



From Science to the 'FOOD SOLUTION'



CHOOSE WHAT YOU LIKE TO EAT
AND GET WHAT YOU NEED

Fred Bergmans - Carezzo Nutrition by
Life science, Health & Food event - April 12, 2022

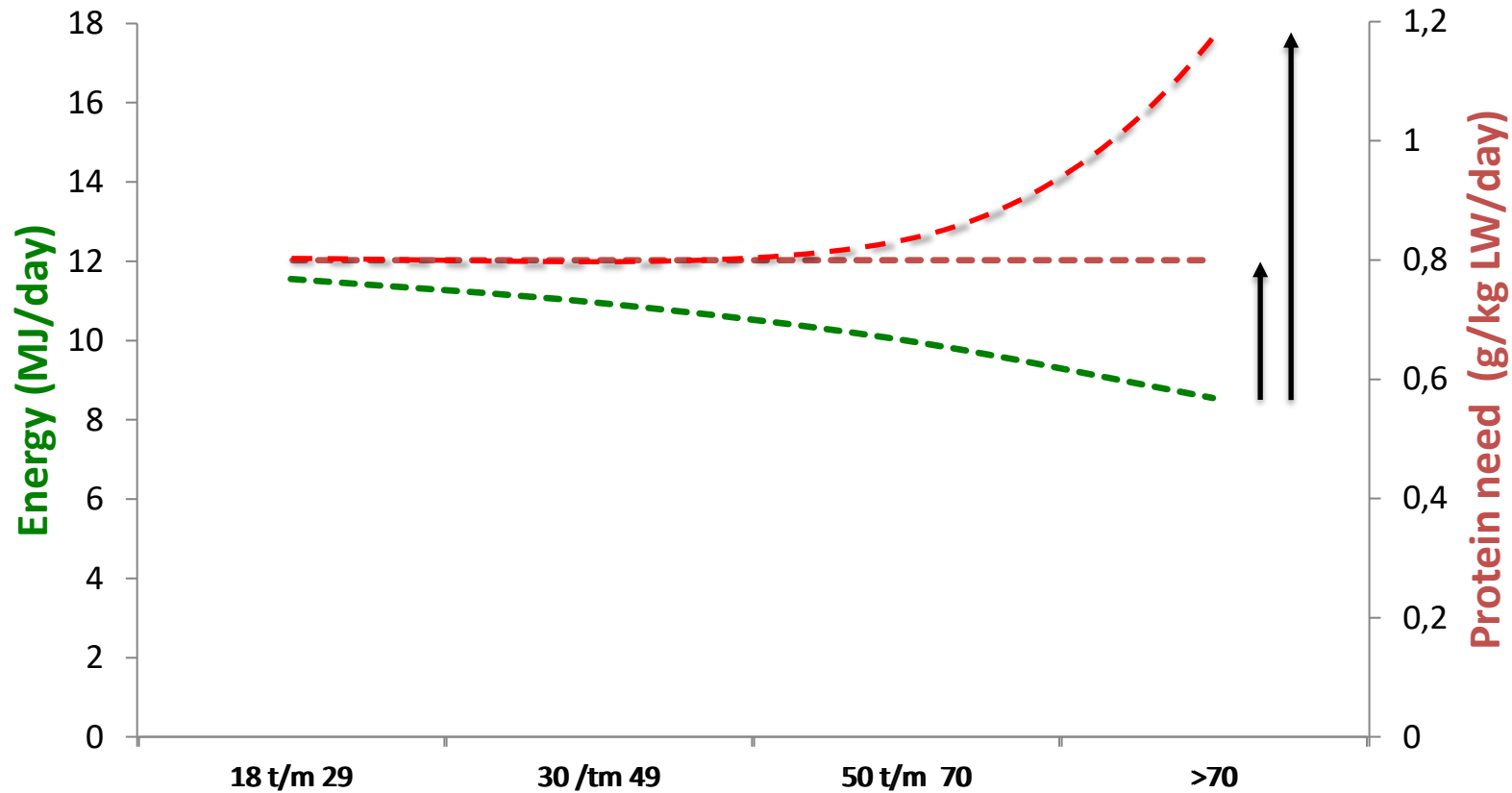


AGENDA

- What's the problem?
- Introducing Carezzo Nutrition
- Key insights from RCT studies
- Value proposition
- Go to market strategy

