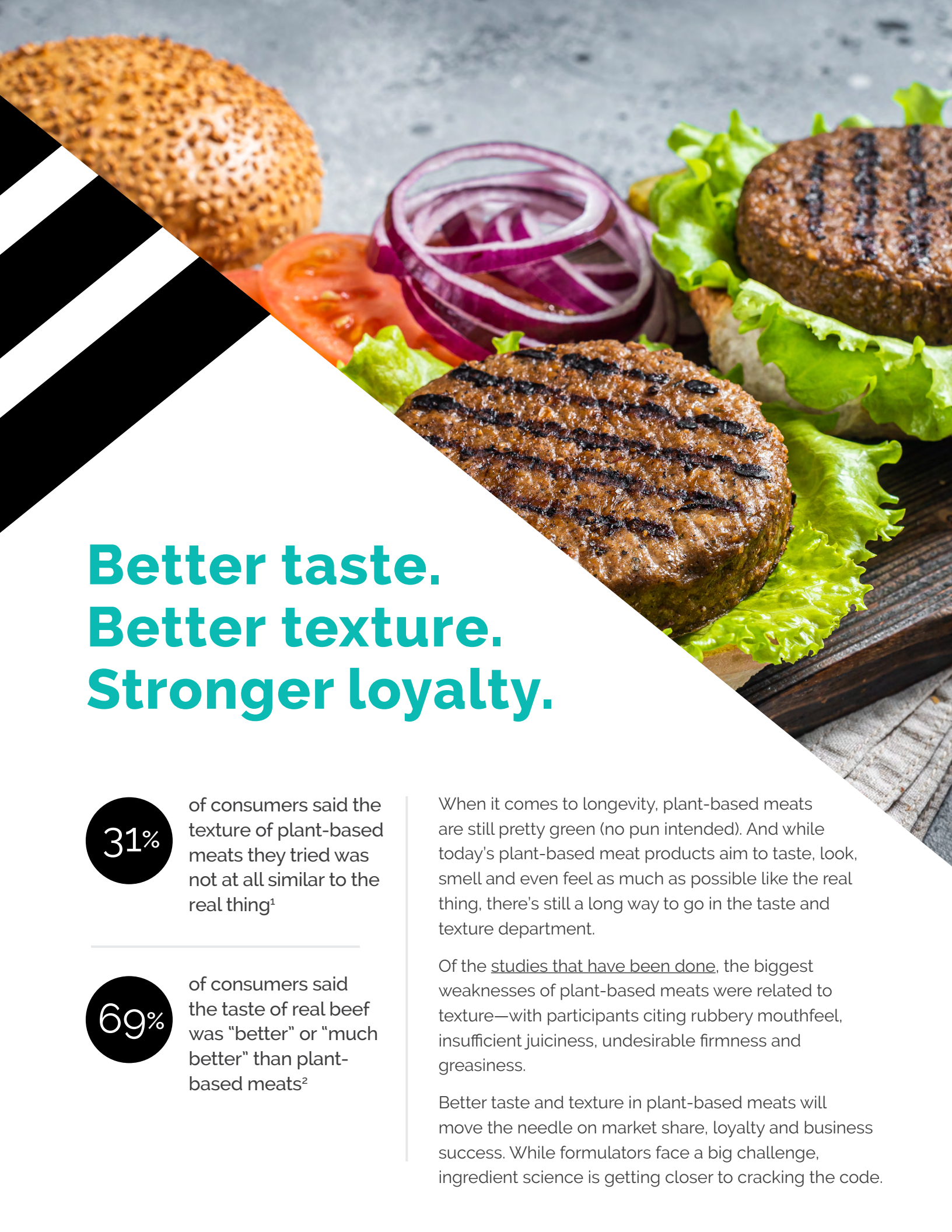




EPOGEE®
A FOOD TECHNOLOGY COMPANY

LET'S MAKE PLANT-BASED MEAT BETTER

Because what's good to eat
is good for business



Better taste. Better texture. Stronger loyalty.

31%

of consumers said the texture of plant-based meats they tried was not at all similar to the real thing¹

69%

of consumers said the taste of real beef was “better” or “much better” than plant-based meats²

When it comes to longevity, plant-based meats are still pretty green (no pun intended). And while today’s plant-based meat products aim to taste, look, smell and even feel as much as possible like the real thing, there’s still a long way to go in the taste and texture department.

