



PLANT-BASED MEAT AND DAIRY LANDSCAPE IN THE CZECH REPUBLIC

Trends, products and consumer insights for 2020



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IS THE FUTURE IN THE CZECH REPUBLIC PLANT-BASED?

Current research and finally also hard marketable data suggest that the trend of plant-based nutrition and interest in it is growing on the Czech market. Hand in hand with this trend, retailers are expanding their offer and project this plant-based trend also into their private labels. Even the HoReCa segment (Hotels, Restaurants and Cafés) is not falling behind and it seeks to enrich the conventional menus with plant-based options of dishes that attract not only vegan or vegetarian customers, but also a wider customer group of the so-called flexitarians.

Despite the fact that the topic of plant-based nutrition is not entirely unknown within the society, it should be noted that Czech people are not primarily “pro-plant-based”. **Meat consumption in the Czech Republic is not declining and Czechs thus belong to significantly “meat-based” nations.** In 2018 alone, its consumption increased by 2.1 kg to 82.4 kg per person, with poultry gaining in popularity in the long term. The average Czech consumed about 13 kg of poultry meat in 1989, in 2018 it was already 28.4 kg. In addition to the lower price, the interest in chicken meat is also driven by the growing interest in a healthy lifestyle, which the consumption of less fatty, usually so-called “white meat” is associ-

ated with. Coincidentally, it's the healthy lifestyle that is often the key motivator for growing consumer interest in plant-based foods. Therefore the path to plant-based eating may lead, in many cases, through previous consumption of these leaner and lighter types of meat.

The change is mostly driven by young people

In the last years, meat consumption, and especially its excess, has often been placed in the context of health concerns by the Czech mass media, and in the last couple of years the media emphasis on the impact of animal production on long-term sustainability has been significantly growing. Sustainability is generally a concept that resonates mainly among young people. According to a recent Ipsos survey from August 2020 examining the attitude to sustainable development goals among Czech people, more than half of the population (52%) has heard about the concept of sustainability or sustainable development, most often young people (18-26 years) and people with higher education (up to 80% of university students and graduates know the concept of sustainability).

To reduce the impact on climate change, Czech people see a solution, for example, in buying local products. But

in general, they do not want to change their habits too much, especially when it comes to their eating habits, such as having to restrict meat or milk consumption. The youngest generation is again the one in favour of private restrictions and cut-downs if needed.

While 33% of research respondents are willing to eat less meat or replace it with alternatives in some meals, in the 18-26 years age group this willingness grows to 42%. Certainly unwilling or very unlikely to consider a change in their behaviour are 49% of respondents, out of which 57% are men.

Even fewer responders are willing to reduce or replace dairy products with the alternatives, it is not even a third (30%), while 56% do not plan any similar change in their behavior at all. However, it is possible that with the expansion of alternatives to meat and dairy products, offering not only value in form of a nutritionally balanced meal, but also an excellent taste, the opinion of these respondents will change. The decision on what the customer eventually puts into their shopping cart is influenced by a very wide range of factors.

Let us also look at a survey by the European Consumer Organization (BEUC) from June 2020, which shows that two thirds of consumers across Europe are willing to change their eating habits and, in general, are aware of their impact on the environment. However, in order to do so, they need an easier choice

of sustainable foods, a good value for money, as well as better information to bring them closer to a more sustainable eating lifestyle. In the Czech Republic, the willingness of consumers to eat more plant-based products is not so great, but the trend is obvious - more than a quarter (28%) of Czech people declare their intention to consume more plant-based products at the expense of animal products, according to the Ipsos survey from June 2020.

MORE THAN 28% OF CZECHS DECLARE THEIR INTENTION TO CONSUME MORE PLANT-BASED PRODUCTS

Motivation for change being mainly health

A survey conducted by the Skála and Šulc Agency for the Institute of Agricultural Economics and Information in July 2020 shows that as many as 20% of consumers expect a reduction in the consumption of meat and meat products in the future. At the same time, only a small part of consumers want to reduce this consumption for financial reasons (while meat is one of the most important items in food spending). The main reason for the planned change

is the desire for a healthier lifestyle - 68% of those who want to reduce their meat consumption stated health as the reason. It is possible that the current coronavirus pandemic increases the sensitivity to health issues in general. And there is also a generational shift: a total of **27% of respondents in the survey of the above mentioned Skála and Šulc Agency want to reduce their meat consumption due to environmental responsibility, but in the youngest generation Z it is even 50%**. Significant changes have been kick-started in the society and they will affect entire generations and bring transformation for retailers and manufacturers.

Blissful situation in Prague

In the last years, not only has the offer of vegetarian and vegan restaurants and cafés increased in the Czech Republic, but the possibility of eating plant-based meals in classic restaurants has also significantly expanded. While previously fried cheese or fried mushrooms were usually the only vegetarian dish on offer, today the menu options are much more varied.

According to the STEM / MARK agency, which surveyed Czech society's attitudes towards vegan food for the Czech Vegan Society in March 2020, 11% of respondents prefer vegan meals in restaurants and 2/3 of respondents do not prefer these dishes, but also do not completely reject them.

Almost half of them consider the menus in restaurants to be insufficient and 32% would reduce their meat consumption if restaurants offered more vegan meals. There is currently no educational programme for chefs where they could learn to cook modern plant-based dishes. The Czech Vegan Society aims to change this, organizing a competition for the most delicious plant-based dish of the year in cooperation with the Makro Academy and the Association of Chefs and Confectioners of the Czech Republic. According to the Association, high quality plant-based meals should be on every restaurant's menu, whether for reasons of sustainability, health or various food intolerances.

HappyCow, the global web and app-based travel guide providing an up-to-date overview of restaurants, cafés and food stores where it is possible to find plant-based meals, even **ranked Prague in 2020 in the TOP 10 cities in the world where plant nutrition thrives**. In the overall TOP 10, Prague occupies the last place, but in the context of Europe, it was surpassed only by London (1st place), Berlin (3rd place) and Warsaw (6th place).

Fast food chains in Czech Republic are somehow more hesitant when it comes to plant-based supply. McDonald's has not yet launched a plant alternative to its burgers, although it is already adapting to various trends. Gradually, it has included, for example, a gluten-free bun to its menu, and it also offers custom-

ers coffee with soy milk. However, the company is currently looking for a suitable option for a plant-based dish. Burger King launched a plant-based meat burger substitute in November 2019, but it is not intended for vegetarian and vegan customers. The burger is being prepared on the same grill as meat burgers, so these burgers are targeted mainly at flexitarians.

The future of vegan and vegetarian restaurants (and not only those) will now depend a lot on the further development of the COVID-19 pandemic, which poses a very serious threat to the restaurant segment.

Wider offer and interest of customers can be boosted by targeted public education, coming from both manufacturers, retailers and restaurateurs. Global activities are also important, such as the Veganuary campaign, which has already arrived in the Czech Republic, but its media coverage is not yet large enough to reach a wider mass of consumers.

Plant products are becoming more common on store shelves

Retail chains are responding to the increased demand not only by including plant innovations, but also by developing their own private label product lines. For example, Kaufland has been offering vegetarians and vegans its private brand K-take it veggie since 2016. The chain is also active in the offer of plant products from other brands. For ex-

ample, in June 2020, it launched some ready-made meals by the Lunter brand, later completed with a vegan option of mayonnaise and tartar sauce. **According to the company's representatives, sales of plant-based products are increasing by units of percents every year, which, however, is also related to the increase of the supply.**

Plant-based and alternative product supply is also thriving at Lidl, which includes vegan and vegetarian products in its permanent offer. The vegan ground Next Level Hack product even became the Plant Product of 2019. Since 2018, the competition in the Czech Republic has been announced by the "Plantly" project (Rostlinně), which monitors progress in the field of plant-based meals and helps traders and restaurant owners get a more detailed understanding of this field and better respond to needs and wishes of the customers.

