

LA VIE

FROM PLANTS WITH LOVE

PRESS PACK

“ A PRESS PACK FOR MEAT
LOVERS AND VEGANS ”



THE ORIGINS OF LA VIE™.

*70% of French people say they want to reduce their meat consumption.
So it's obvious that plant-based alternatives are getting traction in France
though miles behind neighbouring countries or even other places in the world.*

For example, plant based alternatives represent less than 0.7% of total meat sales in France, compared to nearly 7% in the United Kingdom (1). No need for a calculator, it's 10 times less.

The main barriers:

- ✿ 1. taste (the French know a thing or two about this)
- ✿ 2. health (because we don't like ingredients that start with E)
- ✿ 3. the price (plants are often much more expensive)
- ✿ 4. everyone taking way too seriously (you can smile and change)

**This is where we come in.
A bit of background music and action.**



VEGGIE MEAT FOR MEAT LOVERS AND VEGANS

Today, intensive farming takes up 77% of the world's productive land or the equivalent of the entire American continent. It emits 18% of CO2 emissions each year the equivalent of the entire transport sector⁽¹⁾.

Faced with consumer awareness of intensive farming on our health, the planet and animals, plant-based alternatives are gaining ground all over the world.

But to satisfy the most demanding of palates, there is one thing missing from the taste and culinary experience of meat: fat!

Obviously, fat is what gives flavour to muscle and therefore to animal meat.

On an emotional level, it's this same fat that infuses, crackles and caramelizes that has made meat so crucial to humanity since the dawn of time...

It's from this observation that our crazy idea took root. What if we reproduced all the properties of animal fat by only using plants.

Nicolas Schweitzer
CEO et co-fondateur

FAT IS LA VIE™ !

So we decided to run with the idea and set ourselves a mission. Since then, we haven't been twiddling our thumbs:



In May 2019 Nicolas Schweitzer (Co-founder and CEO) created a team of global experts including Vincent Poulichet (Co-founder and CTO) that becomes the company we know as La Vie™.



They carried out the research and development in a special laboratory in Paris. After three years and more than 5,000 tests they were successful in developing the world's first vegetable fat that perfectly mimics animal fat.



Why make it simple when you can make it complicated? La Vie™ takes on the most delicious and iconic meat of them all, yet the most difficult to replicate: bacon, "The Veggie Holy Grail" as the CEO of the American giant Beyond Meat himself admits⁽³⁾.



The La Vie™ plant-based meat recipe is unique in the world and has a European patent in the process of being extended worldwide by the PCT (Patent Cooperation Treaty). Not bad.



THE MOST DECORATED LARDONS AND BACON IN HISTORY.

Due to current demand, our veggie bacon is limited to partner restaurant chains such as Pokawa, Taster, Copper Branch, Hank or King Marcel.

Our veggie lardons have made huge inroads into French refrigerators and become a bestseller at Carrefour. They are now officially available in Leclerc, Auchan and Intermarché and are on track to be listed in all retailers by the end of 2022.

In 6 months we've taken the awards ceremonies by storm:



Unilever Foodtech Challenge
2021



Trophée de l'alimentation
végétale
Best Plant Based Meat



World Plant Based Awards 2021
World Expo-Best Plant Based Bacon



Snacking d'OR 2021 – Jury Prize



Reconnu saveur de l'année 2022
Jury Prize

Find out where you can find us by using this store locator:

<https://www.laviefoods.com/nous-trouver/>



IT'S NOT BROCCOLI, BUT IT'S BETTER THAN PORK

INGREDIENTS:

ALL GREEN ON THE HEALTH APP THAT CANNOT SAY ITS NAME.

After the taste, we tackled the other barrier: an ingredient list as long as your arm. Our best-selling bacon only has 7. This is 1 less than the leading bacon brand in France.

That's a big claim.
Let's list them together:



Water

the number 1 ingredient making up animals, humans or La Vie™



Sunflower oil

with less than 1% saturated fat



Soy proteins

a legume rich in GMO-free proteins



Natural dyes

for a real bacon technicolour experience



Natural flavours

because there is no such thing as bacon flavoured soy



Sea salt and vinegar

sea salt for taste, vinegar salt as a preservative

NUTRITION: WE'LL LET YOU COMPARE!

It's not really a fair fight when it comes to ingredients. That's because the ingredients used in the production of animal meat (cattle feed, antibiotics, etc.) don't have to be declared. However on the nutritional values front, we can proudly stick out our snouts out:

33% fewer calories

60% less fat

11 times less saturated fat

15 times more fibre

MAKING IT: BECAUSE MAKING BACON OUT OF PLANTS REQUIRES A LITTLE EXPLANATION:

Episode 1: The Lean

A lean paste is made from soy protein, then natural colourings and flavourings are added.



Episode 2: The Fat

We prepare our patented recipe from sunflower oil, which is naturally low in saturated fat.



Episode 3: The Mix

We assemble our lean and fat in such a way as to reproduce the look of a pork belly slice. Without the belly or the pork.



Episode 4: Slicing

We slice our vegetarian bacon, and have fun with it.



Episode 5: Smoking

We smoke it traditionally with beech wood, because it's awfully good.



A THUNDEROUS WELCOME FROM THE MOST DEMANDING PEOPLE IN THE WORLD... THE FRENCH.

