



full flavour
with less fat

QimiQ free

palm oil free

100%
plant based

sustainable



www.QimiQ.com

QIMIQ GOES VEGAN

FOR A SUSTAINABLE, CLIMATE FRIENDLY CULINARY FUTURE

Product launch 2023

MICHELE R. HAINDL

You don't
have to be vegan
to use
Vegan QimiQ.

VEGAN FOR SUCCESS



THE VEGAN TREND AS AN INVESTMENT OPPORTUNITY

Invest now in a successful family business and in a promising growth market.

An ever increasing appetite for vegan food is presenting itself amongst a growing and affluent target group. With **QimiQ Vegan**, we have our finger on the pulse and bring innovation with sustainable added value to the market. Take this investment opportunity now and let us grow together.

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QIMIQ VEGAN

**INVEST IN A
SUSTAINABLE,**

CLIMATE-
FRIENDLY,
CULINARY
FUTURE



3 REASONS FOR QIMIQ VEGAN

1. A sustainable, climate friendly, culinary future.
2. Enormous growth potential.
3. Demand from end consumers and retailers for
vegan QimiQ products.

3 X QIMI Q VEGAN

QIMI Q VEGAN CLASSIC

QimiQ Vegan Classic is the plant-based alternative to conventional cream. It provides every dish with the unique creamy QimiQ taste that our consumers appreciate so much. Whether whipped or simply mixed in, QimiQ Vegan Classic is a 100% plant-based cream that is perfect for use in the kitchen. QimiQ Vegan Classic can be used in savoury and sweet dishes as well as in hot and cold dishes.

QIMI Q VEGAN VANILLA

QimiQ Vegan Vanilla is the “sweet variation” to QimiQ Vegan Classic. As a vegan cream alternative, QimiQ Vegan Vanilla is used in desserts. Whether whipped or simply mixed in, QimiQ Vegan Vanilla is a 100% plant-based cream that is perfect for use in the kitchen. QimiQ Vegan Vanilla is used in sweet, cold and warm cuisine.

QIMI Q VEGAN COOKING CREAM

QimiQ Vegan Cooking Cream is the plant-based alternative to cream for preparing soups, sauces, scrambled eggs, icings and cakes. Simply stirred in, the QimiQ Vegan Cooking Cream ensures a particularly creamy consistency in no time at all. QimiQ Vegan Cooking Cream is the plant-based cream alternative for hot meals and for baking.

PRODUCT LAUNCH 2023



QIMIQ VEGAN CLASSIC



QIMIQ VEGAN VANILLA



QIMIQ VEGAN COOKING CREAM

WHY ARE WE LAUNCHING QIMI Q VEGAN?

INTERVIEW WITH MICHELE HAINDL



Why did you decide to develop a vegan QimiQ?

MH: We've actually been dealing with this issue for many years and even have a patent for it. Plant-based milk alternatives have been on the market for a long time, but the demand simply wasn't there. The market has turned in recent years however and we have received more and more enquiries from end consumers, gastronomy and industry, whether we could develop a vegan alternative to our cream products. In doing so, we will of course transfer the DNA of QimiQ - i.e. unique solutions in the preparation of meals, reliability of success, etc. - to our vegan range.

Which target groups should be addressed with QimiQ Vegan?

MH: Every day we listen to the market and to what customers want and expect from us. Of course there are groups in society, such as vegans and vegetarians, who prefer certain diets, and that's a good thing. However, we have received most enquiries from people who do not necessarily follow strict dietary guidelines, but who simply want to make their eating habits more health-conscious. If you look at the numbers in Germany and Austria, 50 percent of people already describe themselves as flexitarians. This is why we decided to develop and launch a vegan QimiQ.

QimiQ Vegan will also contain the unique DNA of QimiQ. What else was important when developing the vegan QimiQ?

MH: In addition to the QimiQ DNA, it was all about taste, enjoyment and sustainability. Our vegan products should taste good to everyone, according to the motto: "You don't have to be vegan to use a vegan QimiQ." We also wanted to address target groups which we have not yet reached, such as those who do not eat dairy products for religious or health reasons.