The first year of the survey for the best plant product was won by the vegan ice cream brand by Magnum (Unilever). In the second year, after vegan ground meat, the sour cream Creme VEGA (Dr. Oetker) and hazelnut dairy alternative Nemléko (Optimistic Foods) have scored the second and third place.

The Albert chain offers a wider selection of vegetarian and vegan foods, trying to live up to its "It's worth eating better" philosophy. It is also expanding its range within its private Nature's

Promise line and making it easier for customers in stores to navigate thanks to the “Healthy with Albert” department. According to the representatives of the chain, the customers of their plant-based products include mainly millennials and the Z generation, who appreciate not only nutritional benefits, but also the environmental ones.

The Tesco retail chain has set a goal to sell four times more vegan products by 2025, focusing mainly on the sale of veggie sausages, burgers and other meat alternatives. Overall, the company is expanding its range of plant-based products by more than 60% and in the future also wants to transparently publish the share of plant products in their total sales.

According to the Plantly project, the Globus chain has the widest offer so far and it also won the Plant Chain of the Year award in 2019 for its role as a leader in the offer of plant-based products across all categories.

However, the discount chain Penny Market is also very active. According to the Plantly project, it ended up in the evaluation of retailers at the very end, but in 2020 it launched an active cooperation with the Czech producer of meat products, the company Příbramské uzeniny, and will offer the market a wider range of plant-based options for sausages. The chain also continuously offers plant innovations in other categories, currently in Octo-

ber 2020 it was, for example, hawthorn berry bread.

A very important role is, of course, played by the marketing of plant-based foods, especially on social media. Retailers know very well that they will reach the most heart-centered target group - the young people - right there. Connection with a well-known vegan celebrity has also a positive effect when it comes to marketing. An example is the cooperation of the OMV gas station network that approached the well-known Czech singer and vegan Ben Cristovao for its gastronomic concept. He created the vegan sandwich Panino Vegano, consisting of chickpea hummus, grilled peppers, fresh mint and onion chutney.

The key role is taste and varied offer

Gone are the days when the so-called “healthy food” was available mainly just in “healthy food” stores, and the range of plant products is expanding also in regular supermarkets. Consumers notice this as well.

According to the Ipsos survey, 64% of respondents believe that the offer in shops has increased, and 41% also perceive the change in restaurants.

But more than half of them (53%) often do not enjoy the plant alternatives. Taste is one of the main driving factors when it comes to discovering the plant meals category. The world of plant products is very diverse, but the customer is expected to be willing to experiment and abandon stereotypes. According to a Nestlé survey for the Garden Gourmet brand, the reasons for changing our eating habits are mainly personal - variety, health and taste. This is exactly what the individual product lines of manufacturers and retailers must reflect and offer customers the equivalents of food or meals to which they are accustomed, but in a healthier option on the basis of plants.

Data from DataCollect and InsightLab confirm that **the most important aspect is taste, and it serves as a fundamental prerequisite for the customer to be willing to buy the product.** 42% of respondents of the company's research state that the plant alternative must taste "as good or better than meat". Degustation at the point of sale will play a crucial role in the future because it will make it easier for customers to make initial contact with plant alternatives and thus help break down any barriers or mistrust. What the product "looks and tastes" like determines whether the customer buys it.

According to Nielsen, the Czech market is now waiting for the discovery of other plant categories, such as egg substitutes made from mung sprouts

or vegetable tuna and seafood, whose main ingredients are mushrooms and onions. The expansion is also expected in the offer of plant ready-made meals (frozen and refrigerated), which will offer customers a plant-based alternative to domestic and international cuisines.

Times are changing, the future will be plant-based

Although this may not look like it now (perhaps due to the ever-increasing consumption of meat in our country), the future is moving into the plant-based direction. That is reflected not only in the activity of multinational global players who work on a comprehensive range of products, including attractive marketing, but also in the activities of some local producers, who traditionally processed mainly animal raw materials.

Nevertheless, technological know-how and development enables them to start the production of plant-based alternatives. Let's mention at least two examples: Olma, a major dairy producer that now offers non-dairy plant products based on fermented oats, or the aforementioned Příbramské uzeniny which started to supply the market with a range of plant alternatives to its most popular meat products. The well-known Czech proverb is: slowly but surely, older generations might know it under the saying of God's mills grind slowly but surely. And this certainly applies to the plant-based products market.

In November 2020, companies that produce or distribute plant-based foods created a new platform within the Czech Association for Branded Products (ČSZV). Its members are leading food companies, whose products together form a dominant share in this category of the rapidly growing market in the Czech Republic - Unilever, Nestlé, Danone, Coca-Cola, Emco,

Dr. Oetker or Orkla Foods Czechia and Slovakia. Participants agreed on principles and values, such as social and environmental responsibility and emphasis on sustainability in nutrition, promoting the principles of a varied, balanced diet and flexitarianism, and promoting biodiversity and research.

CUSTOMER PROFILE AND RECOMMENDATIONS

A study from November 2020 carried out by Ipsos shows that Czechs who are open to plant alternatives are generally relatively conservative and rely on the plant alternatives that have already been tested and proved to be good. From the plant products, they usually prefer flavoured alternatives to dairy and cream cheeses, and they prefer coconut, rice, almond and soy when it comes to plant milk. At the same time, they are much more in favour of dairy alternatives than meat alternatives.

However, meat alternatives are interesting for one third of the target group, which is not an insignificant number. Potatoes, followed by legumes, are the winners among the popular plant ingredients that replace animal ingredients. These are preferred over soybean and wheat alternatives.

Customers who are in favour of plant alternatives most often shop at Kaufland (24%), which actively meets customer needs and dynamically expands its portfolio of alternatives. Customers also go

to Albert or Lidl and the Tesco supermarket chain.

When it comes to the form of meat alternatives, customers best understand a plant burger (in Czech “rostlinný burger”). This is confirmed by previous surveys for the Garden Gourmet brand (Nestlé Czechia), that it is best to enter the entire category via a burger. The name “plant burger” is unique for all generations, both the oldest (baby boomers, 55-65 years old) and the youngest (generation Z, 18-25 years old). Terms such as “veggie” or “veggie burger” are very popular and trendy, but only for a certain target group, especially younger consumers.

Among the older generation, this name is basically a flop because they simply do not understand the slang word “veggie”. To enter the market, it is therefore necessary to think carefully in terms of which category of customers the company wants to target and according to that to choose the right wording for it.

How to reach customers and what you need to be prepared for

Czech people are motivated to consume plant alternatives by three key factors - health, curiosity and diversification of their diet. It is these factors that define the individual segments and their specific behavior.

In general, one of the barriers is the lack of information about what the market

offers in these categories, and an even more significant barrier is the lack of knowledge of how to prepare alternatives so that they can really taste great. An important role will be played by new brands coming to the market, especially onsite tastings and degustation which can convince the customer on spot. Czech people are also discouraged by the higher price of plant alternatives and the fear that despite the higher price they will not get what they expect, which is mainly a great taste. Customers have a stronger awareness of tofu and soy meat, but tempeh or seitan, for example, don't sound very familiar to them.

3 aspects that motivate customers to consume plant alternatives

Health

Customers, for whom the aspect of “health” is important, consume plant alternatives most often and for them the high nutritional value and the minimum of added ingredients are particularly important. These are both men and women of all ages, they consume meat less often and most often these people belong to the generation Z. 67% of them consume plant alternatives at least once every two weeks. When purchasing alternatives, they keep an eye on the natural ingredients, minimal industrial processing, transparent composition and nutritional values. It is very

important for them that plant products are more ethical and ecological.

How to approach them: In your products, emphasise the aspect of lightness and healthy feeling of the product, minimum added ingredients, high nutritional value and lower content of fats and sugars. Health is definitely the number one priority for this group.

