

Good food with a good purpose

Plant-based innovation



Cornelia Grimshorn
Brand Team Manager Anamma

The leading Nordic BCG company

Unique customer and consumer insight in local markets

300

local brands with
strong positions



#1

*The leading branded
consumer goods company
in the Nordic region*

#1

*The leading branded
consumer goods company
in the Baltic region*



OPERATING REVENUES¹

39.6

EBIT (ADJ.) MARGIN¹

11.1%

MARKET VALUE²

89

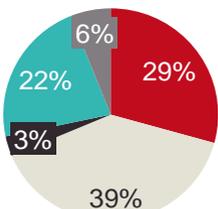
**NOK
BILLION**

A broad portfolio of leading local brands

Orkla Foods

(NOK billion)
Sales: 16.0
EBIT (adj.): 2.0

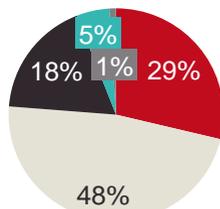
EBIT (adj.) margin:
12.8%



Orkla Confectionery & Snacks

(NOK billion)
Sales: 6.2
EBIT (adj.): 1.0

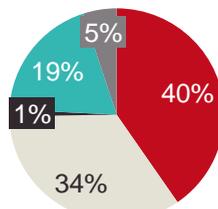
EBIT (adj.) margin:
16.1%



Orkla Care

(NOK billion)
Sales: 8.1
EBIT (adj.): 1.1

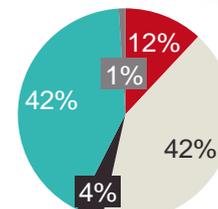
EBIT (adj.) margin:
13.4%



Orkla Food Ingredients

(NOK billion)
Sales: 9.6
EBIT (adj.): 0.5

EBIT (adj.) margin:
5.6%



Orkla Investments

Jotun (42.6%)

Hydro Power

Financial Investments

■ Norway
 ■ Nordics ex. Norway
 ■ Baltics
 ■ Europe other
 ■ World other



**Skill to understand the consumer.
Skill to convert the insight to great
tasting food.**





Innovating for the future



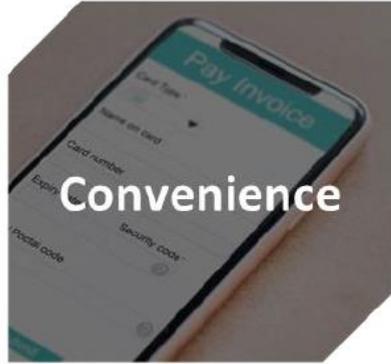
Health/
Well being



Plant based



Sustainability



Convenience



Indulgence



Orkla

The image features a decorative border of green pea plants and pods. The plants are shown with their characteristic trifoliate leaves and tendrils, and several pods are visible, some containing individual peas. The border is positioned around the central text, with pods and leaves appearing in the corners and along the sides.

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Veganskt, såklart!

Why choose vegan?