Of the studies that have been done, the biggest weaknesses of plant-based meats were related to texture—with participants citing rubbery mouthfeel, insufficient juiciness, undesirable firmness and greasiness.

Better taste and texture in plant-based meats will move the needle on market share, loyalty and business success. While formulators face a big challenge, ingredient science is getting closer to cracking the code.



Your Success Lies in Delivering Exactly What Consumers Want.

To deliver better taste and texture in plant-based meats, formulators must focus on the fat. With EPG alternative fat, your brand can bridge the gap between tasty food that's actually healthier and healthy food that's actually tastier.

EPG, modified plant-based oil, is a fat alternative made through Epogee®'s revolutionary food technology.

- It delivers the organoleptics of traditional fats so you can better recreate the taste and texture of real meat.
- It allows formulators to keep the better-for-you claim that comes with plant-based meats, because it allows for a 92% reduction in calories for each unit of fat replaced—with no tradeoffs.

EPG can help you improve the taste and texture of your plant-based products and advance your better food agenda; so you can reach the 93% of Americans who are making an effort to eat healthier.³

Address the market demand for healthy *and* delicious, with EPG.



EPG Makes Plant-Based Meat Better (Without Sacrificing What Makes It Good)

EPG is the fat alternative made through a revolutionary food technology. What makes this technology so groundbreaking?

- **We start with a naturally sourced, plant-based oil** to create a fat alternative that can be formulated with traditional fats to create better taste and texture in plant-based meats.
- **Our unique fat system formulates with your substrate** to deliver all the benefits of traditional animal fats, (such as succulence, mouthfeel and lubricity) while reducing 92% of calories and saturated fats for each unit of fat replaced.

Reimagine Fat

EPG looks like fat and behaves like fat because it's made from fat—but with almost zero calories.

EPG satisfies the needs of every contemporary consumer:

- ✓ **GMO free**
- ✓ **gluten free**
- ✓ **allergen free**
- ✓ **trans-fat free**
- ✓ **vegan**
- ✓ **kosher**
- ✓ **halal**

BENEFITS ABOUND

EPG fat alternative:

- reduces total fat, saturated fat and fat calories by 92% for each unit of fat replaced
- provides up to 45% reduction in total calories per serving
- can replace up to 85% of fat in a formulation
- offers satiety & fullness, similar to fat

EPG does not deplete fat-soluble vitamins in the body or limit their absorption. EPG has been tested for safety at consumption of up to 150 grams per day—that is 1/3 pound!

FAT'S HEALTHIER TWIN

EPG has 0.7 calories/gram versus 9 calories/gram for fat.

Full fat plant-based patty:

260 calories and 18 grams of fat, per serving

Plant-based patty made with EPG:

130 calories and 5 grams of fat, per serving

FAT = **GLYCEROL
FATTY ACIDS**
(9.0 cal/gram)

EPG = **GLYCEROL
PROPOXYL LINK
FATTY ACIDS**
(0.7 cal/gram)



A CUT ABOVE A CLEAN LABEL

EPG appears on labels as **EPG (modified plant-based oil)**. When formulated with high-fat foods, it permits the elimination of many undesirable work-around ingredients like starches, gums, binders, preservatives and flavor enhancers that are currently used in low-fat and low-calorie foods.

What's more, this ground-breaking fat alternative is one of the cleanest ingredients to consume. Using technology that resists digestive enzyme action, calories are controlled and released through the key part of digestion, without depleting fat-soluble vitamins in the body or limiting their absorption.

EPG is also good for the planet. Outside of the body, it decomposes like all other fats and has been proven to be environmentally safe.



How Does it Work?

The EPG production process:

1

Begins with naturally sourced, plant-based oil which is split into its components: glycerol and fatty acid

2

Then, a food-grade propoxyl link is inserted and the glycerin and fatty acid reconnect

WHY DOES IT WORK?

The reason EPG works is, once the propoxyl link is inserted, the final product resists digestive enzyme activity. As a result, calories that would normally be released through digestion are controlled and are not digested or absorbed through the body's normal processes.

REVOLUTIONS DON'T HAPPEN OVERNIGHT

The innovation of EPG represents much more than a trend. The scientists behind this product have researched and developed EPG for nearly two decades, investing over \$150 million in process and safety studies, developing 20 patents along the way.

