

06 October 22

Cost attractive solutions

Affordable fruit preparations
for dairy applications



Prices on the rise

Consumer's challenges of 2022

Under pressure of economic headwinds

Agricultural food prices rose by **+31%** in 2021 and will increase by a further **+23%** in 2022 amid a general increase in input costs (fuel, electricity, fertilizers), years of lower agricultural yields translating into low stocks (Allianz Research)

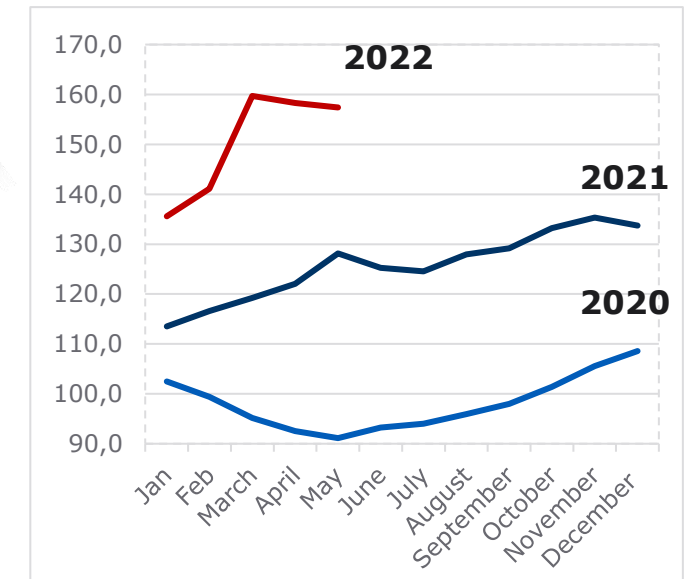
+15%

The World Bank's Food Commodity Price Index March – April 2022

+80%

The World Bank's Food Commodity Price Index April 2022 vs April 2020

FAO Food Price Index



Bloomberg Economics estimates that US households will have to spend an extra **\$5,200** this year, or about **\$433** a month, for the same consumption basket.

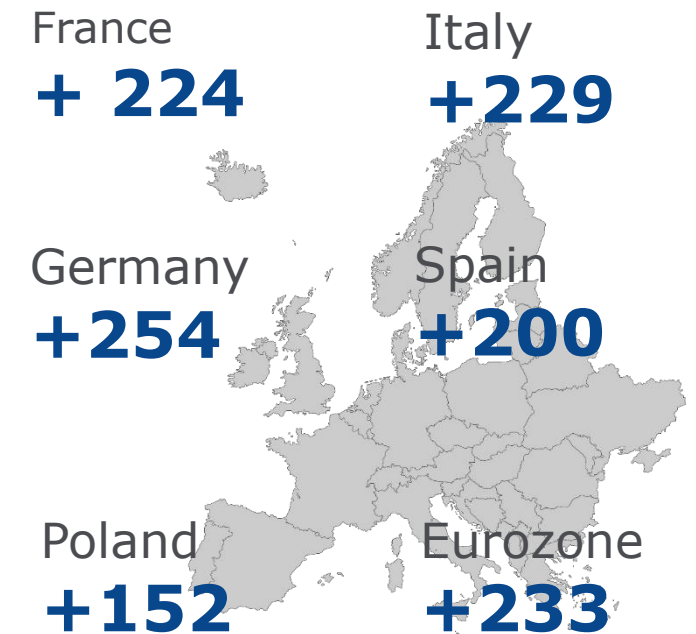
Food inflation in EU

Cost of food in European Union increased **10,01 %** in May of 2022 over the same month in the previous year with overall inflation rate **8,8%**



Estimated inflation impact on per capita food and beverage spending (Euro) for 2022

Countries split



Facts and Figures

Producers and retailer's perspective



European Discount Retail Market

Market forecast to grow at a CAGR of 3,47%



Words describing the grocery in 2022

Competitive/price-focused
Sustainable Innovative Decreasing Conscious
Growing **Changing/disrupting** Difficult Stagnating
Diverse Exciting
Restrictions **Inflation/expensive**
Challenging/uncertain
Digital and omnichannel Supply chain
Employee shortage Recovering

Inflation Shrinkflation Skimpflation



How much does yogurt cost?