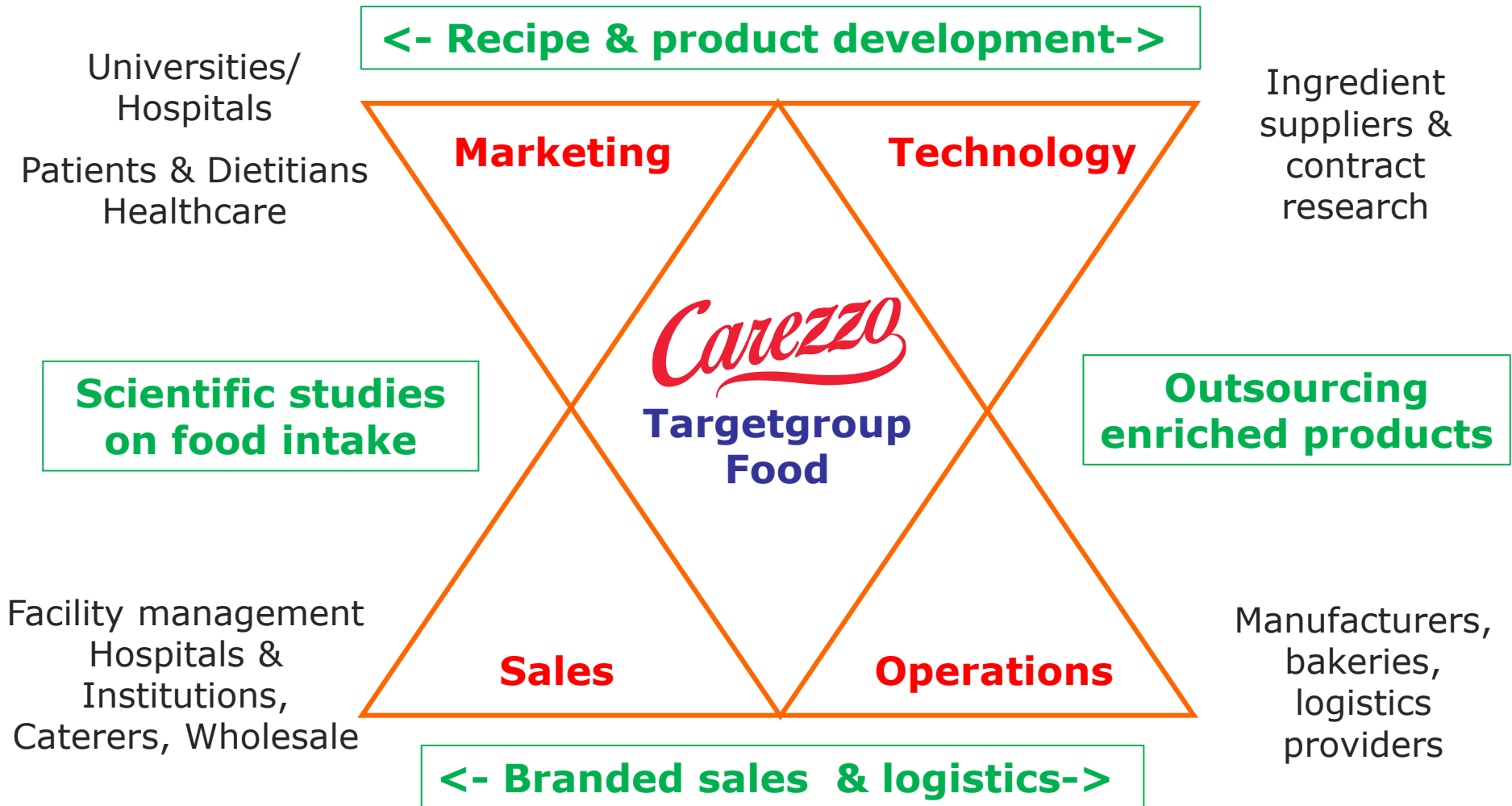
WHAT IS THE PROBLEM ?

Protein need Adults (MJ/day)