Willingness to experiment

Customers, for whom the aspect of “testing” is important, consume plant alternatives least often, most often out of curiosity, but the price of these products is a major barrier for them.

These are mostly men and women from big cities, “veggie” is a trend for them, half of them consume plant alternatives at least once every two weeks. They like meat, mainly because of the taste and habit, and do not deal much with ethical and environmental aspects. Plant alternatives are an interesting addition to their diet but they expect the look, smell and taste of meat or dairy products. The price plays an important role for them, they go for promotions and discounts.

How to approach them: Focus on increasing the awareness of this group about the possibilities of plant alternatives, participate in special discounts in stores and focus mainly on the visual similarity of the products to the meat / animal version (burger, steak, etc.).

Taste and variety of the diet

Customers, for whom the aspect of “taste” is important, welcome plant alternatives and see them as an interesting addition to their diet, but they usually do not know how to work with them in the kitchen. These are men and women of all ages, 66% of them consume plant alternatives at least once every two weeks. Ethical and environmental aspects are not very important for this group either. They often consume plant alternatives because they are consumed by people around them. They have a small overview of the range offered and generally prefer flavoured alternatives (smoked tofu, flavoured plant milk).

How to approach them: Offer them the greatest possible variety of flavours, strong and even more exotic flavors. Focus on education - both what customers can find on the market and how to work with alternatives - through cooking tips and recipes. Visual and taste similarity to animal versions of meals is important for this group of customers. Like the previous customer group, they will appreciate the alternative to classic dishes (burger, steak, etc.).

PLANT-BASED ALTERNATIVES TO MEAT AND MEAT PRODUCTS & SAUSAGES

In recent years the topic of plant-based foods has been increasingly captivating both Czech consumers and food producers. Consumers are more interested in the welfare conditions of the animals they consume, as evidenced by an increase in sales of eggs from deep litter or free-range eggs, which, according to Nielsen's retail data, accounts for 24% of egg sales and has increased by 38% year-on-year. According to Nielsen, this trend will contribute to the future growth of plant-based alternatives of meat products. At present, Czechs, especially between the ages of 18 and 34, state that they do not yet consume plant-based meat alternatives, but 27% would try it in the future. However, in order for these products to be successful with consumers, they must have a taste similar to or better than meat - this is the most important attribute, 42% of Czechs said it. The second significant motivator is the positive health benefit (38%).

Recently, the so-called cellular meat has also been debated, with more and more companies working on development worldwide. In a survey by DataCollect and InsightLab, 44.3% of respondents said they were willing to give the cell mass a chance. And these are relatively optimistic prospects for the future.

Garden Gourmet (Czechia)

Nestlé Czech Republic introduced a brand of meatless products in the spring of 2019 and is significantly involved in building the entire category of plant alternatives on the Czech market. An indisputable advantage is the fact that it is manufactured directly in the Czech Republic in the production plant in Krupka, from where it has been successfully supplying its products to countries all over the world for many years. In November 2020, the brand received an award in the Most Trusted Brand marketing programme in the Vegetarian and vegan food category.

Before entering the market, the company conducted a survey, which showed that more than a quarter of the population is mentally ready to try plant substitutes for meat and meat products. The survey also showed that people are willing to try plant products, live healthy and do something for the planet, but at the same time they do not want to give up the experience of meat, and taste also plays an important role for them. It is taste that is key to the success of a product, and the Nestlé brand devotes considerable energy to the development of new products, not only from a nutritional point of view, but also from a taste point of view. Most refrigerated meals contain soy and wheat proteins,



Garden Gourmet's flagship product: Sensational Burger

in the future the company would like to start working with peas.

The brand's range includes three product lines (Meat Alternatives, Premium Sensational and Vegetable Goodies), which offers a total of nine products. In meat alternatives, customers will find Veggie schnitzel, which is a plant replacement for one of the traditional and very popular Czech dishes. Then there are Veggie strips, which can be easily used in recipes instead of chicken, due to their specific structure. The range is completed by Veggie balls and Veggie burger. Vegetable goodies offer two products - Veggie rondo spinach & cheese and Falafel.

There are three products in the premium Sensational line - Sensational

Ground, Sensational Burger and Sensational Sausage. According to the company's representatives, burgers are a turning point through which many customers enter the plant category. They therefore have the greatest potential and account for about 40% of sales in the entire range.

Since October 2020, Sensational Burger has an improved recipe and thanks to a new processing method it contains a larger proportion of soy protein and at the same time has less fat. (Note: Sensational Burger was previously sold under the name Incredible Burger but due to complaints from Impossible Foods and a subsequent court decision the company had to rename it). Currently, the company is working on improving its existing recipes and developing new

products that should appear on the market in 2021. It wants to strengthen the segment of “white meat” alternatives and new products should also appear in the Sensational line. In addition to the refrigerated range, the company is also considering to enter the frozen products segment.

Garden Gourmet is getting a stronger position especially in retail, where despite the initial distrust of buyers it succeeds in convincing their representatives that the category makes sense, and especially if it has a varied offer because that means better sales. Most products can be purchased in large chains, such as Globus, Tesco, Makro, Kaufland and Billa, as well as from online players, such as Rohlik.cz or Košík.cz. From the end of September 2020, the products will now be available at Albert, and from the end of October / beginning of November 2020 it will also be part of the campaign offer at Lidl, which has up until now only preferred its private label Next Level in this category. If the sales of the brand prove successful, Lidl will list the products in its permanent assortment.

Garden Gourmet is the category leader and the experience of this international company is reflected in its perfect marketing communication and cooperation with well-known faces. The brand approached a famous Czech singer and vegan Ben Cristovao, who has been a long-time promoter of veganism and supports the brand’s communication on

social media, in order to launch a collaboration in the campaign “Don’t compromise your taste in meatless food”.

The Garden Gourmet brand also supports professional events that deal with the plant future, for example, it was the main partner of the Plant Power Perspective conference, which took place in October in Prague, and participated in similar events on the Slovak market.



The Vegetarian Butcher (Unilever)

The Dutch brand, founded in 2010 by Jaap Korteweg, was launched on the Czech market by Unilever, which bought the brand in 2018. It offers plant products based on soy, wheat, herbs and spices and tries to bring the taste as close as possible to the taste of meat. Taste again plays a crucial role here. The aim of the brand is to offer products that will taste at least as good as meat and to become an alternative for those who do not want to exclude meat from their diet, mainly because of its taste. The range includes various plant-based meat substitutes, which can replace beef, pork or chicken.

Probably the most famous is The Vegetarian Butcher Unbelievabull Burger, that is additionally fortified with iron and vitamin B12. Other products include NoBeef Burger, NoChicken Chunks and NoChicken Nuggets, a ground meatless blend of NoMinced and NoMeatballs. The range is completed by a plant alternative to Little Willies sausages. They are available in smaller packages for retail, as well as in wholesale for the gastro and HoReCa segment in bigger packages.

The brand's communication is based on the story of the transformation of a traditional farmer into a butcher of the future, which gives others an example of a path towards a plant-based diet. According to the founder of the brand Jaap Korteweg, in 2045 at least 20% of the meat consumed will be replaced by products of plant origin.

Unilever has been supplying The Vegetarian Butcher burgers since 2019 to the Burger King chain, where they are available under the name Rebel Whopper. In retail, the legendary burger is offered by the Albert chain and online players Košík.cz and Rohlik.cz. The company is also actively working with the HoReCa segment. According to a survey by Kantar (Worldpanel Division, Meat free & plant-based occasions, February 2019), up to 89% of meatless food orders in restaurants are from guests who otherwise eat meat. The company wants to help chefs offer plant alternatives that they can use to prepare traditional

dishes.

The company entered the Czech market in the spring 2020 and the Slovak market in August 2020.