30%
of carbon emissions
are from food
& agriculture



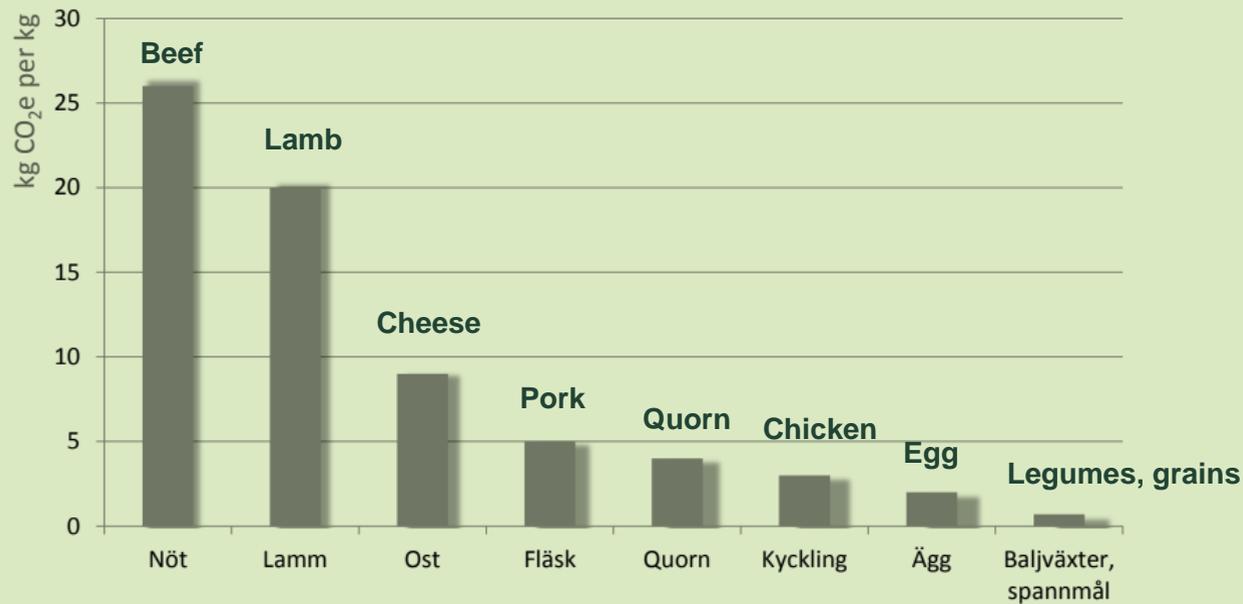
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Veganskt, såklart!

Low carbon footprint



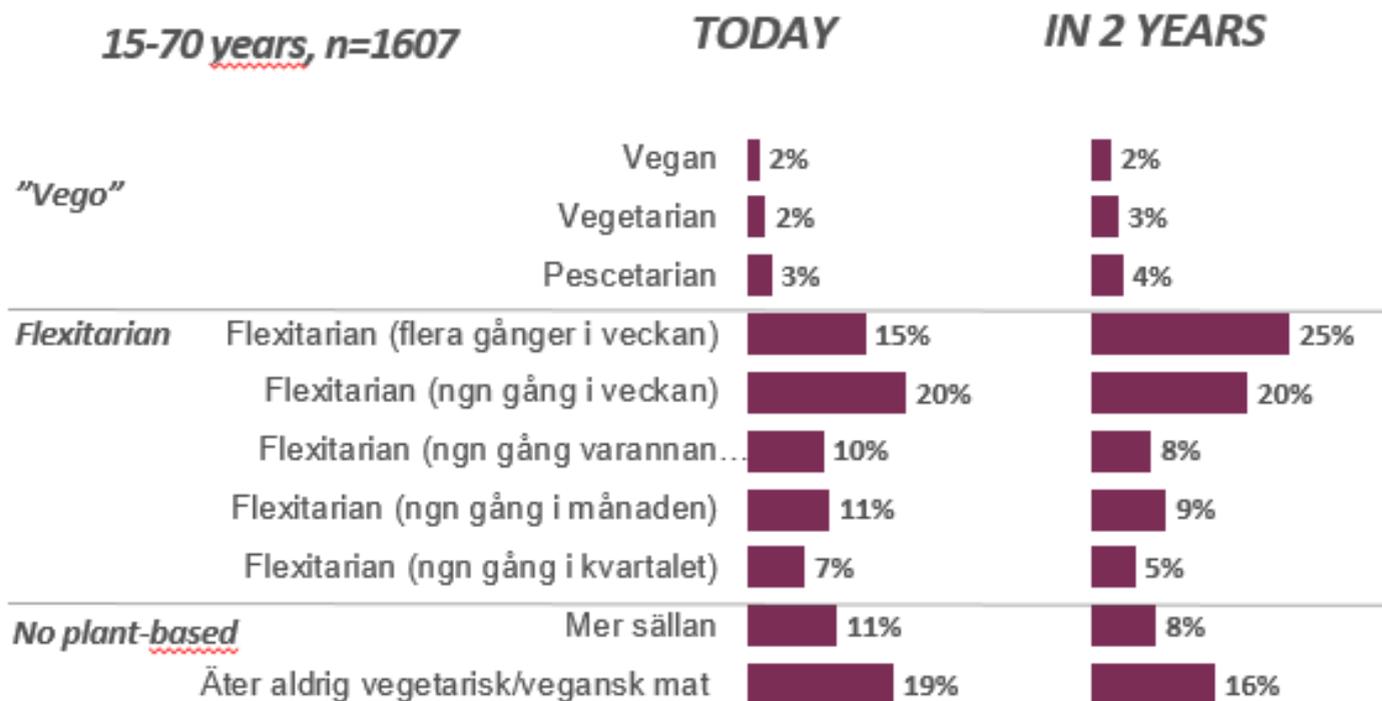
Klimatpåverkan per kg livsmedel



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Veganskt, såklart!

