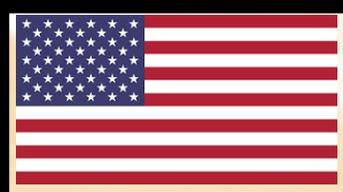


**MOVING  
MOUNTAINS<sup>®</sup>**



# Our Mission: Move Mountains

Moving Mountains® is a pioneering British food-technology company and one of the leading plant-based innovators in the world, on par with the American brands in the category.

Moving Mountains® brought plant-based meat to the UK before anyone else. There is no other British brand that can compete with Moving Mountains® on both nutritional quality and similarity to traditional meat.

We are now launching in America, and our approach to the market has always been to target consumers who eat and enjoy meat, but want to reduce their intake - Flexitarians. Research has revealed that 66% of Americans have reduced the amount of meat they are eating now to 3 years ago<sup>1</sup>.

Our mission is to promote the benefits of a plant-based diet to achieve our aim of moving the three mountains, which are:

- Mountain #1: Improve Human Health
- Mountain #2: Reduce Intensive factory farming
- Mountain #3: Improve Food Sustainability

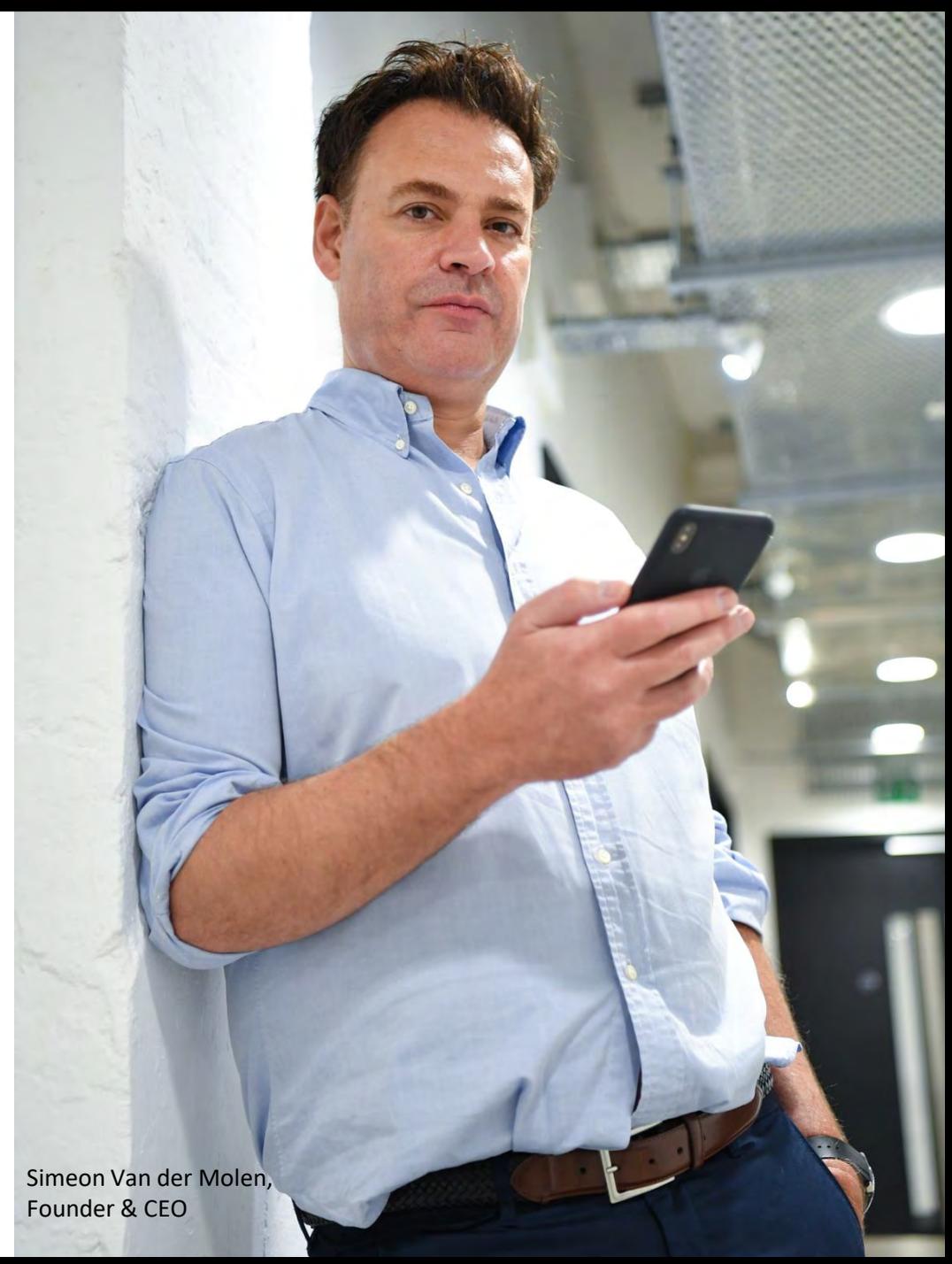
# Our Story:

