



*The Best ingredients for smart solutions*

#FaravelliFunctionalsSystemsDivision

## THE PLANT-BASED MARKET IS EXPECTED

to grow at a CAGR of 11.9% from 2020 to 2027 to reach **\$74.2 billion by 2027**. (Meticolus Research®)  
The industry is growing rapidly everywhere in the world, and in Europe from 2018 to 2020, the value of sales increased by 49% (Smart Protein Project)

**ProVeg International** recently surveyed **more than 6,000 consumers** in nine European countries to identify priorities for improvement and supply development, based on consumer experience of buying and consuming plant-based products. Most respondents felt that not enough plant-based options are available in stores. Consumers would like to have a **greater variety of flavors, textures and product types**.

The plant-based meat substitutes category is **growing rapidly** and responding to the new needs and sensitivities of a growing segment of customers.  
The global meat substitutes industry is worth **\$20.7 billion**, and is set to grow to **\$23.2 billion by 2024**, according to Euromonitor.



**TASTY**  
**100%**  
**100%**  
**PLANT-BASED**

A growing trend, the **plant-based diet** is based on foods derived **mainly from plants**. It mainly favours foods from **plant** sources, such as **fruit and vegetables**, but also nuts, seeds, oils, whole grains, legumes and beans.

Furthermore, although not biologically classified as plants, plant-based products as plants, **mushroom and algae** products and algae are also included in the definition of plant-based foods.

One of the main factors for consumers to choose a food product and repeat purchase is **the taste**: according to a 2017 Mintel source from 2017, also reported by the **Plant Based Association**, taste is the **number one driver** influencing consumer behaviour and and consumer choice also in the plant-based sector.

## WHAT IS PLANT-BASED MEAT?

Plant-based meat is produced directly from plants. Like animal meat, it is composed of protein, fat, vitamins, minerals and water. The new generation of plant-based meat **looks, cooks and tastes** just like conventional meat. Source: [The Good Food Institute](#)

## OUR SMART SOLUTION WITH FARAMIX HH 105

Faramix HH 105 is a **functional system** of the **FARA line**, developed in Faravelli's food application laboratory in Nerviano.

### ADVANTAGES

- It allows to obtain a plant-based burger **completely fat-free**.
- Compared to the main alternatives on the market, it **has at least 50% fewer calories**.

## CHARACTERISTICS OF THE FINAL PRODUCT WITH FARAMIX HH105

- **very juicy** despite the absence of fat
- **neutral taste** (soya is not perceived at all), no flavours, therefore very **adaptable** in taste
- very similar **structure** to the classic meat burger, **without syneresis**
- very **versatile**, it can be adapted to the most diverse recipe and format requirements, while retaining the the above-mentioned characteristics (juiciness / zero fat)

**FARAMIX HH105** is therefore an excellent functional system for obtaining a "**meat-not-meat**" product (hamburgers, meatballs, sausages) with visual characteristics and compactness to the touch completely similar to traditional meat: **pulpy, moist, pleasant to the bite**.



A food that is not only good and high in protein, but also an **ally of environmental sustainability** (less greenhouse gas emissions, less impact on land use, less energy and water consumption).

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