

33% of European consumers identify themselves as flexitarian/vegan/vegetarian/pescatarian

Source: FMCG, 2021



REDUSAT

Fat solution for nutritious & tasty plant-based food



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"Plant-based" evolved from a niche trend to an embedded trend. Innova Market Insights identified "Plant-Based: The Canvas for Innovation" as the number two Top Food Trend for 2022.



The Challenge

Main drivers for a flexitarian lifestyle are **health**, concern over **animal** welfare and the **environment**. Today's conscious consumer expects no less than a **taste** experience similar to the animal-based counterparts.

Our Solution

Health & Nutrition

- ✔ Lowering saturated fatty acids intake, up to 60%

	Redusat	Coconut	Lard	Tallow	Milk fat
Saturated FA (%)	15 - 40	92	40 - 50	54 - 61	63
Trans-Free	✔	✔	✔	6%	4% - 8%

Taste & Texture

- ✔ Texture similar to common hard fats, like coconut oil
- ✔ Lingering, full-bodied flavour release & mouthfeel, to satisfy any savoury or sweet craving



Clean & Transparent

- ✔ Based on shea from our factory in Ghana & sunflower oil
- ✔ Non-GMO & non-hydrogenated

Shea Sustainability
Tebma-Kandu program

Preservation of parklands

Local value creation

Women empowerment

Contact us: www.fujioileurope.com