Moving Mountains® was founded by Simeon Van der Molen, who launched Moving Mountains® with the purpose to create real and long-lasting positive change by developing plant-based meats that are not only delicious, but are made with love and compassion for the planet.

Starting with the Moving Mountains® Burger, Simeon spent two years in development laboratories with a dedicated team of scientists and chefs, testing hundreds of recipes to create the perfect product.

Not stopping there, Moving Mountains® has developed a game-changing Hot Dog, a unique Sausage Burger and a mind-blowing Sausage. Moving Mountains® will continue to develop further plant-based meat products, such as Meatballs. All of which require less land, less water and produce less greenhouse emissions than animal meat.

Together we can change the World, together we can move mountains.



Simeon Van der Molen,  
Founder & CEO



## What we've achieved so far:

- Starting in the UK, sales to restaurants via leading distributors Brakes and Bidfood commenced 2 years ago with the Moving Mountains® Burger.
- Our Burger is now sold in over **4,000 +** restaurant locations in Europe. This figure will double in 2020 as we expand Worldwide.
- Following the success of our Burger we launched our revolutionary Hot Dog with very positive feedback from consumers, trade and in Worldwide press.
- We have focused our NPD on developing the best tasting plant-based Sausages and Meatballs in the World.
- The substantial demand for Moving Mountains® products has allowed us to expand to across the whole of Europe, Middle East and Australia, enabling Moving Mountains to become a global brand in a remarkably short period.
- Establishing a premium brand via food service has been achieved and we're now well positioned to establish the brand in North America.

## Some of Our Distribution Partners:



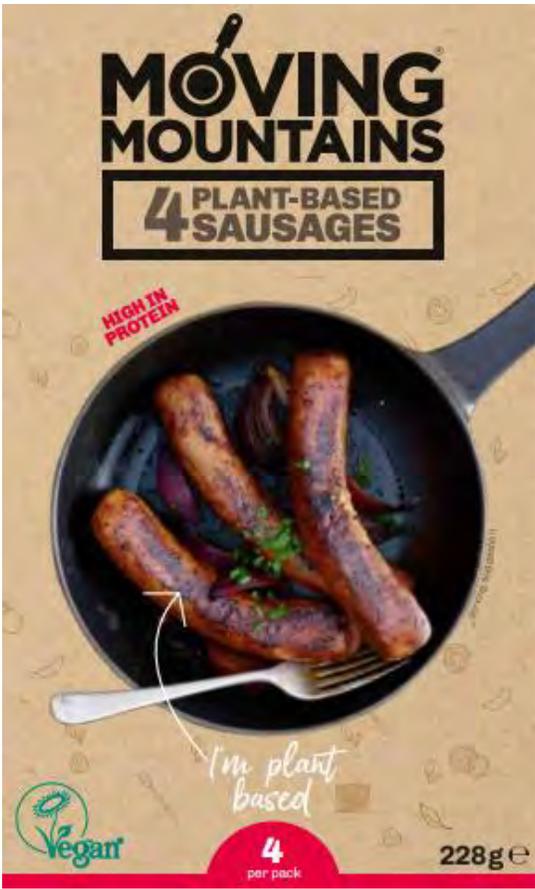
Some of Our Food Service Partners:



# Moving Mountains® Retail

Moving Mountains® has recently launched into 2000 retail stores across Europe and Australia.