Knorr (Unilever)

Unilever also has the Knorr brand in its portfolio, which is known mainly for broths and a range of flavourings that give dishes a more pronounced taste, as well as soups and instant dishes.

A brand offering ready-made food has entered the vegan segment - vegan variations of the popular chilli con carne dish, in this case chilli sin carne. It contains tomatoes, vegan ground soy and a mixture of spices and herbs, which give the dish its typical spicy taste. Vitamin B12 and iron are added to the product.



The advantage is not only a tasty vegan variation of the popular dish, but also easy preparation. Just heat it up. In its communication, the brand targets mainly those who want to lighten their diet from meat and still enjoy the meat taste and traditionally popular meals. In 2020, the product was awarded in the category of the best innovative food products by the Food Chamber of the Czech Republic. The product is available in a wide network of shops and online.

Sunfood

The Czech company Sunfood offers a wide range of products corresponding to vegan and vegetarian eating principles. It has been operating on the market since 1991, but the company's founders have been organizing various health education courses on healthy eating since 1982. The company was among the first companies on the market to offer a range of plant products (seitan, tofu and tempeh) long before plant-based diets became a trend.

It currently offers several dozen types of refrigerated, natural (without flavour) and flavoured products on the market. The refrigerated assortment consists of dishes based on soy and wheat protein, enriched with pea proteins under the Vegilife brand.

The Sunfood company strives for a varied selection of traditional and popular Czech dishes such as Vegilife Goulash, Chinese ragout or Cubes with dill sauce. The range of products also includes popular plant dishes in the form of nuggets (Vegilife Nuggets), burgers (Vegilife Hamburgers or Vegilife Snack balls in beef style in a variation with or without sauce.

As for tofu, there is a natural, fried and smoked variant, flavoured with various herbs (garlic, herbs, onions, paprika). Tofu complements the assortment of Tofu salami, Dobruš sausages or Tofu patties. Also popular are specialties from seitan, which the company offers

both in a natural version and a fried and flavoured one with herbs or vegetables. The company offers them in smaller pieces such as Seitanky or Seitan patties.

In its production programme, the Sunfood company works with an offer of meals for direct consumption as well as semi-finished products for further cooking. For example, from wheat protein, the company offers a wide range of flavoured and unflavoured versions under the Klaso brand. It is a semi-finished product intended for further culinary preparation, and customers can choose from cutlets, black sausage or sausage (bratwurst).



Mana (Heaven Labs)

The Czech start-up food producer Heaven Labs, which produces the famous plant-based drinks Mana, started pre-selling its plant burger ManaBurger at the end of 2019. Orders exceeded expectations, within a few weeks the company received orders for one hundred thousand burgers, but the coronavirus epidemic delayed the production.

The first ones reached their customers only at the end of spring 2020.

The company's representatives are convinced that the future of food production lies in the plant-based diet and their goal was to develop a burger that has a great taste and structure like real meat, but its production is significantly more environmentally friendly and energy consumption is lower than beef production. ManaBurger is frozen and contains a mixture of pea, rice, hemp, mung and algae protein and differs from other products on the market in its composition - it does not contain the usual raw material - soy. It is sold mainly by online retailers Kosik.cz (who declared that the demand for plant meat alternatives has quadrupled year-on-year) and Rohlik.cz and the product should also appear in stores at Globus and Makro. The company also offers direct online sales and distribution within Prague and is looking for a partner with whom it could solve the issue of distribution throughout the rest of the country. It has achieved this already on the German market and sees a great potential in the delivery of frozen foods.

The plant ManaBurger also headed into the HoReCa segment, the first to be offered by the well-known Prague burger place BelzePub, the bistro Salty J's and the company is in contact with other Prague companies, but the situation is currently significantly complicated by the coronavirus pandemic.

K-take it veggie (Kaufland)

The Kaufland retail chain has been offering its private label of plant-based products since 2016, and currently offers over twenty different products. In meat product alternatives, it offers Vegan schnitzel, Vegan balls and Vegan burger patties. The offer is complemented by the Organic tofu natural or smoked and Falafel. The brand also offers plant alternatives in the assortment of sausages - Vegetarian fine slices and other flavoured versions, for example, with sweet pepper or herbs.



Currently, Kaufland is working on a plant alternative to minced meat under the K-take it veggie brand, later on it will expand its offer with more specialties - in addition to tofu on the grill, there will be soy barbecue sausages and burgers.

Kaufland now offers a range of private labels online in cooperation with the retailer Košík.cz.

On its website, Kaufland offers customers numerous inspiring recipes for preparing plant-based dishes at home, and

the company also partners with events aimed at vegans, vegetarians and flexitarians, such as the Vegan Future: Expo & Conference 2020 festival that took place in September 2020 in Prague.

Beyond Meat

The California company is world-wide famous thanks to its plant-based Beyond Burger, which is very similar in taste and structure to the classic beef burger. The main raw material is pea protein, in addition to that it contains bamboo fiber, coconut oil, yeast and other flavouring ingredients. The burger does not contain soy or gluten and is offered in packs of two.

In addition to the burger, they also sell Beyond Meat vegan sausages, either in a 1kg package or in two pieces. The prices of these products are very high on the Czech market, in retail it is offered, for example, by Kaufland, Makro and by online stores Košík.cz and Rohlík.cz.



Next Level (Lidl)

Plant-based and alternative products are thriving at the Lidl supermarket

chain. They offer vegan and vegetarian products not only in their special offers, but also in the permanent offer. As part of special offers, the company regularly includes vegan medallions, sausages and burgers; the permanent offer includes the Next Level Hack vegan ground-meat product, which became the most popular plant product of 2019 in the Czech Republic (according to the Rostlinně).

According to the company's representatives, it is not just vegans and vegetarians who buy it, it is mainly flexitarians who are looking for alternatives to lighten their diet from meat, but not to lose its taste.

dmBio

The dm drugstore network offers a wide range of organic high-quality products that are suitable for both vegetarians and vegans. In the category of plant meat alternatives, the product dmBio Jackfruit Natur, which is an excellent source of fiber, contains no gluten and the fibrous structure and texture of this Asian fruit resemble meat.

An alternative in the sausage segment is offered through vegetarian Bavarian sausages, which contain soy, tofu, seitan and seasoning spices. The menu is completed by dmBio snack tofu & wheat protein, which is a vegan alternative to classic sausages rich in protein. It is made from a combination of tofu, wheat protein and peppers and its advantage is the form of a snack, so the

product can be consumed directly without further cooking procedures.

In addition to plant meat alternatives, dm also offers organic quality tofu - almond and hazelnut, smoked and natural. All are suitable for roasting and can be stored uncooked.

Bonavita

The Czech family company Bonavita is one of the other founders of the Czech plant-based market. Dehydrated soy flour products that have been the only meat alternative for vegetarians for the last few decades, have been produced since 1992.

The company offers soy cubes, soy strips, soy granules, soy slices and maxi slices in various package sizes, all products are in dehydrated form, intended for further cooking. The products are available in retail packaging and in larger versions for the gastronomy and HoReCa customers.

The company has a long production history, it has been supplying its customers with recipes for the preparation of soy raw material for decades, the disadvantage of which is the need for longer cooking (cooking and flavouring). Due to their taste, the products have not been able to attract the interest of a wider group of flexitarians, for whom taste is a crucial aspect for inclusion in their diet. Nevertheless, it has been a classic in the vegetarian diet of many consumers for decades.

Veto Eco

The Czech company Veto Eco produces a wide range of products based on tofu and soy, wheat and pea protein. The products do not need to be heated up for a long time and their taste is further enhanced with spices.