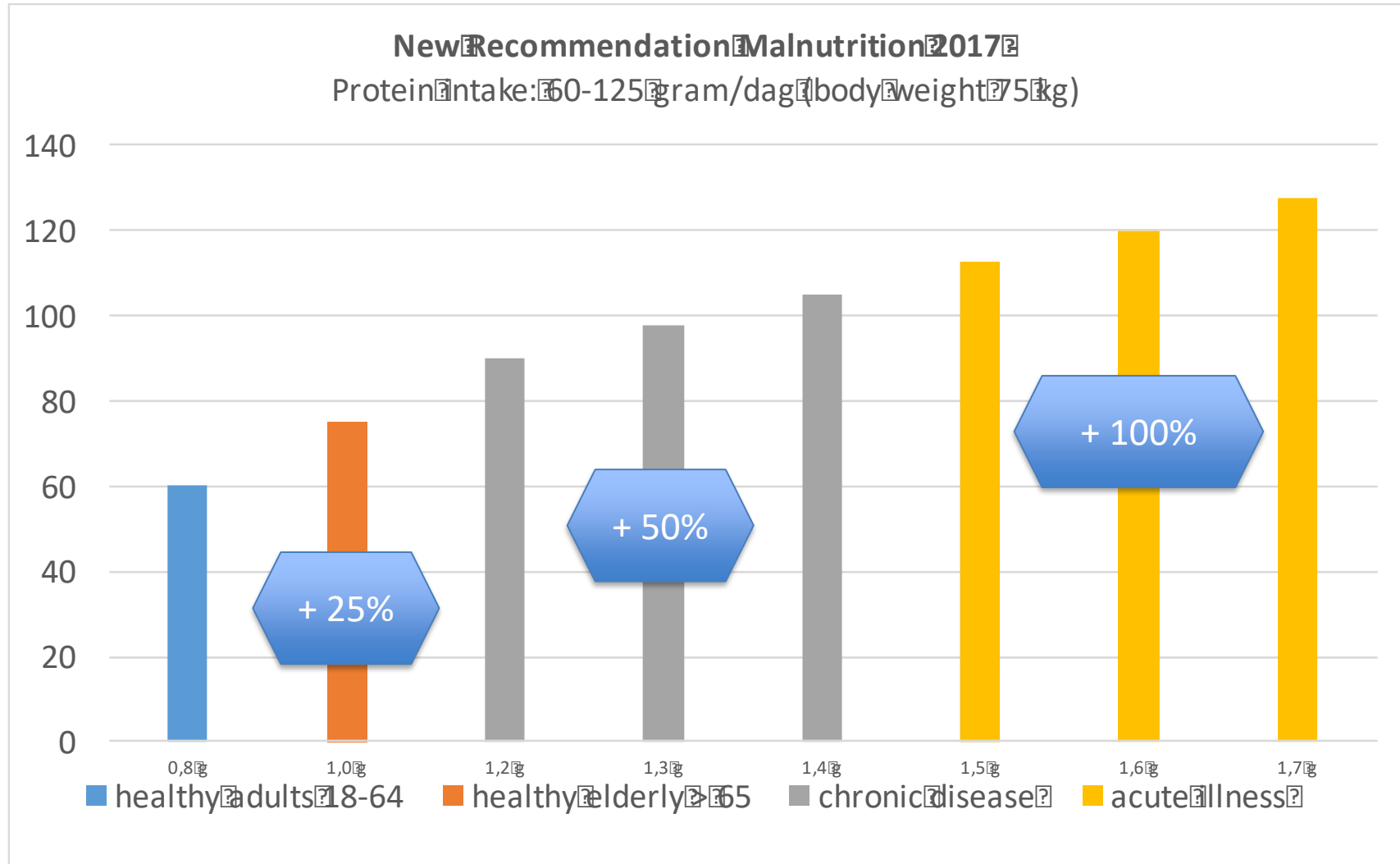




OPEN INNOVATION BUSINESS CONCEPT: 4 CORE ACTIVITIES



RECOMMENDATION MALNUTRITION PROTEIN INTAKE: 4 TARGET GROUPS



Group at risk: Frail elderly

- Poor appetite: < protein recommendation
- Maintain muscle mass

Undernutrition acute illness

- Unintentional weight loss
- Stop muscle loss

$1/3 <$
unacceptable



$1/3$
undesired



$1/3 >$
desired



WHAT WORKS

DOES NOT WORK: EAT MORE

Current practise:

- Energy & Protein snacks/diet
- **Suppletion** with medical drinks (ONS)

WORKS WELL: MORE PROTEIN

- Protein enriched bread & drink yoghurt
- Same quantities consumed

WORKS BETTER: SPREAD INTAKE

- Bread meals & in between
- optimal throughout the day

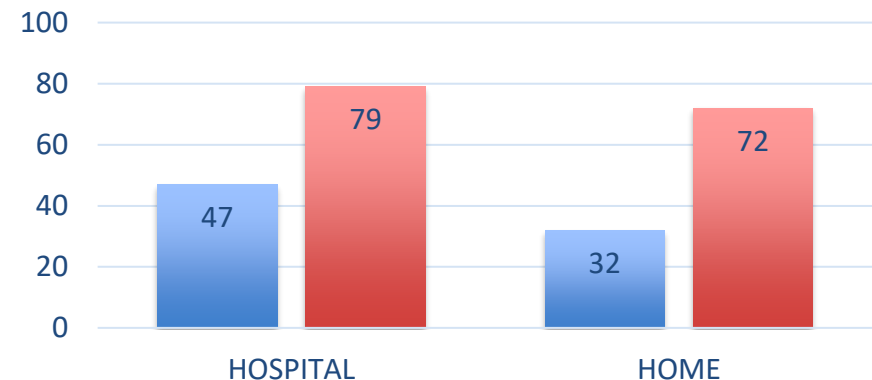
WORKS BEST: PROTEIN ENRICHED MENU

More protein in :