In these stores you can find our delicious Burgers, Sausage Burgers, Hot Dogs and Sausages.



# Our Products: Moving Mountains® Hot Dog

The Moving Mountains® Hot Dog is the world's first truly realistic plant-based hot dog on the market.

- Developed on a base of sunflower seeds, which are a high source of protein and rich in B complex vitamins and minerals.
- The authentic flavor is a result of each Hot Dog being naturally smoked in a smokehouse.
- It is also naturally Gluten Free and Soy Free, making the product accessible to almost everyone.
- In 2018, consumers spent more than \$3 billion on Hotdogs in U.S. supermarkets alone. There is even a National Hotdog month.



**100%  
PLANT BASED**



**NON  
GMO**



**ZERO  
CHOLESTEROL**



**PLANT  
PROTEIN**



**NO  
HORMONES**





## Our Products: the Moving Mountains® Hot Dog (cont'd)

The Moving Mountains® Hot Dog will be available in three different sizes.

**2oz (57g)** - Our most popular size for Retail.

**3oz (85g)** - The middle man, this size is applicable to either Foodservice or Retail.

**5.5oz (155g)** - Most popular for Foodservice. This is the largest hotdog on the market and the world's first foot long hotdog.



**100%  
PLANT BASED**



**NON  
GMO**



**ZERO  
CHOLESTEROL**



**PLANT  
PROTEIN**



**NO  
HORMONES**

# Our Products: the Moving Mountains® Burger

Moving Mountains® Burger is the culmination of significant investment spent on R&D, sales and marketing.

We have achieved a signature structure that replicates beef in taste, texture and overall satisfaction.

Unlike traditional veggie burgers, the Moving Mountains® Burger is:

- The most succulent and juicy plant-based burger on the market
- Its meat-like texture can fool some into believing that it's real beef
- It bleeds and browns like a real beef burger



**100%  
PLANT BASED**



**NON  
GMO**



**ZERO  
CHOLESTEROL**



**20G PLANT  
PROTEIN**



**NO  
HORMONES**





## Our Products: the Moving Mountains® Burger (cont'd)

The Moving Mountains® Burger is available in 3 different sizes:

- **2oz (56g)** – A slider for children's menus, events and schools
- **4oz (113.5g)** – Our best-selling burger, ideal for restaurants, cafes, etc.
- **6oz (170g)** – A gourmet burger for premium meat chains



**100%  
PLANT BASED**



**NON  
GMO**



**ZERO  
CHOLESTEROL**



**20G PLANT  
PROTEIN**



**NO  
HORMONES**

# Our Products: Moving Mountains®

## Sausage Burger

There is nothing else on the market quite like the Moving Mountains® Sausage Burger, with a unique composition that reflects the taste and texture of pork. This product sets us apart from all the other plant based burgers that have recently entered the market.

Unlike a traditional beef burger, the Sausage Burger has a huge number of usage occasions, and can be enjoyed throughout the year, at breakfast, lunch and dinner.

Our goal is to Move Mountains on supermarket shelves and innovate the category by selling burgers all year for any occasion.



**100%  
PLANT BASED**



**NON  
GMO**



**ZERO  
CHOLESTEROL**



**PLANT  
PROTEIN**



**NO  
HORMONES**





## Our Products: the Moving Mountains® Sausage Burger (cont'd)

The Moving Mountains® Sausage Burger is available in 4oz (113.5g) and 2oz (57g) sizes.

In Food Service we have differentiated the product by naming the 4oz (113.5g) version a No-Pork Burger, and the 2oz (57g) version a Sausage patty.