EPG achieved the FDA's GRAS designation with no daily consumption limits for the following applications:



baked good
and mixes



breaded/battered
proteins and
vegetable products



beverages and
beverage bases



confectionery



dairy product
analogs



frozen dairy
desserts



frying and
chicken nuggets



grain products
and pasta



peanut butters
and nut butters



plant-based
proteins



potato and
corn chips



protein and
meal replacement
bars



specialty coffee
and teas



spreads, dips,
gravies and sauces



The Evidence Is In: **It's Safe**

EPG is fully vetted. Its effectiveness and safety are backed by one of the strongest databases ever developed for a new food ingredient.

Due diligence for EPG is paramount. It has undergone a rigorous and comprehensive program of food applications and safety research. With 65 studies including in-vitro,

preclinical and clinical trials, and seven journal articles published by qualified third-party experts, the evidence supports its ability to drastically cut calories and absorbable fat. EPG has been evaluated for chronic and acute toxicity, reproductive effects (up to three generations of families) and environmental toxicity.

THE RESULT: SAFE, AND SOUND

The safety of EPG has been consistently demonstrated throughout an extensive array of both non-clinical and clinical investigations.

- › safe even when consumed up to 150 grams
- › noncarcinogenic
- › produces no short term or chronic toxicity
- › produces no adverse reproductive or developmental effects (is safe for expectant mothers and their infants)
- › non-sensitizing and non-irritating
- › degrades once it leaves the body and is environmentally friendly
- › does not aggressively bind fat-soluble substances and therefore does not materially impede the body's ability to absorb vitamins, minerals and other fat-soluble substances including medications

EPG vs. Olestra

EPG

FDA GRAS status in multiple high-fat categories, even after Olestra's failure

The result of 65 safety studies, including up to 150 grams ingested per day with no gastrointestinal distress

Does not deplete the body or block the absorption of fat-soluble vitamins

A fat alternative that reduces 92% of calories from replaced fat and is proven safe for consumption

Made from naturally sourced, plant-based oil that is biodegradable and can replace less sustainable oils

OLESTRA

Currently banned in Canada and European Union

Proven gastrointestinal distress caused by consumption levels as low as 10 grams per day

Inhibits absorption and depletes the body of fat-soluble vitamins & nutrients

A fat substitute (not a fat) that claims to reduce 100% of calories from fat

Made from a sucrose molecule, it does not break down naturally in the environment

Healthy and Tasty Products for Consumers are Within Reach

EPG is the first and only fat alternative of its kind on the market. **It dramatically improves the nutritional profile (reduced fat and saturated fat) of food without any tradeoffs.** Side-by-side ratings show it gives foods the same taste as their full-

fat, full-calorie equivalents. Additionally, it delivers the same benefits of traditional fats and enhances organoleptic properties, which means improved texture, juiciness and flavor for better-for-you foods such as plant-based proteins.

EPG Makes Better Food That's Good for Business

Currently formulated in multiple categories, **EPG has been consumed in 22.5 million servings and counting—with no digestive side effects.**



This versatility and dependability expand your opportunity for brand extensions that can give you a competitive advantage and attract new audiences.

We know how challenging it can be to achieve the balance between healthiness and eating enjoyment that consumers demand. EPG provides manufacturers of better foods the means to achieve their business goals with desirable products that contain significantly reduced calories. This also provides the opportunity to develop new products that expand the choices available to consumers trying to begin, or maintain, a healthier lifestyle.

- Reduces fat calories by 92% for each unit of fat replaced
- Provides up to 45% reduction in total calories per serving
- Can replace up to 85% of fat in a formulation
- No additional sugars or artificial sweeteners required



The Epogee Vision

A world where we can all choose foods that are delicious and better for us.

SOURCES:

- ¹ International Food Information Council, "A Consumer Survey on Plant Alternatives to Animal Meat", December 2019
 - ² Kansas State University and the Cattlemen's Beef Promotion and Research Board, "Impacts of New Plant-Based Protein Alternatives on U.S. Beef Demand", January 2021
 - ³ Mintel, "Better for You Eating Trends- Incl Impact of COVID-19 - US," November 2020
-

**READY TO WOW CONSUMERS WITH BETTER FOOD CHOICES?
LET'S TALK.**

epogee.com | info@epogee.com
9002 Purdue Rd, Suite 300, Indianapolis, IN 46268



EPOGEE®
A FOOD TECHNOLOGY COMPANY