1st listing of a start-up brand
at Carrefour on a national level

1st place
in sales at checkout for a plant-based meat
start-up at Carrefour⁽⁵⁾

1st place
for the La Vie™ Bacon Burger in the HANK
restaurant chain⁽⁶⁾

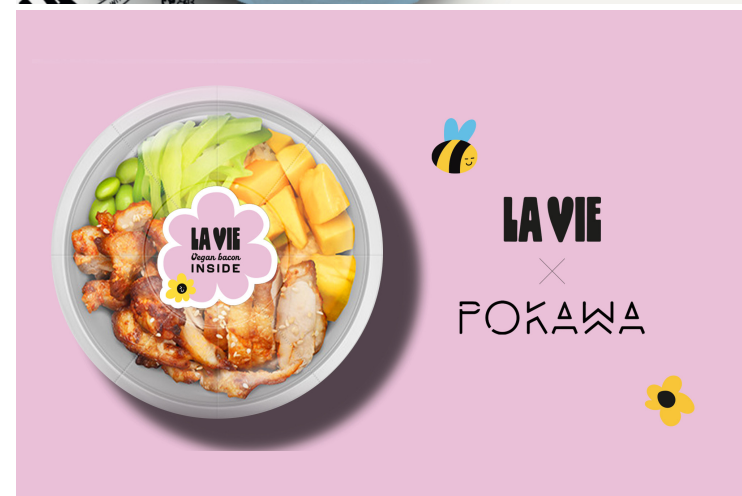
1st position
for Flavours of The Year 2022 for bacon
AND vegetable bacon La Vie^{M(7)}

LA VIE™: AN EXTRA-TERRESTRIAL IN THE VEGGIE MEAT WORLD

“ Our brand, La Vie, reflects our vision of what a successful food transition looks like: joyful, tasty and inclusive. Gone is the guilt, the green aesthetics associated with plant based meats. In the broadest sense, this is about celebrating life, not least the animals. It's about bringing people together with their beliefs, convictions, cultures and diets around one idea: pleasure.

It's a veggie meat brand that's come out of France with a vision to bring meat eaters and vegans together: on any table wherever you might be in the world.

Romain Jolivet, Chief Marketing Officer.



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SCOOP: FINALLY DISCOVER THE LA VIE™ FOUNDERS



Nicolas Schweitzer

Graduate of a Bachelor in Economics (HEC Montreal), Master in International Affairs (SciencePo Paris) Founder of an impact start-up in the Philippines.



Vincent Poulichet

Master of Science in Physics (University of Nice-Sophia Antipolis), PhD in Chemical Engineering (Imperial College London), Postdoc (UNSW Sydney), Postdoc (École Normale Supérieure).

Nicolas Schweitzer, Vincent Poulichet and Kelly Floch (who left the adventure in 2021) meet in London during a program for entrepreneurs: Entrepreneur First.

Between Nicolas' 100% 'impact entrepreneur' profile and Vincent's 200% 'fundamental research' background, it's a match made in heaven!

Vincent, a world-renowned fat expert (we're simplifying a bit...), first of all wants their project to focus on a butter alternative.

Nicolas however is a meat lover who has become a bit frustrated vegan and is more excited about bacon. After all, it's a symbol of meaty pleasure and the most difficult to reproduce. In the end, Nicolas wins and it's game on!

The team tries to find a research lab ... and after months spent in the kitchens of Parisian apartments (with neighbours not quite sure what to make of it all...),

La Vie™ finally moves into its own lab in the 11th arrondissement.

This is where his unique recipe is born- the only one in the world capable of reproducing everything we love about meat, out of plants.

SOME FIGURES FOR THOSE THAT LIKE THAT SORT OF THING

6.6_B

The plant-based meat market is worth \$6.6 B and is expected to grow by 15% per year to reach 74 billion in 2030– or 5% of the meat market (*Bloomberg Plant-Based Report– August 2021)

35%

The market is exploding with the growth of ‘flexitarians’. These consumers want to reduce their consumption of animal meat for health and environmental reasons and represent more than 35% of French people (*Agrimer 2021).

92%

The first barrier to making this transition is taste.
Thanks to a patented vegetable fat, La Vie™ products achieve the rare feat of trumping animal meats in blind tastings. In one study, 92% of respondents chose our products over the two bestselling bacon burgers in France(*internal test carried out at SIRHA 2021)

AMBITIONS AND PERSPECTIVES: LA VIE AFTER LA VIE™

In January 2022, La Vie™ raises of €25M in series A financing (a record) from investment funds and international celebrities committed to protecting the planet. This includes Natalie Portman (actress, director, producer, the CEOs of Vinted, Blablacar, and Back Market.

La Vie™ aims to roll out at lightning speed in France, where it aims to be present in 100% of mass-market retail brands by 2022. And a there will be rapid expansion into the United Kingdom and Europe. This will be accompanied by accelerating innovation to extend the range and significantly impact global food transition.

With this acceleration, La Vie™ wishes to be major world player in the “plant-based meat” category by 2030.

The recruitment of 40 new talents is planned for 2022. This will double the headcount.

External sources and references:

- (1) Statista sales values 2021
- (2) (3) (4) UN Food and Agriculture Organization
- (5) IRI Average weekly sales in unit PI 2022 Carrefour HM
- (6) HANK Internal Sales
- (7) Results Flavours of the Year 2022

WHERE TO FIND US ?

<https://www.laviefoods.com/>

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