Having a clear naming difference helps restaurants immediately identify where to place an item on the menu. E.g. Sausage Patty for breakfast, and No-Pork Burger for lunch or dinner.



**100%  
PLANT BASED**



**NON  
GMO**



**ZERO  
CHOLESTEROL**



**20G PLANT  
PROTEIN**



**NO  
HORMONES**

# Our Products: Moving Mountains® Sausage

We have developed a plant-based pork sausage, which flawlessly imitates a traditional sausage flavour, which during testing trials even had Butchers fooled.

- The authentic nutmeg and pepper notes provide a traditional flavour and aroma. The flavour is the same as used in the Sausage Burger.
- The plant-based skin has a “knack” when cut or bitten into. It is the world’s first of its kind.
- The Moving Mountains® Sausage is available in **2oz (57g)** and **3oz (85g)** variants.



**100%  
PLANT BASED**



**NON  
GMO**



**ZERO  
CHOLESTEROL**



**PLANT  
PROTEIN**



**NO  
HORMONES**





**Our Products: \*NEW\***

## **Moving Mountains® Meatballs**

The Moving Mountains® Meatballs are 17g each and imitate the succulence of an authentic pork meatball.

We have used a blend of herbs and spices to create an Italian flavour profile.

The meatballs can be shallow fried, baked in an oven or cooked within a sauce.



**100%  
PLANT BASED**



**NON  
GMO**



**ZERO  
CHOLESTEROL**



**PLANT  
PROTEIN**



**NO  
HORMONES**

# Press Sound Bites

**Hard Rock Cafe, Stefano Pandin, Area Vice President. Europe** - *“Hard Rock Cafe is proud to partner with Moving Mountains to feature the Moving Mountains Burger on menus across its Europe/UK divisions. We tasted most alternatives in the marketplace and feel confident that Moving Mountains was a great choice for us.”*

**CNBC NEWS** – *“Moving Mountains is a leading UK plant based ‘meat’ brand.”*  
*“Moving Mountains is a pioneering plant-based food tech company.”*

**The Washington Post** – *“If you didn’t know this was a meat free product, you probably wouldn’t guess. It’s miles ahead of most vegan hot dogs – heck, it’s better than most pork (and beef) based hot dogs, even down to the texture and the snap when you first bite in to it.”*

**Bloomberg** – *“The healthiest hot dog you’ll ever eat. It’s from British brand Moving Mountains. You might wonder why even bother making a plant-based hot dog, the answer is the demand from people wanting to cut their consumption of meat.”*

**New Scientist** – *“Will a plant-based hot dog pass the taste test? It did and it was delicious.”*

**The Seattle Times** - *“I took it around to a cousin’s barbecue and they served it up as a pork hot dog, and nobody knew the difference until I said, “Oh by the way, that hot dog you’ve just eaten and demolished was actually made from plants”.*



# Read about us in the News

# The Seattle Times

## Can a vegan hot dog compete with the real thing? This company is banking on it.

May 27, 2019 at 6:00 am | Updated May 27, 2019 at 2:00 pm

# FINANCIAL TIMES



## Big Food gets to the root of meat market disruption

From vegetarians, to vegans, to meat reducers, veggivores, flexitarians, pescatarians and lacto-vegetarians. The profusion of terms for people who have cut their meat or dairy intake suggests big changes are set to sweep through the food industry. But at the other end of the supply chain, Big Food is joining the party as the emergence of plant-based substitutes opens the door for meat market disruption.

Analysis PAGE 15

## Hot dog made of seeds sells for up to £13

A hot dog made headlines in London this month. It looked much like any other pork frankfurter in a bun — except that it was made from seeds. And had a £13 price tag.

The Moving Mountains hot dog, which was 12 months and nearly £1m in development, claims to be a “world first”: a plant-based sausage that tastes like real pork. The company’s founder, Simeon Van der Molen, said that in a blind taste test three-quarters of meat-eaters were fooled. The hot dog will sell in restaurants for between £10 and £13.

The product is one of the latest examples of how restaurants and supermarkets are catering for the rapidly growing number of “flexitarians” — consumers who like meat but want to eat less of it.

