

The Kitchen

FoodTech Hub

Cooking the Future of Food

May 2021





Strauss Group

- Israel's largest food company
- Operates in 22 countries
- ~\$2.5B annual revenues
- ~14,500 employees
- #5 coffee company – globally
- #1 fresh dips and spreads (hummus) company in the world





The Kitchen is a **COMPANIES BUILDER**



INVEST

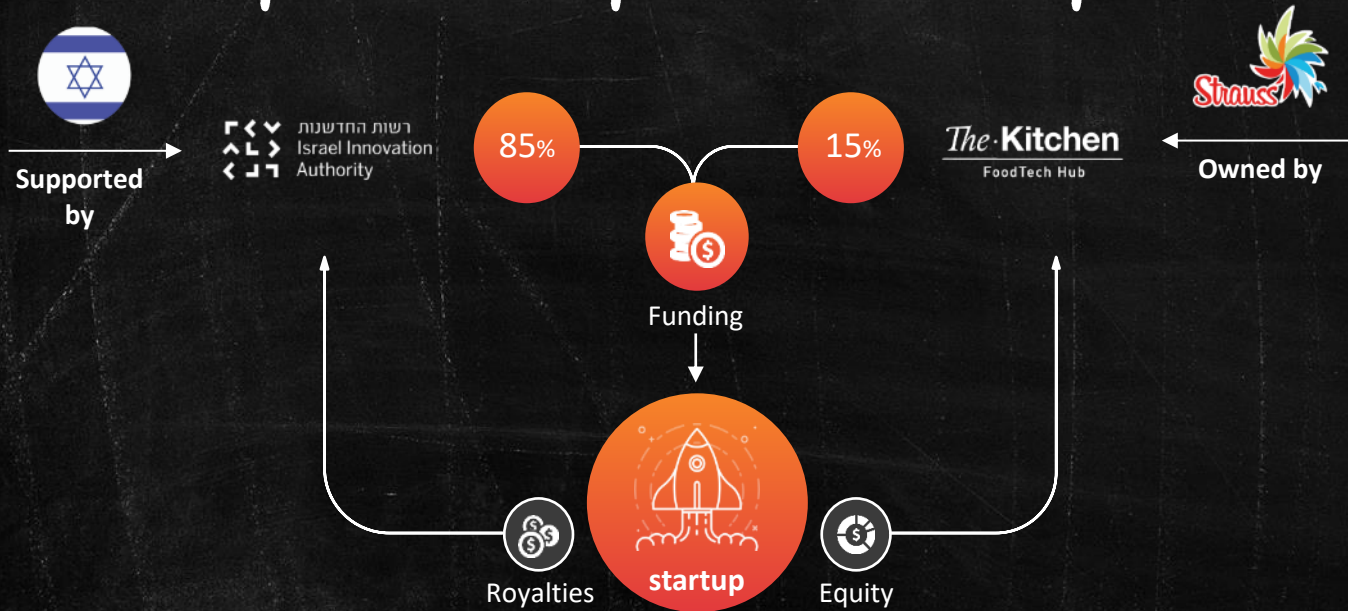


NURTURE



COMMERCIALISE

Government private partnership



Venture creation model



Academic
research



The Kitchen

FoodTech Hub

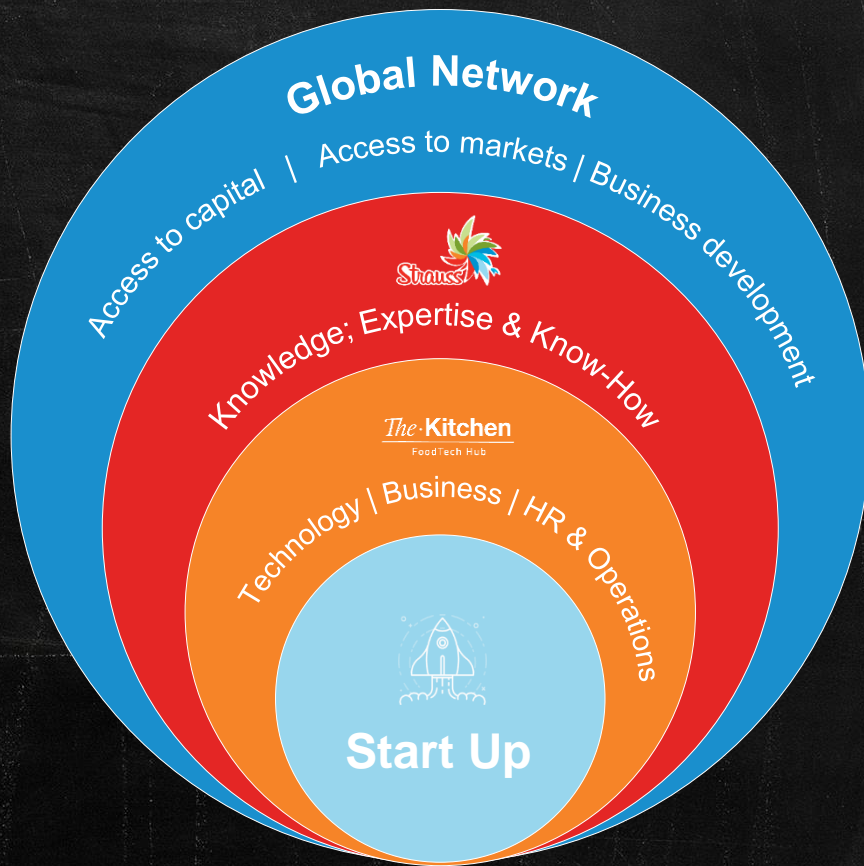
- ✓ License IP
- ✓ Build a team
- ✓ Invest seed round
- ✓ Launch a startup



Successful
startup



Multi-tier support



Global partners network

Mondelēz
International



Givaudan^o

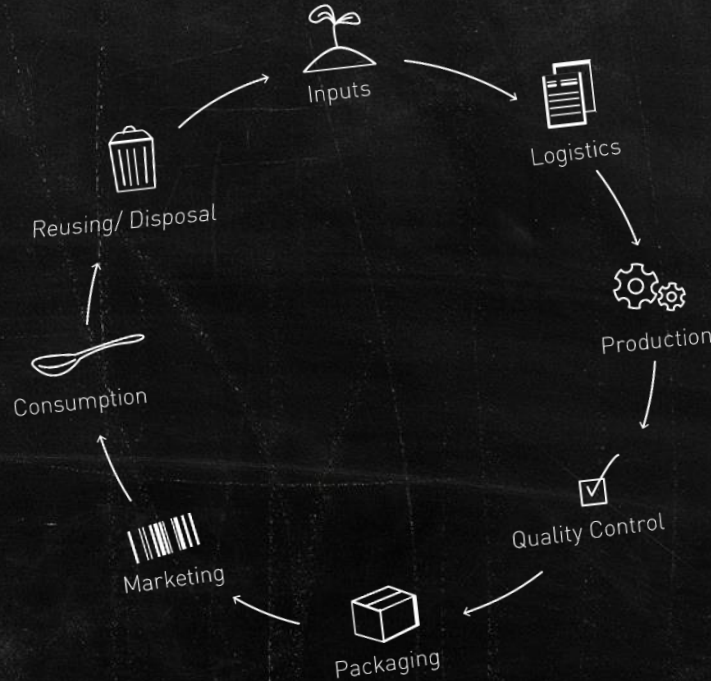
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We invest in FoodTech across the value chain

Better Industry

- Environmental effects
- Production efficiency
- Waste reduction
- Safety and quality
- Logistics



Better Food

- Healthy
- Accessible
- Affordable
- Sustainable

Status



19 portfolio
companies



>100 employees in
portfolio



32 PhDs



Capital invested
by portfolio: **\$78M**



Co investors from USA, UK,
France, Germany, Italy, Swiss,
Brazil, Thailand Singapore,
Japan, China, Hong-Kong &
Israel



What's cooking?





Cultivated Meat

Unique non-GMO technology
for creating meat cuts (steaks)
from bovine cells





Plant Based Egg

- Omelets and scramble
- Mayo
- Cakes and muffins
- Meringue
- Pasta
- and more...





