



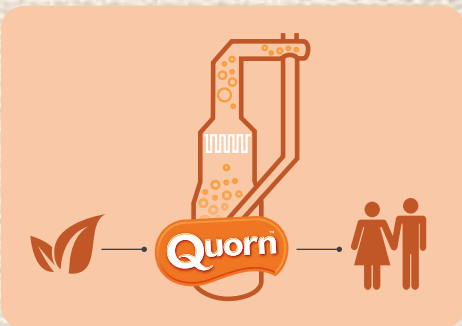
The QUORN DIFFERENCE

GOOD FOR YOUR HEALTH:

Our Mission
AT QUORN WE HAVE A SIMPLE MISSION – TO HELP CONSUMERS EAT LESS MEAT




Weight
MANAGEMENT



A Healthy Protein
QUORN'S MAIN INGREDIENT IS MYCOPROTEIN, A NATURALLY HEALTHY PROTEIN SOURCE


Vegetarian
LIFESTYLE


Health
MANAGEMENT


Switching from using ground beef to Quorn Grounds in a Spaghetti Bolognese once a week is equivalent to running 4 marathons a year.




Meat
REDUCTION



1 PORTION OF SPAGHETTI BOLOGNESE:

	MEAT	QUORN
CALORIES	516	314
FAT %	26.65	8.5
SATURATED FAT %	10.1	1.4
CHOLESTEROL	2	0

- 200 LESS CALORIES
- NO CHOLESTEROL
- 85% LESS SATURATED FAT
- STILL PROVIDES PROTEIN AND MICRO-NUTRIENTS

Ounce for ounce, Quorn has as much protein as an egg and as much fiber as broccoli.





GOOD FOR THE PLANET:



Sustainable
MEAT
ALTERNATIVE



Certified
CARBON
FOOTPRINT



Reduced
EMISSIONS



Smaller
WATER
FOOTPRINT



Our Origins

Our origins go back to the 1960s, a period when there were genuine concerns about our ability to feed the world. As a response to this Lord Rank, our founder, set up a project to find a new source of protein. This was deemed by many to be the search for the first new food since the potato.

THE WATER FOOTPRINT OF QUORN GROUNDS = 15 TIMES SMALLER THAN THAT OF GROUND BEEF

OF CONSUMERS THAT PURCHASE MEAT SUBSTITUTES:

34% I'm concerned about food safety issues related to meat

32% I'm concerned about genetically modified organisms (GMOs)

26% For environmental reasons

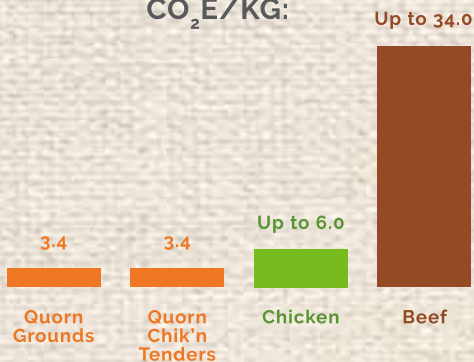
QUORN'S CARBON FOOTPRINT IS AT LEAST 5X LESS THAN BEEF AND 1.5X LESS THAN CHICKEN



COMPARATIVE CARBON EMISSIONS:



QUORN CARBON FOOTPRINT CO₂E/KG:



With over 70% of agricultural land currently used for livestock production, the growing demand for meat is going to mean that more efficient solutions are needed as land becomes scarcer.

The simple elegance of the Quorn process lies not only in its ability to create protein efficiently, but also in its ability to deliver a taste and texture that people enjoy, making it easy to 'make the change'.



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#AHealthyProtein

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