How do you see the chances of QimiQ Vegan in the market?

MH: The growth rates for alternative dairy products are enormous, in the double-digit percentage range. The increase in turnover and sales is around 40 percent. Nevertheless, one must not forget that the overall market for alternative dairy products only accounts for five percent of the total. The market is however growing extraordinarily. You can see that reflected on the Mopro shelves in stores where things have changed drastically. One is confronted with a completely new product range architecture, with alternative dairy products taking up more and more space. In Germany, experts are forecasting sales of around 5 billion euros for alternative products in 2025. In a few years, every fifth product on the dairy shelf will probably be an alternative dairy product. This means that the trend cuts across all sections of the population and with QimiQ Vegan we will win new groups of buyers.

Is QimiQ Vegan also a product for the professional kitchen?

MH: The focus of every good kitchen is always the products. In food service, more and more companies are focusing on sustainability when it comes to ingredients. The schnitzel is best sourced from locally sourced animals, vegetables are sourced directly and alternative dairy products reduce the overall carbon footprint. We are aware that the quality has to be right, so QimiQ Vegan will seamlessly join the range of highquality QimiQ products, with it we will be offering an exciting alternative, especially to the young gastronomers. As far as the processing industry is concerned, it can be said that more and more convenience manufacturers are turning to healthy ingredients, if only because of the obligation to declare and because the trade rightly demands this from them. Here, too, we will be offering an exciting product for further processing with QimiQ Vegan.

You can invest with QimiQ via the crowd platform investor.at. Why should you do this?

MH: That's easy to explain. A strong brand, innovative products, a profitable market environment and a great team of employees are strong arguments to invest in QimiQ. Our brand is extremely well established in Austria, has a strong market position and high brand awareness. We have always been an innovation driver in the industry and now we are setting a benchmark again with QimiQ Vegan. As a family company, we are more flexible. We will use the crowd funding for the development and launch of QimiQ Vegan and at the same time, make the company more sustainable and fit for the future. It should also not be forgotten that we operate in an attractive market environment: people always have to eat. In 2019, gastronomy in Austria generated sales of a good 12 billion euros, the food trade generated around 23 billion euros in 2020 and the food industry generated 9.4 billion euros in 2021. The magnitude of these sales channels alone shows that it is more than interesting to invest in QimiQ.

With QimiQ Vegan we are launching new products that can be used in all three sales channels. In this way, we will be able to optimally serve a market segment that is in high demand both by consumers and retailers and we will benefit enormously from this growth. As a family company, we ensure that our business model is broad, both in terms of sales channels and product range. Investing in QimiQ via crowdfunding means investing sustainably in a family business. For many investors, this certainly has a very special charm. Another attraction is that investors can achieve much better returns with us, even with small investment amounts, than with interest on savings at banks.

For me, the most exciting thing about crowd financing is that this alternative funding allows our customers and interested investors the opportunity to become part of the QimiQ family and step into the future with us.

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BECOME PART OF
THE QIMIQ FAMILY
AND INVEST
WITH US
IN A
SUSTAINABLE
CULINARY
FUTURE

TARGET GROUP QIMIQ VEGAN: THE FLEXITARIAN

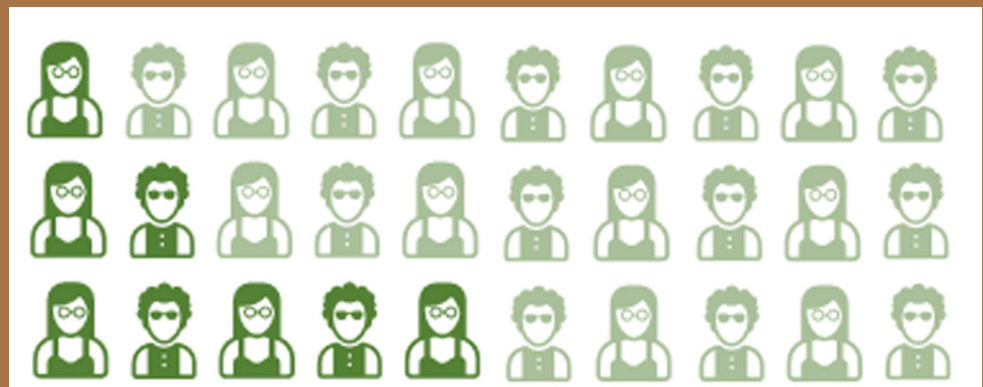
TARGET GROUP:

4.5 million Austrians and 41.5 million Germans see themselves as flexitarians, i.e. people who limit their meat consumption and want to eat more sustainably. This group of people was defined as the main target group for QimiQ Vegan.