Main price-forming components:

➤ Milk	40%
➤ Production costs, salary, taxes, added value.....	30%
➤ Packaging	15%
➤ Preparations	10%
➤ Cultures, sugar, other ingredients	5%



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Milk

40%



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taxes, added value.....

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Packaging

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Preparations

10%



Cultures, sugar, other ingredients

5%



Can Doehler become a pain killer?



Cost attractive concepts

The Best Limited

Usage of best in price fruit and vegetables for the creation of new taste experience



Taste in the essence

Range of high concentrated preparations delivering the taste, fruit content and appealing colour in the best cost-in-use way





The best limited



Reason Why

30%

About third part of European consumers increase visits to discount stores (Euromonitor's International voices of consumers: Lifestyle survey)

Natural product solutions delivering the fruit taste



Product Value

Thanks to our vertical integration and sourcing excellence we select the most cost attractive fruits and vegetable for the creation of unique seasonal tastes combinations! **Our offer is limited and the best!**



OUR SOLUTIONS

Ingredient systems: Range of fruit preparations developed from the selected, cost attractive fruits processed by Doehler, natural flavours and colors.



The best limited

Pomegranate – Apple CR0498848

Ingredients:

Yoghurt (3,5% fat), water, apple puree concentrate, sugar, apple juice concentrate pomegranate juice concentrate, colouring concentrate from carrot, modified starch acetylated distarch adipate (E1422), natural flavouring, stabiliser guar gum (E412), acidifier citric acid (E330), antioxidant ascorbic acid (E300)

Energy 73 kcal | Protein 3,7g |
Carbohydrates 5,6g | Sugar 5,4g | Fat 3,6g

Cost in use 7-12 € cents per 1 ltr!

Natural product solutions
delivering the fruit taste

Products range for stirred yogurt:

"Spanish plum" Plum – Apple – banana	CR0498846
"Apple Cider"	CR0498847
"Turkish pomegranate" Pomegranate - apple	CR0498848
"Egyptian Guava" Guava—Orange- banana	CR0498849
"Sweet cherry mood" Sweet cherry – apple	CR0500630



Taste in the essence



Reason Why

52%

More than half of consumers plan to look for ways to save money while shopping grocery in 2022 (State of Grocery Europe Consumer Survey, Feb 2022).

Natural product solutions delivering the fruit taste



Product Value

High concentrated fruit preparation made of concentrated juices and puree will deliver fruit goodness, taste and color for the best cost-in-use price.



OUR SOLUTIONS

Ingredient systems:

High concentrated fruit preparations for drinkable product range with the recommended dosage **1,5 – 2%** to white mass



Taste in the essence

Natural product solutions
delivering the fruit taste

Green Tea-Apple yogurt CR 0503139

CR0503139	Green Tea-Apple Yoghurt	100
H67727	Green Tea-Apple Fruit Preparation	2
2100053	Sucrose Cryst.	5
2100006	Yoghurt 3,5% Fat	93

Ingredients:

Yoghurt (3,5% fat), sugar, water, apple juice concentrate, green tea extract, stabiliser sodium carboxy methyl cellulose (E466), stabiliser xanthan gum (E415), flavouring

Energy 88 kcal | Protein 3,6g | Carbohydrates 9,6g | Sugar 9,5g | Fat 3,5g

Cost in use 4-6,5 € cents per 1 ltr!

Products range/application:

Green Tea-Apple Fruit Preparation	Stirred yogurt Drinkable yogurt Butter milk Kefir
Lemon Fruit Preparation	
Fruit of the Forest Fruit Preparation	
Peach Passionfruit Fruit Preparation	
Sour Cherry Fruit Preparation	
Strawberry Fruit Preparation	
Vanilla Fruit Preparation	



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INTEGRATED SOLUTIONS

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