Plant-based meat alternatives from Veto Eco

In the category of plant meat alternatives, products under the VegiSteak brand are known in a number of options. For example, VegiSteak Kukuřízek, which is an alternative to meat schnitzel with a juicy and fibrous texture, made from tofu, wheat protein, peas, rapeseed oil and corn. They are pre-fried, so they can be easily heated and consumed immediately, or prepared on the grill or as a natural steak or fried in breadcrumbs. In the process of grilling, VegiSteak products gain a tender consistency and a juicy core, which will satisfy customers' need for meat taste. VegiSteak čevapčiči and VegiSteak tofu strips also offer similarly rounded textures and flavors.

In 2019, the company introduced new recipes and enriched the offer of plant meat alternatives with VegiSteak vegan patties. In addition to standard raw materials, the company enriched it

with quinoa and sun-dried tomatoes. The product is pre-fried, so it is again characterized by a very easy preparation. Another novelty was VegiSteak yakoma-so - spicy slices that resemble beef in taste and texture. After heating up, they can replace meat in traditional Czech cuisine, such as the famous svíčková (sirloin sauce). VegiSteak yakoma-so can also be prepared as a classic burger.

The company's offer also includes Vegetarian sausages (made from tofu, buckwheat, vegetable oil and egg white), Vegetarian sausages or Tofu nuggets with cheese.

Veto Eco's product range includes a diverse range of Patifu tofu spreads or a classic range of natural, smoked and Tofu burgers. It is the Tofu burger, as a flavored and shortly-fried slice of natural tofu, that during the frying process it strengthens its consistency and then tastes like a slice of meat, which can be further prepared as a burger or used to replace meat in other dishes.

Consumers also appreciate the meaty taste with the addition of herbs in the product line of vegetarian salami. The company offers them in variations of herbs, delicacy, hunters, paprika and with a plant chicken-like taste. The company achieved this with a special recipe with plant seasonings that resemble the taste of roasted chicken. Salami can be used instead of meat sausages in both cold and hot cuisine.

Lunter (Alfa Bio)

The Slovak family company Alfa Bio was founded in 1992, but the family was actively interested in healthy nutrition only 10 years earlier. The small family business soon grew into a modern company which, thanks to its rich know-how and new technologies, sets trends in the tofu-based plant market. The company is the second largest producer of tofu in Europe and processes exclusively soybeans grown in Europe without any use of GMOs.



New ready-made meals from Alfa Bio

The company supplies the Czech market with its diverse range of tofu products for both savoury and sweet food lovers under the Lunter brand. These are mainly natural plant-based spreads in various flavors and tofu in flavoured options, such as smoked, basil, thyme, marinated and sweet chilli.

A novelty in their assortment of plant alternatives to meat and meat products are vacuum-packed tofu-based spicy and delicate sausages that are smoked with beech wood smoke.

Another novelty in the company's range are ready-made meals, by which the

company tries to meet the demand of plant food lovers for traditional meals offering a plant alternative. These are, for example, plant-based roast with onion or Bolognese sauce. The products are easily and quickly ready for consumption, so the consumer just needs to heat them up, e.g. with added fried onions.

Other brands on the Czech market

Uzeniny Příbram

Companies that traditionally process animal raw materials also enter the purely plant-based segment due to its growth potential. This is an example of the Czech company Uzeniny Příbram. The company that traditionally processes animal raw materials used its technological know-how, innovative spirit and embarked on the production of plant-based alternatives. In cooperation with the retail chain Penny Market, the com-

pany launched a burger and a ground mixture, which aim to appeal to a wider group of consumers and introduce them to tasty versions of traditional meat dishes.

The production of vegan and vegetarian products is strictly separated from conventional production, and the meat-based and plant-based products meet each other only after they are all packaged and ready for shipping. The company continues to work on the development of new recipes, they are ready to launch soon vegan minced meat, grill sticks and vegetarian versions of soft salami.

Linda McCartney Foods

The traditional British brand of vegetarian dishes is offered in the Czech Republic by the Iceland chain and the online supermarket Košík.cz. The menu includes Vegan burgers, Vegan sausages with red onion and rosemary and Vegan shredded chicken.

Robi (Eurobi)

An alternative to meat and sausages is offered by the so-called Robi, which is based on wheat protein. The company offers a portfolio of products that need to be heat-treated and seasoned before consumption (Robi slices, strips, meat-loaf or ovals) as well as ready-made meals (schnitzel, patties with sauerkraut, hamburger with cabbage, Chinese style and more). There is also a plant alternative to steak tartare and spicy



mixture as a plant alternative to meat mixtures. The company also offers a portfolio of popular delicacy snack salads, where classic sausages are replaced by Robi.

Opékáčky, Vegárky (Sojaprodukt)

The Slovak company Sojaprodukt offers plant-based smoked meats on the Czech market - soy sausages or soy skewers, which can be consumed cold or cooked. There is also an assortment of natural, smoked or flavoured tofu.

NoBull, NoChick, (Iceland)

Deep-frozen plant-based spicy burgers with soy protein are produced exclusively for the plant-based schnitzel with a meaty taste.

Vegini (VeggieMeat GmbH)

The products of the Austrian company VeggieMeat GmbH are sold on the domestic market by the online supermarket Rohlík.cz. The menu includes Vegini nuggets, a plant dish based on pea protein with garlic and onion or Vegini schnitzel, which in addition to pea protein contains also carrots and corn.

Well Well (Well Well Potraviny s.r.o.)

The Czech company offers its plant products via the online supermarket Rohlík.cz and also at the Kaufland chain. The assortment includes burgers, cold cuts and smoked sausages - for

example, Smoked soy sausages, Mini breakfast soy sausages, Soy white sausages, Tofu burger with mushrooms or Tofuburger with green peas). The company produces other soy sausages (ham-flavored with green pepper, salami-flavoured or chicken-flavoured with olives).

Goody Foody (Alfa Sorti)

Goody Foody is a Slovak brand of meatless refrigerated and frozen products that look like meat. Their preparation is very quick and easy. The assortment includes, for example, Gyros & Kebab or Steak with beef flavor.

Plant Kitchen (Marks & Spencer)

The private label of the retail chain M&S offers gluten-free alternatives to meat products, such as gluten-free vegetarian sausages. In addition to the M&S chain, they are also available at Rohlík.cz.

COSÌ BIO (Golfera)

The Italian brand supplies the Czech market with an assortment of vegetarian and vegan smoked sausages. They are available at Rohlík.cz and include, for example, vegan salami with lemon and turmeric; with beets and elderberries or vegetarian salami with tomatoes, olives and capers.

Plant smoked meats Salve Natura

The Czech company offers plant alternatives to sausages based on wheat and soy protein. The assortment includes

sausages, fine sausages, smoked sausages, Vegetburger, spicy plant salami Gurmán and Horal Steak with a strong smoked taste for use in hot and cold cuisine.

Kalma

The Czech company, which has been dealing with plant-based diets for almost 30 years, offers variously plant meat alternatives (roasted soy meat-loaf, strips called “Dobáčky” as a spicy appetizer for immediate consumption and heat treatment, protein juicy medallions) and sausages (soy salami with green pepper, poultry flavors and olives, fine sausages, fine salami and unflavoured and flavored soy sausages).

Klobaňa (Good Nature)

The Slovak company produces plant alternatives to sausages, long-shelf-life salamis and kebabs. Its products include, for example, a plant alternative to the legendary Hungarian sausage - Hungarian Klobaňa, Vegan Kebab and Vegan smoked. The products are designed for immediate consumption and heat treatment.

Vivera

The Dutch brand of vegetarian and vegan delicacies is sold in the Tesco retail chain. The range of products includes schnitzel, nuggets, vegan bacon, vegan fish fingers, ground meat and vegan chicken strips.

Amylon Vege

Traditional Czech brand that customers know mainly as a supplier of puddings, offers a semi-cooked product - a mixture for the preparation of their so called Vege burgers. All you have to add is just vegetables to it. There is a Vege burger with lentils and herbs, a Vege burger with beetroot and sun-dried tomatoes and a Vege burger with shitake mushrooms.