1 % - 2 %
VEGANS

10 %
VEGETARIANS

50 %
FLEXITARIANS



95 %

**OF VEGAN PRODUCTS ARE BOUGHT
BY NON VEGANS**

80 %

**OF VEGETARIAN PRODUCTS ARE
BOUGHT BY MEAT EATERS**

15 %

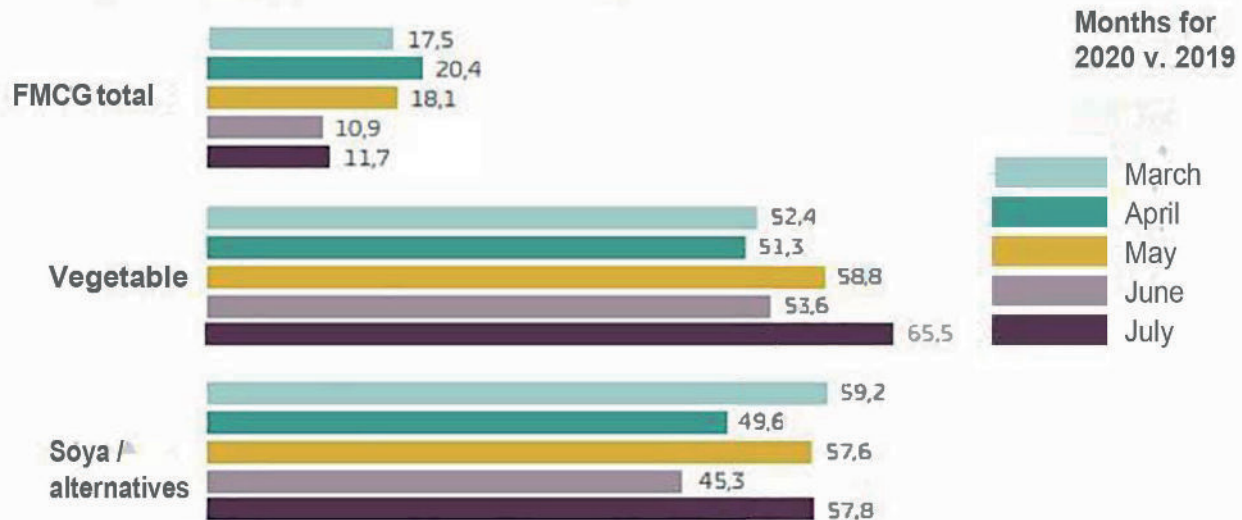
**OF THE POPULATION SUFFERS FROM
LACTOSE INTOLERANCE**

DAIRY ALTERNATIVES ARE BOOMING

The European plant-based food sector has grown by as much as 49% in the last two years, reaching a total turnover of over €3 billion.

