

**Develey**  
— EST. 1845 —

**PRODUCT RANGE**

**ORGANIC + VEGAN**



# GESCHÄFTS- & BETRIEBSGEHEIMNIS

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# VEGAN AND/OR ORGANIC PRODUCTS

## OUR POSSIBILITES



	Organic	Vegan	Vegan + Organic
Mustard	X	X	X
Ketchup	X	X	X
Mayonnaise	X	X	-
Sauces (fruit-vegetable basis)	X	X	X
Sauces (emulsified)	X	X	-
Dressings (emulsified)	X	X	-
Dressings (oil & vinegar basis)	X	X	X
Horseradish	X	X	-
Soy sauce	X	X	X
Vinegar	X	X	X

# VEGAN AND ORGANIC

## THE GROWING IMPORTANCE IN OUR SOCIETY



Increasing demand and increasing sales of organic and vegan products worldwide



Rising numbers of flexitarians



Corona as an extra booster for a „conscious consumption“



Expanding variety in the organic and vegan assortment



# THE IMPORTANCE OF VEGAN PRODUCTS

- ✓ **Vegan** is no longer a **trend**, it has firmly arrived in our society
- ✓ “Corona Year 2020” as a **booster** for vegan products
- ✓ The **vegan segment** has a relatively small share in many product groups, but has been growing out of its niche for years through disproportionately high sales growth
- ✓ For **14.4% of consumers**, vegan is a very important product characteristic
- ✓ **Brand dominance** in majority of vegan markets



# THE IMPORTANCE OF ORGANIC PRODUCTS

- ✓ The **conscious consumption** of food is steadily increasing in society
- ✓ Europe loves **organic**: For the second year in a row, Europeans spent around 8 percent more money on organic products than the year before (2018: € 41,4 bn 2019: € 45 bn)
- ✓ **Demand for organic products** is also growing **worldwide** and organic product **ranges** continue to **expand**
- ✓ Within 10 years (1999-2019), **organic food sales** have increased from 15.2 to 106.4 billion Euros **worldwide**
- ✓ Corona as an **extra booster** for organic and vegan products → especially demand in full-range stores has increased

Statista, 2021: Umsatz mit Bio-Lebensmitteln weltweit in den Jahren 1999 bis 2019

Bund Ökologische Lebensmittelwirtschaft e.V.; 2021: Branchen Report 2021 Ökologische Lebensmittelwirtschaft



# OUR VARIETY OF VEGAN & ORGANIC PRODUCTS



- ✓ **Sustainability** is a central goal at Develey
- ✓ Develey is working on a **sustainable future**
- ✓ Many of **our products** are **vegan by nature** and we offer a variety of vegan recipes
- ✓ We are constantly working on **new** vegan or organic products and **adaptation** of our recipes
- ✓ **One of our sustainability goals:**  
By 2023, we will **reduce** or **eliminate** the use of egg in branded products in Germany unless **egg** is a name- or value-giving ingredient



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**THANK YOU!**