Other brands on the Czech market also include sausages, burgers and mixtures of the German brands Veganz, Wheaty, Veggyness and Vantastic Foods or the English company Qwrkee Foods offering delicacies jerky.

Opportunity to enter the Czech market

From the overview of companies it is clear that the Czech market has a relatively diverse range of brands of international and local companies. Retailers are very well aware of the plant-based trend and adjust their demand to it, whether it is the cooperation of the retail chain Penny Market with the producer Uzeniny Příbram or the agreement between Nestlé (Garden Gourmet) and the Lidl chain, which included the brand's range in the fall season and due to a success will keep it in its permanent offer. Retailers are expanding the space intended for plant-based products in the sales area, and they are

leading consumers to them with clear navigation and discount leaflets.

The whole category of plant alternatives for meat and sausages is mainly driven by large strong brands, which have the potential to bring more and more customers to the category of plant nutrition, especially through sophisticated marketing and targeted communication. Degustation events will play a key role as well because they allow the Czech consumer to get convinced of the value of buying more sustainable, plant alternatives, while not letting their taste down at all.

The taste of the product will continue to be a key factor for the success of the brand, it is especially important for flexitarians, who represent the most important target group for the development of the entire plant nutrition segment. Emphasis will continue to be placed on the health benefits of plant-based diets, as well as the topic of sustainability and health of the entire planet. The price cannot be neglected either and in case of entry of a new brand to the market also the policy of special leaflet prices is very important because Czech consumers are accustomed to them and therefore, promotions and special offers play a crucial role in the entire retail market.

With the upcoming economic downturn caused by the current coronavirus pandemic, the situation in the purchasing power of Czech consumers is likely to get worse, so the price will play a very important role in the future.

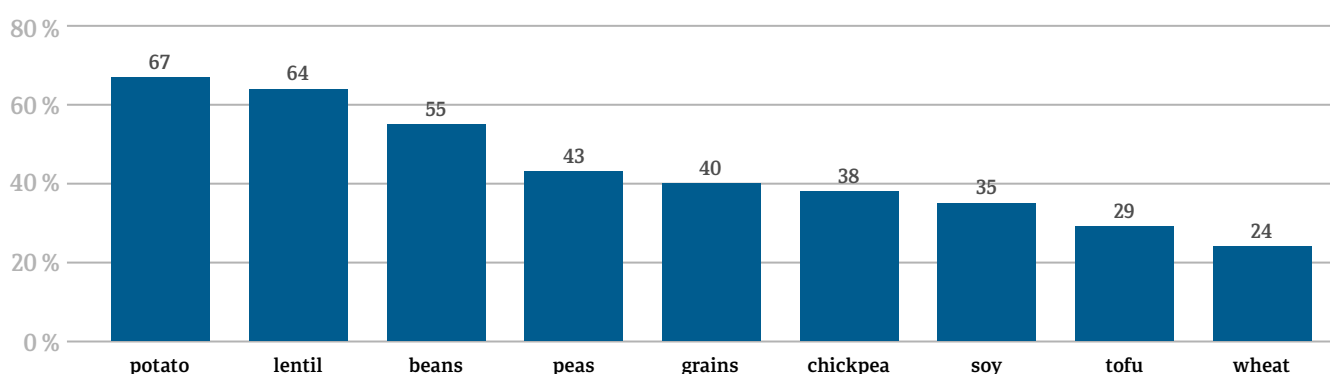
The space opens up for discount players who will be able to offer products on the market that will bring customers a great value-per-price offer. The development of plant alternatives to meat and sausages will also intensify in the Gastro and HoReCa segment, but even here the situation will depend on how the country manages to cope with the consequences of the coronavirus pandemic.

The whole category can be significantly boosted by marketing cooperation at cooking shows, which are very popular in the Czech Republic and to a large extent influence the products that the customers go to the store to buy.

INSIGHTS FROM CONSUMER SURVEY

Data displayed below is based on data from a consumer survey conducted by Ipsos CZ (ipsos.com/cs-cz) in November 2020.

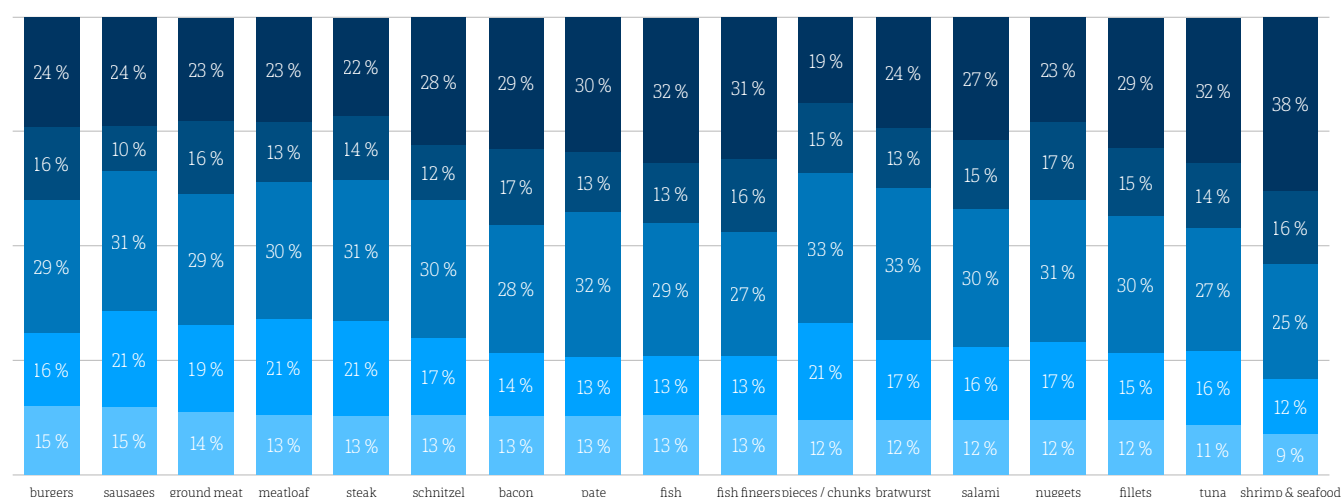
Q: Plant-based meat alternatives can be made from a variety of ingredients. What ingredients would you prefer as the main ingredient of these alternatives?



Plant-based meat alternatives are associated primarily with tofu and soy meat, which have been on the Czech market for a long time. For a large part of consumers, however, this is not a very attractive option.

Q: Below is a list of plant-based meat alternatives that are / or could be in the supermarket. To what extent were you interested in these products?

■ I would definitely be interested ■ ■ ■ I would definitely NOT be interested



Plant-based meat alternatives are attractive for consumers due to their short time of preparation, their resemblance to meat / meat products, but they are mostly processed products that are less attractive for non-transparent composition and less attractive taste is expected.

PLANT-BASED ALTERNATIVES TO MILK AND DAIRY PRODUCTS

Plant-based alternatives to milk and dairy products are thriving on the market. If we look at the retail sales data that Nielsen monitors on the market we can see that since 2012, sales of this range have increased by hundreds of percent.

The most significant is plant-based milk that increased by 331% between 2012 and 2019, followed by plant-based yoghurts, which increased by even 900%. The growth is supported by the development of the varied offer on the shelves of retailers, as well as awareness in the media and marketing activities of individual brands.

Alpro & Provamel (Danone)

In 2016, Danone bought the Alpro brand, which expanded the company's

conventional dairy portfolio with a plant-based programme. This includes beverages, coffee, plant yoghurt alternatives, desserts, ice cream and plant-based cream alternatives. The category of drinks offers plant alternatives made from almonds, soy, coconut, oats, hazelnuts, rice and cashews (Alpro Drink with cashew nuts), the range also includes a balanced mixture of Alpro Coconut-Almond drink.