Plant based meat and dairy alternatives with highest sales growth

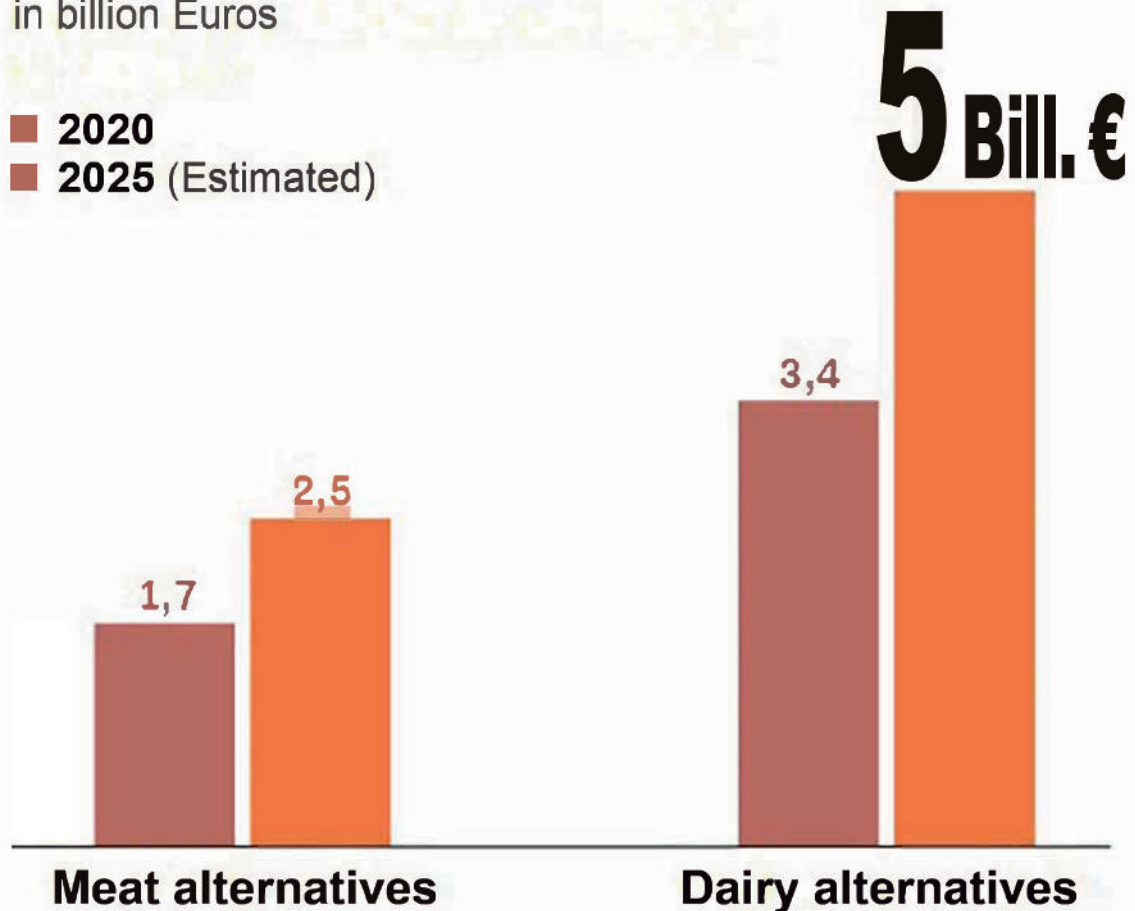
Sales development in trend categories as % compared to the same month in the previous year



Dairy and meat alternatives are booming

Sales in the EU and Great Britain
in billion Euros

■ **2020**
■ **2025 (Estimated)**





Sales
channels

QIMIQ VEGAN SALES CHANNELS

1. RETAIL AND DISCOUNTERS
2. CASH & CARRY, WHOLESALE
3. E-COMMERCE & ONLINE-SHOPS
4. INDUSTRY

THE QIMQ COMPANY

THE BEST CREAM PRODUCT -
FROM 2023 ALSO VEGAN

AWARDS AND ACCOLADES

ISO 20671 ISO CERTIFICATION	MERCURY AWARD BEST PRODUCT AIRLINECATERING	ICD AWARD BEST PRODUCT CHEF FORUM DAVOS	AMA QUALITY SEAL FOR SUSTAINABLE PRODUCTION
CLEAN LABEL	GMO FREE	GLUTEN FREE	PALMOIL FREE
HALAL CERTIFIED	KOSHER CERTIFIED	GARDE A PRODUCTION	





QimiQ Handels Gmbh

QimiQ Handels GmbH is a Salzburg family company based in Hof near Salzburg. Unique, sure-fire cream products with only 15% to 19% fat for cooking and baking are marketed under the QimiQ name.

Corporate purpose

- (1) The distribution and sale of sure-fire cream products for cooking and baking.
- (2) The distribution and sale of convenience and semi-convenience products.
- (3) The development of convenience and semi-convenience products for food manufacturers.



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