 LONG FIBRE



## MOUTH-WATERING BURGERS

Burger patties made with VITATEX® recreate the juiciness, meaty texture and full flavour of the perennial crowd-pleaser. They can be chilled or frozen without negative effects and can display a high-protein label “rich in protein”.

 MEDIUM FIBRE

## DELICIOUS SCHNITZELS

One of the most challenging disciplines in meat-mimicking is creating a tasty plant-based schnitzel with a juicy core and a crispy breadcrumb coating. Amongst others thanks to the good water-binding capacity of VITATEX® texturates, frying losses are reduced.



 SHORT FIBRE



 SHORT FIBRE

## FINE MEATBALLS

Not too rough, not too fine – meatballs made of VITATEX® are just right. Freeze or chill them to suit your concept.







# Ready for a meatless future?

Let's talk about your  
plant-based alternatives.