- 3 meals & 3 in between moments
- **Substitution** of regular basic food

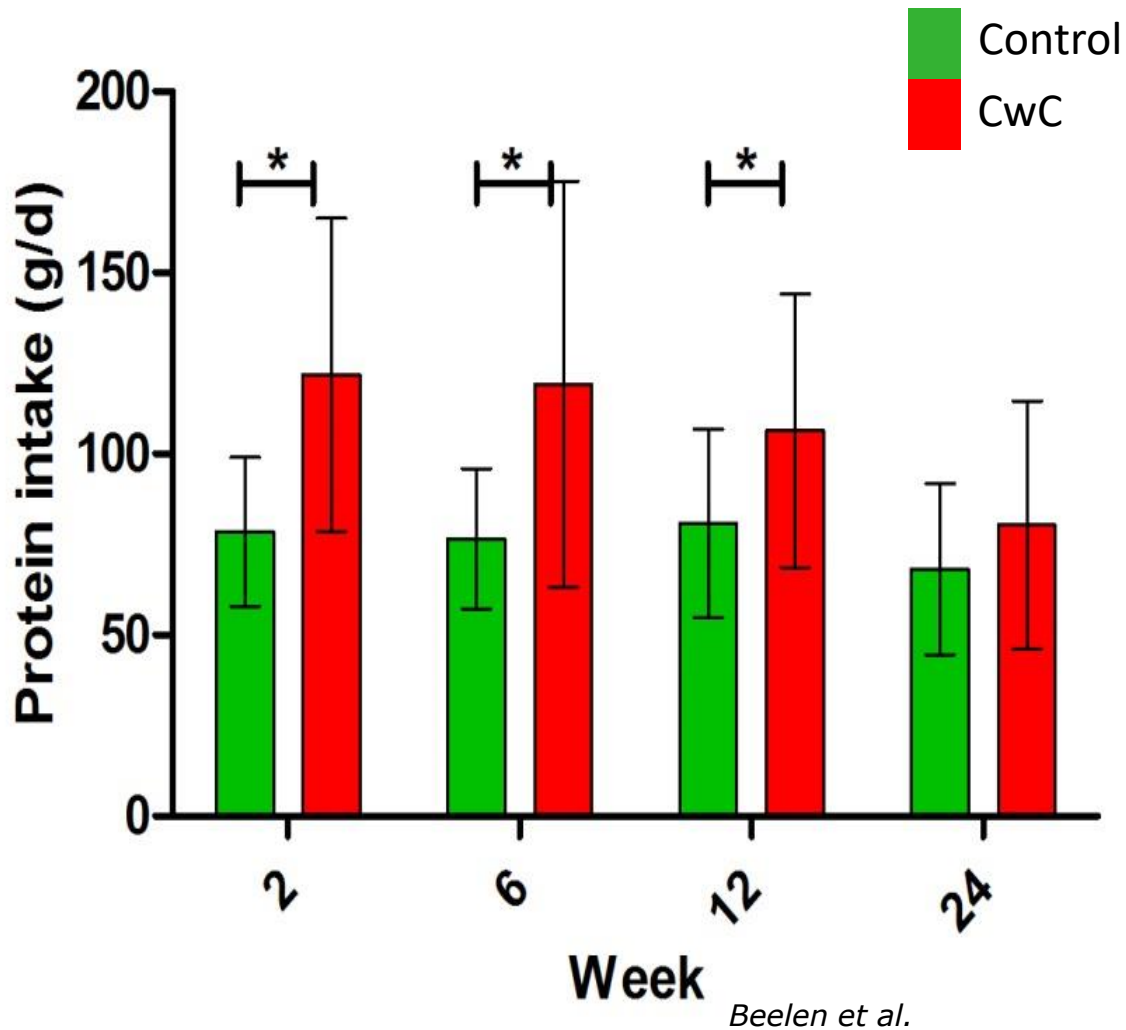
MAJORITY REACHES PROTEIN INTAKE RECOMMENDATION:

PERCENTAGE REACHED
1,2 g protein/kg bodyweight/day



RESULTS PROTEIN INTAKE (AT HOME)