Plant-based drinks come flavoured or unflavoured, the most popular are vanilla and chocolate when it comes to soy and almond plant-based drinks, and the chocolate version is also included in the Alpro coconut drink. In the coffee category, the Alpro brand offers two plant-based coffees - coffee from almond drink and coffee from soy drink



with caramel in a 235ml ready-to-drink package for immediate consumption. In 2020, the plant-based soy drink with caramel won an award in the Food Chamber of the Czech Republic Award for the best innovative food product in the “Food for special nutrition” category. Plant alternatives to yoghurts are offered by the Alpro brand in two package sizes (150 g and 500 g). The 500g package contains white plant yoghurt and a variation with coconut and almonds. The smaller package of plant yoghurts offers a wider range of flavours, in addition to the classic white that is raspberry-cranberry, peach, blueberry and strawberry.

In August 2020, the company expanded its offer with a new line of Absolutely Coconut - plant-based fermented products based on coconut. They are available in a natural white variation and in two flavours - raspberry and pineapple. Alpro desserts offer flavours of coconut, vanilla, chocolate, dark chocolate and caramel. In the ice cream category, consumers have a choice of two options - Alpro hazelnut ice cream - chocolate and ice cream with soy and vanilla flavour. In plant cream alternatives, the Alpro brand offers four products that are suitable for a wide range of sweet and savoury recipes. In a 250 ml package, there is a soy, coconut and rice alternative to cooking cream, and from October 2020 also an oat-based option.

The Alpro brand is very active in communicating with its customers not only

at the point of sale, but also on social media. It draws consumers' attention to interesting news, offers inspiring recipes and draws attention to a number of environmental topics (sustainability, carbon footprint).

The Danone portfolio also includes the Provamel brand, which offers a range of plant-based drinks, desserts and cream for cooking and in organic versions. The Barista drinks for home enthusiasts (soy, almonds and oats) and for professionals (soy, almonds, oats and coconut) will be merged in 2021 under one brand.



K-take it veggie (Kaufland)

The private brand K-take it veggie was launched by the Kaufland retail network in 2016. The offer includes soy, almond or rice milk, yoghurts and spreads, and the chain is constantly expanding its offer. The quality of products, such as Veggiegurt K-take it veggie, was also confirmed by the domestic consumer magazine dTest. In August 2020, Kaufland introduced other K-take it veggie products in its stores, such as coconut

yoghurt (natural and mango & passion fruit), an unsweetened almond drink or an organic rice drink. Most products are organic, for the rest the company plans to expand organic versions as well. New milk products and flavours are also being made ready for the market. Kaufland expands the entire veggie category and also offers other plant alternatives of well-known brands - such as Alpro, Lunter or vegetarian Veggie Mayo and veggie tartar sauce.

dmBio

The dm drugstore network offers a wide range of organic plant-based dairy alternative products that are suitable for both vegetarians and vegans. In the category of plant alternatives to milk and dairy products, it offers soy, coconut, oat, almond and spelt plant-based drinks under the dmBio brand. They are available in natural and flavoured options. In the category of cream alternatives, dmBio offers a soy and oat version. The offer of vegan desserts is represented by dmBio dessert with coconut and cashew vegan dessert. For a quick snack, two types of coffee are available - dmBio Cashew Macchiato and Coconut Mango Lassi. In addition to the dmBio brand, the drugstore chain also offers plant drinks from the Joya and Alpro brands.

Joya

The Joya brand of the Austrian company Mona is distributed on the Czech

market by Emco. It offers a wide range of plant drinks, yoghurts (coconut and soy), cream, desserts and ice cream. Plant drinks are based on soy, almonds, coconut and oats, some products are organic, sweetened and unsweetened.

In the category of ice cream, the brand offers very interesting tasty options, such as 480 ml vanilla ice cream with pieces of biscuits on an almond base or strawberry ice cream on a coconut base.



Green Day (Olma)

The traditional milk producer, Olma, entered the plant-based market with its Green Day brand based on fermented oats. The products contain well-known strains of yoghurt cultures and probiotic cultures, which affect the good composition of the human microbiome, as well as vitamins and calcium. The company offers an alternative to natural yoghurt, strawberry with lemon and mango, and in addition to that, also vanilla and forest berries mixture are also prepared for plant drinks. In the future,

the company plans to enrich the range with protein products that are already very successful on the Czech market in its dairy version.



Vege4Fun (Dairy4Fun)

Dairy4Fun has enriched its dairy product range with the vegan brand of plant alternatives Vege4Fun. Since 2020, it has been offering vegetable coconut yoghurts on the market in several flavored versions - blueberry, raspberry, strawberry and pineapple with mango. In addition to them, the brand also offers coconut probiotic drinks in natural, strawberry and cherry options.

AdeZ (Coca-Cola)

AdeZ brand of plant-based drinks is produced by Coca-Cola in a production plant in the Czech Republic, which makes drinks for eleven European markets. These drinks are made from almonds, coconut, cereals and rice, and there is a natural option without flavor and options with fruit flavors (strawberry-banana, wild berries).

Optimistic (formerly Nemléko)

The Optimistic brand offers plant-based drinks and desserts made from nuts and cereals, they are sweetened only with fruit sugar. The assortment includes almond drinks (Ice Coffee, Vanilla, Cream, Almonds), natural hazelnut drink and cocoa, as well as oat and poppy seed drink.

The offer of desserts includes probiotic plant-based almond desserts in apricot, strawberry, blueberry, cocoa and natural flavours. The company has also embarked on an assortment of ice creams, where it offers non-dairy 500 ml almond ice cream in a compostable package, which is thickened with chick-pea protein and sweetened with date syrup.

PlantOn (Jogurty Magda)

The Polish company Jogurty Magda is a great example of a nice story on how a company can respond to trends and in the end switch to a 100% plant-based production due to high demand. The company offers plant yoghurts and coconut-based drinks under the PlantOn brand (available, for example, at Lild or Rohlík.cz and produces plant-based yoghurts and coconut-based drinks. Fermented vegan yoghurts are sold in flavours - natural, blueberry and exotic pineapple-mango.

The company is also expanding its product range to the on-the-go segment, including PlantOn Coconut Drink Cold

Brew Coffee and PlantOn Coconut Drink Strawberry Banana.

Body & Future (McCarter)

McCarter is a Slovak company that produces plant-based functional drinks, yoghurts and creams. The company has collected various world awards for its plant-based functional milks. For example in 2017 when it won an award at the global food fair Anuga for its Body & Future coconut and almond plant-based drink, which in addition to protein and chia seeds also contain pieces of fruits, vegetable puree and fruit pulp. Body & Future coconut drinks won again the SIAL Innovation Selection award in 2018. The company offers coconut, almond, hazelnut and oat plant-based milk.

In the plant-based yoghurt segment, the company offers natural coconut yoghurt and flavoured with mango and blueberry variations with black currants. The on-the-go beverage segment contains a 0.33l PET bottle Body & Future coconut & strawberry and hazelnut & chocolate.

There are also products for children, such as the Body & Future Kids coco-



nut-oat strawberry drink or chocolate vegan baby coconut-oat drink. The company also offers plant creams.

Ben & Jerry's, Magnum, also Hellmann's (Unilever)

In the ice cream range, Unilever offers vegan variations of Ben & Jerry's (Vegan Coconutterly Caramel'd) and Magnum (Vegan Classic and Almond) ice creams. Unilever also offers vegan mayonnaise (Hellmann's Vegan).



Tudlee

The Czech brand of natural plant-based products Tudlee is produced in the mountain region of Šumava and the assortment mainly includes plant-based desserts made from coconut milk, chia seeds and fruit puree (vanilla, mango, strawberry) and cheese alternatives made from coconut oil.