A big consumer shift



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Veganskt, såklart!

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Veganskt, såklart!



Our consumer: Young woman who wants to make a difference!



- ✓ Woman 15-35 y/o
- ✓ Bigger cities
- ✓ Smaller households
- ✓ Digital



76% think that sustainable methods in retail & production have a major impact!

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Veganskt, såklart!

Our offer: Sustainable food!

Rich in protein



Always produced in Sweden



Sustainable:

- ✓ VEGAN
- ✓ Low CO2 foot print
- ✓ Climate smart packaging

✓ Glutenfree



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Veganskt, såklart!



Our food: Taste taste taste!





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Veganskt, säklart!

Consumer research: Insight-based innovation



Deep Dive Fall 2019
Frysta vegetariska alternativ

Nepa

Brand Associations: Top 10 products



Average	Quorn	Hälsans Kök	Anamma	Oumph!
Base: 578	443 (483)	430 (437)	342 (303)	306 (298)

Target Group Scorecard

Heavy Users - Several times a week.

nielsen



DEMOGRAPHICS

Male: 25%  Female: 75% 

Household with children: 30%  Household without children: 70% 

Age Split Household

0-7 år	11%
8-15 år	9%
16-18 år	5%
Över 18 år	75%

Age Split

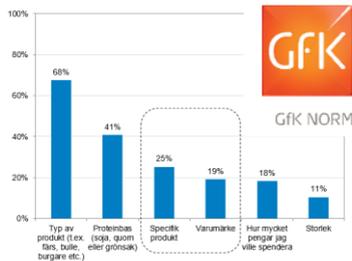
15-30	33%
31-45	29%
46-65	29%
66-81	10%

Average number of packages per purchase: 2.3

Purchase made spontaneously: 34%

Base: 579 IP

Q: Du svarade att du tog beslutet innan du gick till affären. Till vilken grad hade du planerat ditt inköp?
 Bas: (n=494)



GfK NORM

	Average	Quorn	Hälsans Kök	Anamma	Oumph!
Är av hög kvalitet	33%	38% (-8)	45% (-6)	52% (+3)	43% (±0)
Är för barnfamiljer	34%	35% (-2)	37% (-4)	46% (+2)	29% (+3)
Är för matintresserade	31%	34% (-2)	34% (±0)	41% (-2)	44% (-5)
Är inspirerande	24%	23% (-5)	27% (-3)	38% (-2)	37% (-2)
Är naturlig utan tillsatser	20%	23% (-5)	27% (-1)	33% (+1)	19% (+3)
Är svensk	31%	18% (+2)	36% (-7)	41% (+1)	20% (+4)
Är väl värd sitt pris	28%	31% (-4)	35% (±0)	46% (±0)	24% (+2)
Förknippas med matglädje	0%	0% (-30)	0% (-36)	0% (-37)	0% (-36)
Ger mig en positiv känsla	31%	33% (-5)	40% (-3)	49% (+5)	37% (-1)
Har tilltalande förpackning	30%	25% (-1)	37% (-2)	39% (+2)	41% (±0)
Känns bra att välja	36%	41% (-5)	43% (-5)	53% (+4)	37% (-2)
Känns genuin och äkta	27%	30% (-1)	34% (-5)	42% (-1)	30% (-1)
Känns modern	32%	31% (-4)	28% (-7)	47% (±0)	53% (-3)
Smakar mycket gott	31%	35% (-6)	42% (-2)	50% (+5)	40% (+1)
as med ansvar för miljö och hållbarhet	27%	28% (±0)	30% (-4)	42% (±0)	27% (+2)
Underlättar för mig i vardagen	34%	39% (-3)	43% (-4)	51% (+3)	31% (-4)

