



CULIVISION

A VISION FOR THE FUTURE OF FOOD

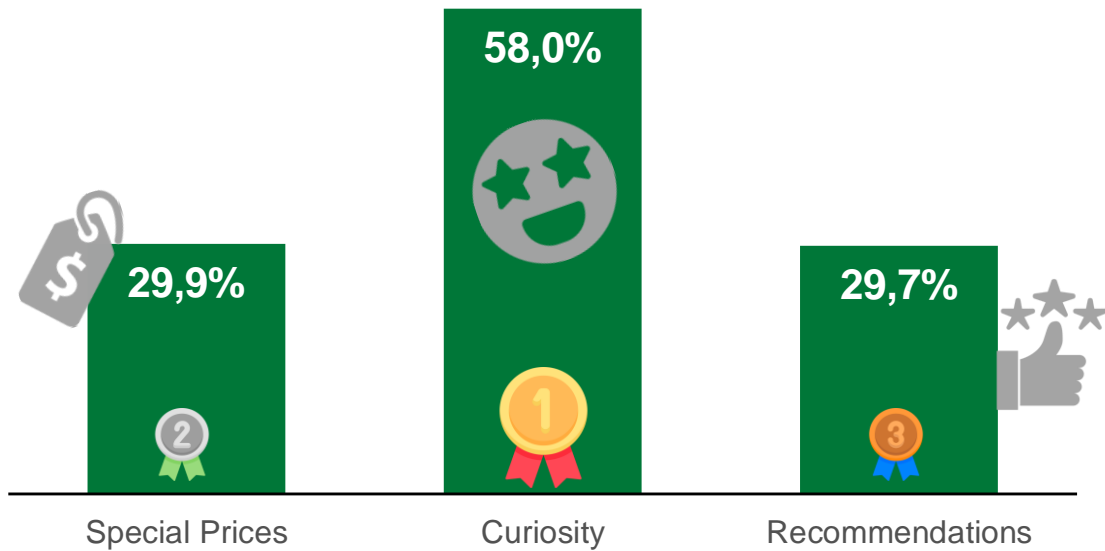
Q1 2024_WOW Taste

WOW Taste

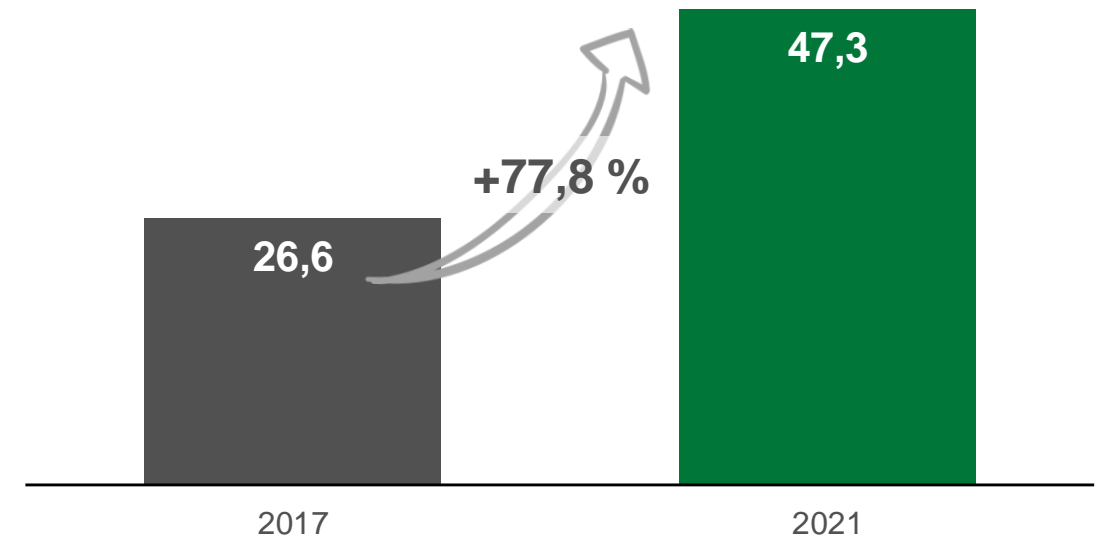
Consumers are curious about new products



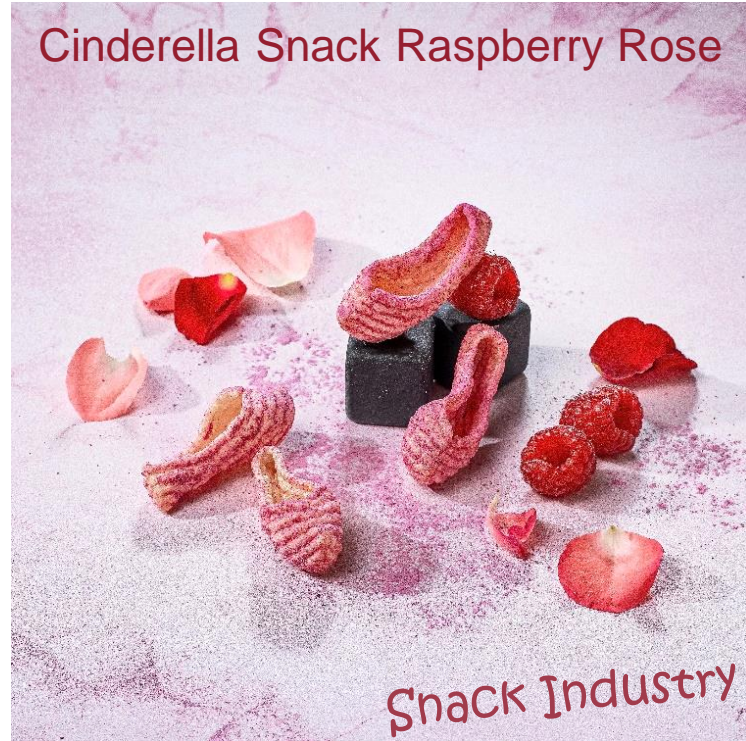
Reasons for trying new foods



Approval of the statement “I like trying out new products.” (in million persons)



Product Ideas with WOW Taste



- Product:
- Raspberry Rose SNS



- Product:
- Fried Sausage Type Liquorice PF



- Product:
- TexMex sliceable sauce FC
 - Pesto sliceable sauce FC
 - Cola BBQ sliceable sauce FC