But given the general impression that vegetables are cheaper than meat, some chains have faced backlash from customers over pricing.

In January, UK pub company Young’s came under fire for pricing a cauliflower steak at £14 — the same as

## Can a vegan hot dog compete with the real thing? This company is banking on it.

By Will Hawkes · May 23



If you didn't know that Moving Mountains' vegan hot dog was a meat-free product, you probably wouldn't guess. (Pratt/FX)

By Will Hawkes  
The Washington Post

It’s the sort of boast that starts bar-fights. A vegan hot dog, launched in London on May 10, “is identical to its pork counterpart in taste, smell and texture,” its creators claim. But does it live up the billing?

Well, as I learned when I tried the hot dog at the launch, with that classic red-brown sheen, and an appealingly authentic smokiness, it certainly looks right and it smells right. And the flavor? Put it this way: If you didn’t know this was a meat-free product, you probably wouldn’t guess. It’s miles ahead of most vegan hot dogs — heck, it’s better than most pork (and beef-based) hot dogs, even down to the texture and the snap when you first bite into it.

“It’s incredibly important, that first bite,” says Simeon Van Der Molen, founder of Moving Mountains, the company behind the dog. Although this hot dog doesn’t have a skin — in common with classic hot dogs like the “skinless beef Franks” made by Nathan’s of Coney Island, for example — there’s a tautness to the surface, a perceptible resistance when you bite into it, that feels right.

“You’ve got to be able to separate between what is the bread and what is the ‘meat,’” Van Der Molen adds. “We’ve worked with sensory analysts to develop the product: it’s not just about making it look the same and smell the same, it’s got to have that whole chew, mouthfeel, everything.”

Moving Mountains chose Unity Diner, a vegan restaurant in the heart of Hoxton, East London, to launch its hot dog. Served with caramelized onions, mustard and ketchup in a hot dog bun, it costs £12 (\$15.50), a price that, while on the steep side, might even tempt a few committed meat-eaters to cross the square from Meat Mission, a burger restaurant where a more unreconstructed hot dog, called The Ripper — made from beef and wrapped in deep-fried bacon — is on the menu.

The Moving Mountains hot dog is different from that, and from other vegan hot dogs, in terms of ingredients. Historically, vegan dogs have been made from a diverse range of base ingredients: soy protein, falafel or, in the case of Beyond Meat’s Brat Original, pea protein. Moving Mountains’ effort is based on sunflower seeds and coconut oil, a mixture that “reacts in a very similar way” to animal flesh during the production process, which involves a bowl cutter to grind the combination down into a paste.

Simply COOK  
COOK 4 MEALS WITH A £3 TRIAL  
CLAIM £3 TRIAL

# THE TIMES

## Food start-ups move mountains to cater for meat-free tastes

GOING FOR GROWTH

A new generation is reinvigorating the growing market for plant-based products, reports Hazel Sheffield

...the plant-based movement is growing rapidly, with many start-ups moving mountains to cater for meat-free tastes. This is not just about health and ethics, but also about taste. Many consumers are now looking for plant-based alternatives that taste like real meat. This is driving a surge in investment in the sector, with many start-ups raising millions of pounds in funding. The plant-based market is expected to reach billions of pounds in sales by 2025.

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CLAIM £3 TRIAL



BBC newsnight



Simeon Van der Molen  
Founder, Moving Mountains Foods  
BBC newsnight



FOOD FOR THOUGHT  
MOVING MOUNTAINS IS A PIONEERING PLANT-BASED FOOD TECH COMPANY



FOOD FOR THOUGHT  
MOVING MOUNTAINS' BURGERS ARE A PLANT BASED ALTERNATIVE TO MEAT



TALKING BUSINESS  
VEGAN HOT DOGS  
Moving Mountains makes vegan burgers and hot dogs  
BBC WORLD NEWS INTERACTIVE facebook.com/bbcnews TWITTER



**MOVING  
MOUNTAINS<sup>®</sup>**