”The Anamma Way”

Our consumer panel

”I wish there was a really good mince that was easy to shape so that you could make your own vegan meatballs and burgers”



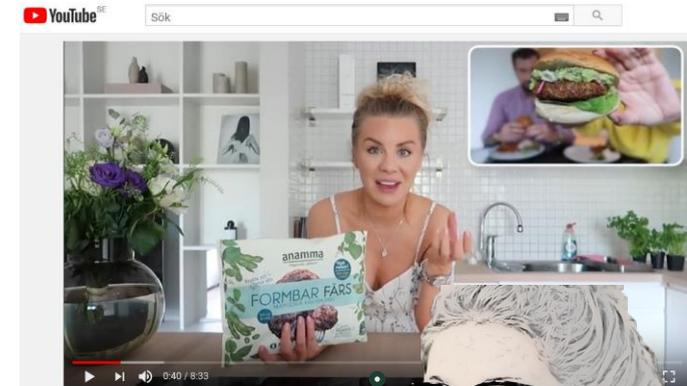
CIT - Creative Innovation Team



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Veganskt, säklart!

Anamma Moldable Mince - Retail product of the year!



"I wish there was a really good mince that was easy to shape so that you could make your own vegan meatballs and burgers"



100% digital media strategy!



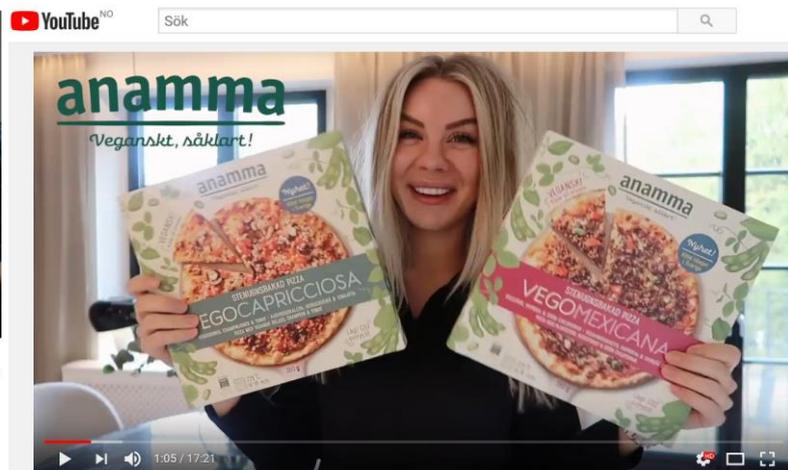
VEGANSKA PIZZASNITTAR PÅ ANAMMAS VEGANSKA FÄRDIGPIZZOR

by Jävligt Gott on 14 oktober, 2019 in Amerikansk Mat, Festmat, Fransk mat, Italiensk mat, Mexikansk mat, Snabblagad mat, Vegansk mat



Jävligt Gott är Sveriges största veganska matblogg. Här skriver jag, Gustav Johansson, om det jag anser vara jävligt god mat, och mina försök att laga den. Här finns recept, matlagningsstips, restaurangrecensioner främst från Stockholm och en del personliga tankar om mat och det som händer mig. Självklart är alla recept lagade utan kött, annars vore de ju inte så goda.