Yeast as a source for single-cell protein for the meat analogues industry

Combining the benefits of
plant-based and animal-based
proteins

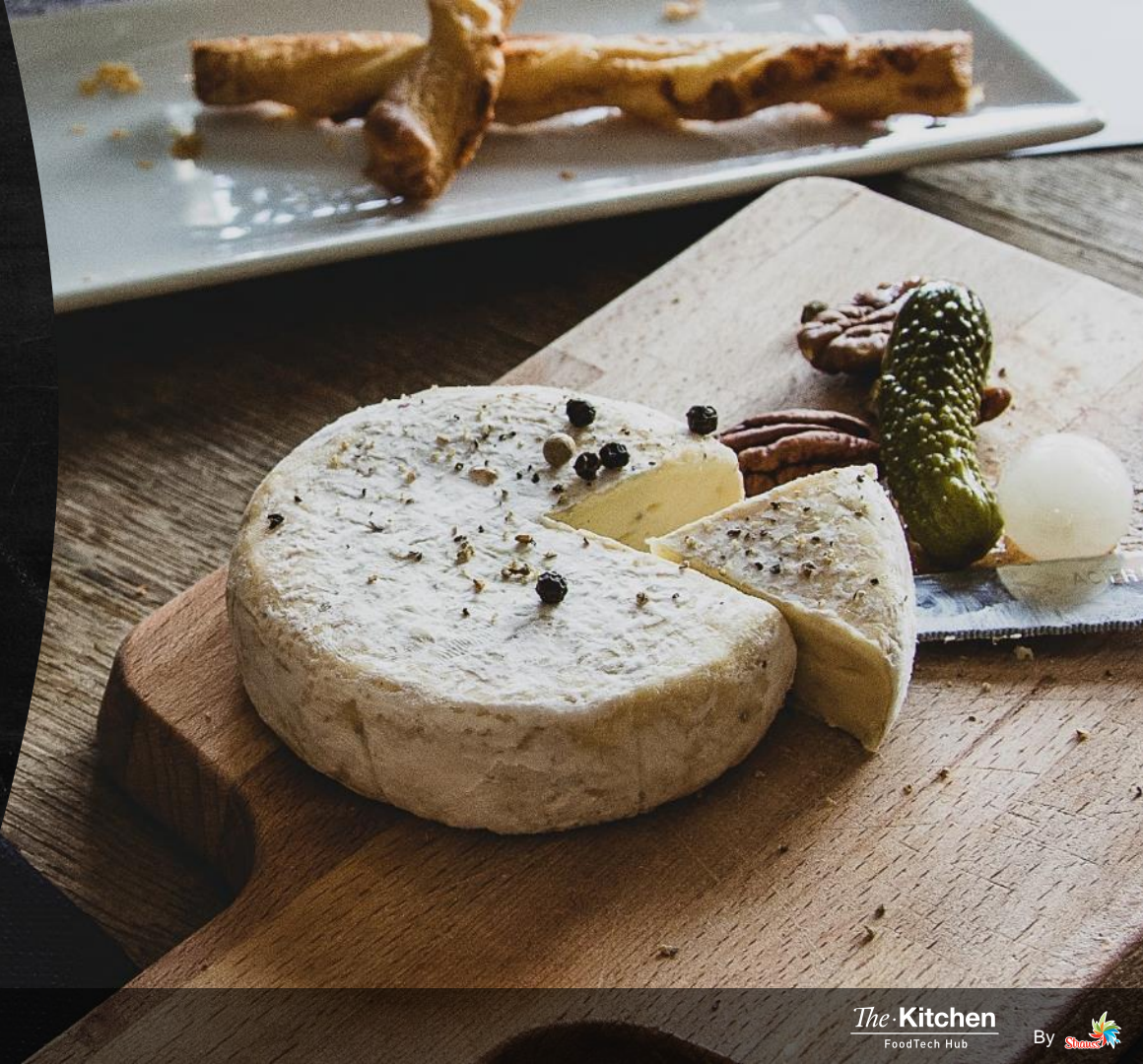




**Healthy,
sustainable &
nutritious dairy
proteins.**

No cows.

Proprietary AI algorithms for high-
quality and high-yield
manufacturing



Better Juice

Natural, low-sugar fruit juice

Proprietary, continuous enzymatic process for reducing sugars in natural fruit juices



Protein Based Preventive Nutrition



Short Video



רשות החדשנות
Israel Innovation
Authority

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DOING GOOD BY DOING FOOD



Thank you

Better industry. Better food. Better world.

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