	Cntrl	CwC
Protein intake (g/kg/d)	1.05	1.51*
1.2 g/kg/d achieved	31%	72%
*P = 0.001		



Carezzo

WINNER ACCENTURE INNOVATION AWARD 2015
THEME FAIR FOOD





VALUE PROPOSITION



**CHOOSE WHAT YOU LIKE TO EAT
AND GET WHAT YOU NEED**

Nice taste for better compliance
Basic familiar food: vegetables, fruits en grains
Spreading over eating moments

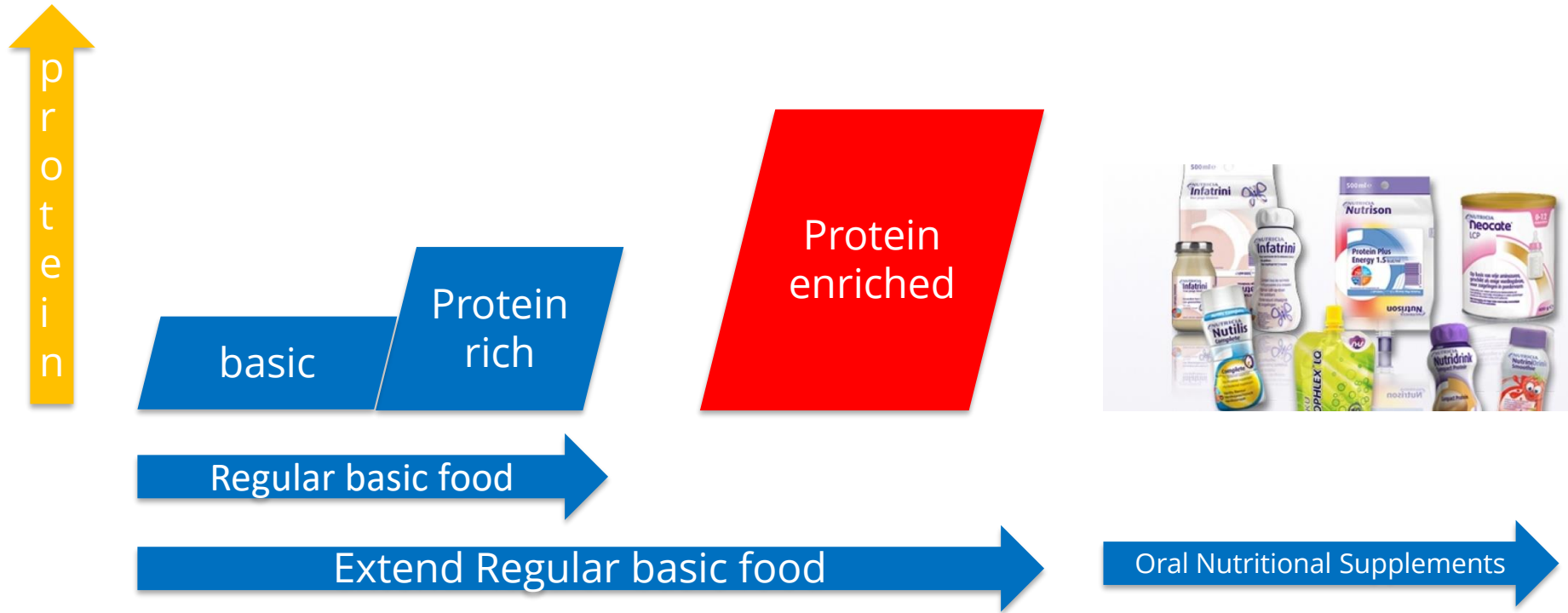


PROTEIN ENRICHED: 10G PER PORTION





STEPPED CARE: MORE PROTEIN IN BASIC FOOD





SUBSTITUTION STRATEGY: PROTEIN INTAKE STEPS FOR INDIVIDUAL PATIENTS

08.00	10.00	12.00	15.00	18.00	20.00
BREAD	IN BETWEEN	WARM	IN BETWEEN	2E BREAD	IN BETWEEN

- bread
- fruitdrinks
- soup
- cake / muffin
- mousse / ice cream
- RTE meals





PROTEIN ENRICHED SMALL MEALS



30+

Welcome to our webshop!



- Prehabilitation: PRE & POST hospitalisation
- Home delivery twice per week
- Frozen and cooled product delivery



Choose what you like to eat
and get what you need

- Carefree enjoyment
- Careful nutrition

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- Identify more targetgroups & deficiencies
- Focus functionality: fruit, vegetables & protein
- Integrate demand & supplychain
- Towards personalised nutrition