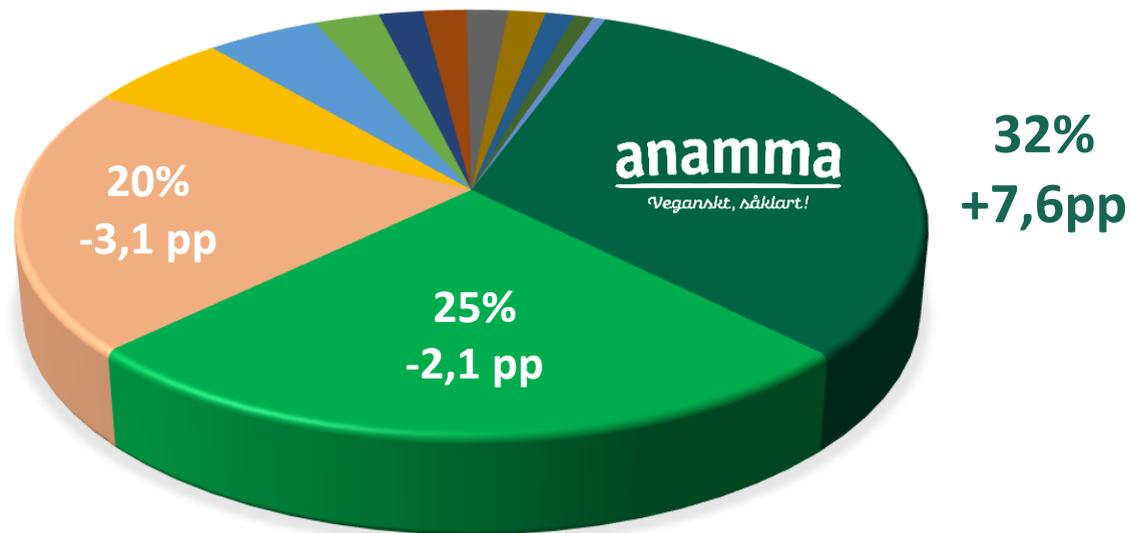
Mest vegansk, men också en del lakto-ovo, framförallt i de äldre recepten.



vlogg: HOUSE TOUR från stugan

Results: Market leader driving category growth!

- Market leader since 2018
- Retail Sales Value 216 million SEK, growing +45%
- +7,6%p value shares latest year
- Highest loyalty and preference among category buyers
- Highest retention rate: 88%!



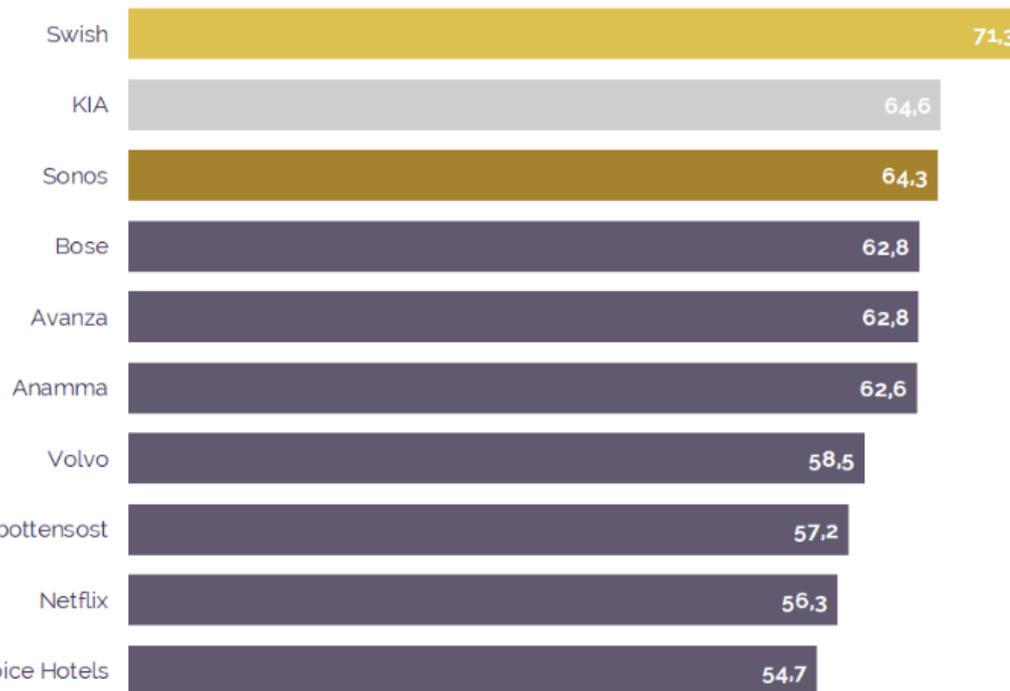
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Sweden's 6th most recommended brand 2019!



Sveriges mest rekommenderade varumärken 2019

Brand advocacy-poängen tas fram genom att respondenter tillfrågas: Vilka av följande företag/varumärken skulle du kunna REKOMMENDERA till andra? Och vilka skulle du rekommendera vänner, familj eller kollegor att UNDVIKA?





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Veganskt, såklart!



KEEP
CALM
AND
GO
VEGAN