The company offers plant-based cheeses in the form of natural and smoked slices or slices with Provence herbs. The offer is complemented by 200 g blocks of plant-based cheese for grating.



Violife

Violife is a brand of the Greek company Arivia (bought by the Upfield Group in 2020), which produces plant-based dairy products from coconut oil. It offers a wide range of classic, as well as special cheeses such as gouda, cheddar, eidam, mozzarella or parmesan.

Other brands on the market

Spak

The company supplies to the market its vegan version of mayonnaise (Vegan Spak Mayo) and tartar sauce.

Bez kompromisu (Rohlik.cz)

Private label of plant-based drinks called Bez kompromisu (meaning Without compromise) includes almond and hazelnut variations. The drinks come in recyclable packaging and are produced by the Zdravé stravování (Healthy Catering) company. Rohlik.cz is looking for

other opportunities for development in its private label.

Crema Vega (Dr. Oetker)

Vegan product based on soy with a creamy consistency, intended for cooking, softening meals or preparing various dips.

Plant Drink (Lunter)

Plant-based fermented drinks based on soy are produced by the Slovak company Alfa Bio in five flavours - natural, blueberry, strawberry, vanilla, chocolate.

Oatly + Minor figures

The Green Heads company distributes several vegan brands on the market, such as Oatly oat plant drinks or Minor Figures (in several attractive flavours - coffee and cocoa, latte), as well as a creamy coconut drink for coffee, Rebel Kitchen Mylk for cooking and Italian soy drink Mukki.

Sojolka (Sojaprodukt)

The Sojaprodukt company offers soy mayonnaise and tartar sauce under the Sojolka brand. In the category of plant-based cheese alternatives, it offers a natural and smoked version under the Tavenýr brand. Desserts include rice (Kika in various flavours), soy (Sojáčik in various flavours) and poppy seed desserts.

Sojade

The brand of the family French company Triballat Noyal produces alternatives to yoghurts, desserts and plant-based creams, available mainly in health food stores.

Kalma

Kalma produces soy alternatives to mayonnaise and soy tartar sauce. The assortment also includes oat, coconut, hazelnut and soy yoghurts and desserts.

To a lesser extent, the brands Berief (German brand of rice, oat and soy drinks), Andros Gourmand & Végétal (French brand of vegan desserts), Soyka (fermented soy cream, yoghurt, kefir and milk in both and natural flavoured options), Wild & Coco (fermented coconut yoghurts and kefir) are also present on the Czech market. The above mentioned brands are available at Rohlík.cz.

In plant-based cheese alternatives, the French brand Nature Moi (available in various flavours, the brand also offers sweet desserts), the Greek brand VeganLife (various flavours and types) and the Greek brand of plant-based cheeses Bedda are also present on the Czech market but to a lesser extent.

Opportunity to enter the Czech market

The market for plant-based alternatives to milk and dairy products is growing and is expected to continue to grow. Retailers enter the category with their private labels (Lidl, Kaufland, but also the online supermarket Rohlík.cz) and are willing to list such products that diversify and enhance the entire category.

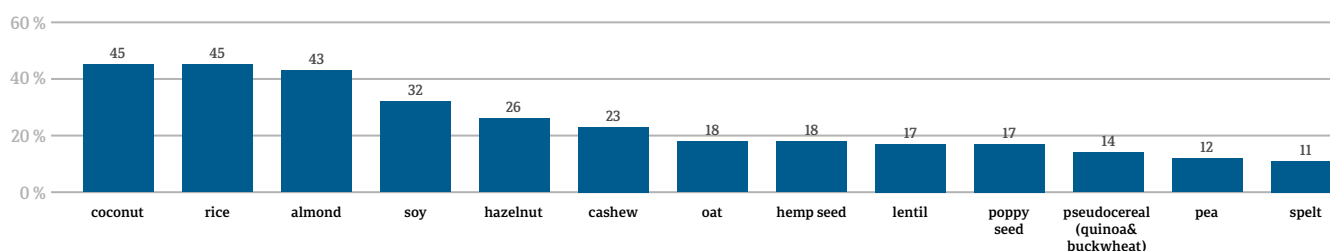
As in other categories, price will play a significant role, and if the impact of the current coronavirus pandemic significantly affects the economy, customers will increasingly look primarily at the quality / price ratio, which could be offered mainly by discount retailers.

It can be expected that the plant-based offer in the Gastro and HoReCa segment will also grow, plant-based milks thrive in combination with coffee, for example, but even there it is necessary to take into account the currently unpredictable situation due to the coronavirus pandemic.

INSIGHTS FROM CONSUMER SURVEY

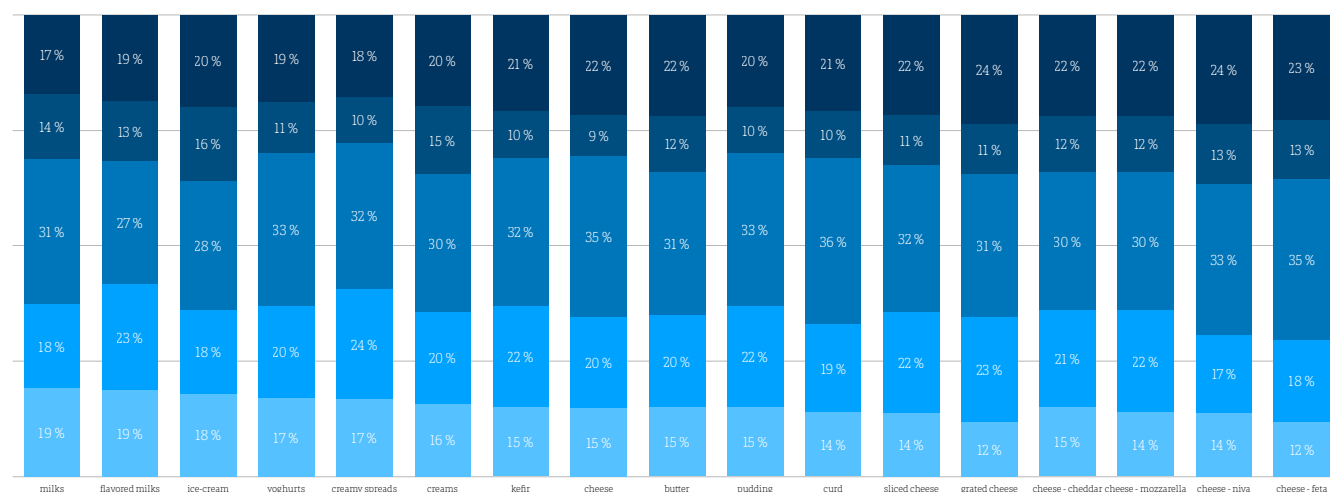
Data displayed below is based on data from a consumer survey conducted by Ipsos CZ (ipsos.com/cs-cz) in November 2020.

Q: Plant-based milk alternatives can be made from a variety of ingredients. What ingredients would you prefer as the main ingredient of these alternatives?



The preferred main ingredients of plant-based milk are especially those that are widely available on the market. The most frequently mentioned are coconut, rice and almonds, soy is preferred by 30% of respondents. The least interested was shown in pseudo-cereals, peas or spelt.

Q: Below is a list of plant-based milk alternatives that are / or could be in the supermarket. To what extent were you interested in these products?



In general, those who already consume or do not refuse plant-based milk alternatives are more open to milk alternatives than to meat alternatives. They would be most interested in plant-based alternatives of yoghurts, creamy spreads, cheeses and puddings.

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PLANT-BASED MEAT AND DAIRY LANDSCAPE IN THE CZECH REPUBLIC

Trends, products and consumer insights for 2020

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Kingdom of the Netherlands



ČESKÁ VEGANSKÁ
SPOLEČNOST

