

KRIKET

PROTEIN PIONEERS



Brand brochure



Brother & sister on a cricket mission

Michiel (36)

Political scientist

- Former food journalist
- Launched KRIKET in 2018, taking care of sales, prod dev and supply chain.

Anneleen (33)

Social scientist

- Vlerick Business School
- Strategy Consultant (Accenture)
- KRIKET Co-founder, taking care of marketing, e-commerce, prod dev.



Our journey



Certified



This company meets high standards of social and environmental impact.

Corporation



2017
Crowdfunding

2018
Launch of the original bar

2019
Launch of the new bar flavours

2020
Colruyt Group investment



2021
Rebranding & Launch Granola

2023
Launch High Protein bars

Some of the partners we work with:



Muesli bars

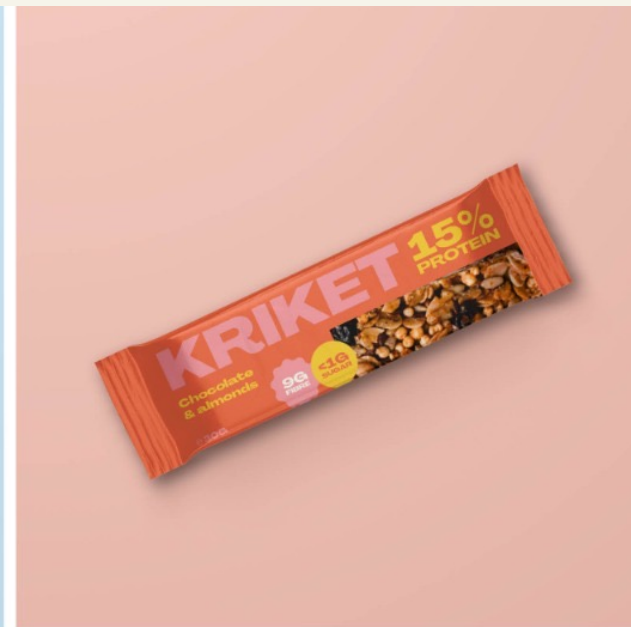
- ✓ **15% protein**
- ✓ **Low in sugar**
- ✓ **High in fibre**



Hazelnut & Pumpkin seeds



Dates & Cashew



Chocolate & almonds



17 G
PROTEIN / BAR

15g
FIBRE

ONLY
3.6g
SUGAR

eco-friendly
protein



Certified
B
Corporation

KRIKET in a nutshell

The problem? The world needs a sustainable source of protein.

Our mission? We make our food system more sustainable, by creating tasty and healthy cricket-based products for a mainstream audience.



A photograph of a cow with white and brown patches, looking out from a wooden pen. In the background, there is a large wooden structure, possibly a feedlot, with steam or mist rising from it, suggesting a hot or humid environment. The scene is brightly lit, likely by sunlight.

**Worldwide meat production
is responsible for**

15%

OF GLOBAL GHG EMISSIONS

25%

OF GLOBAL FRESH WATER CONSUMPTION

75%

OF GLOBAL AGRICULTURAL LAND

A wide-angle photograph of a harvested rice field. The ground is covered with rows of cut rice stalks, and the soil between them is parched and cracked into large, irregular polygons. A few small green plants are beginning to sprout from the dry earth. The overall scene conveys a sense of agricultural hardship and water scarcity.

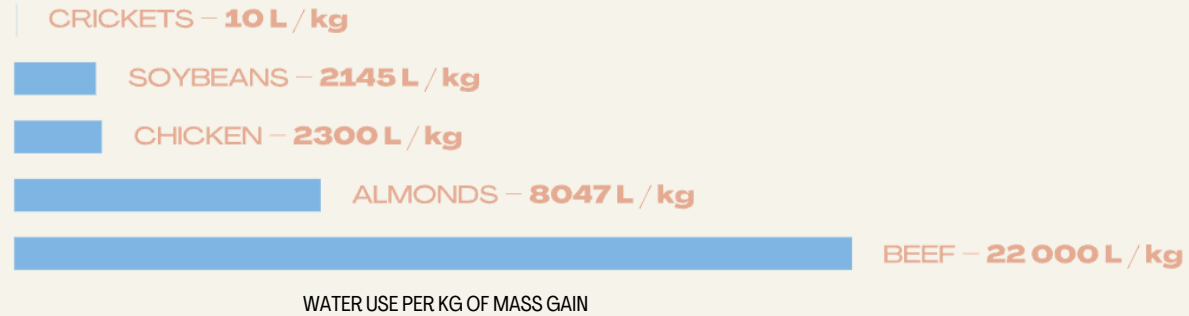
How to feed the world in 2050?

Enter our little hero

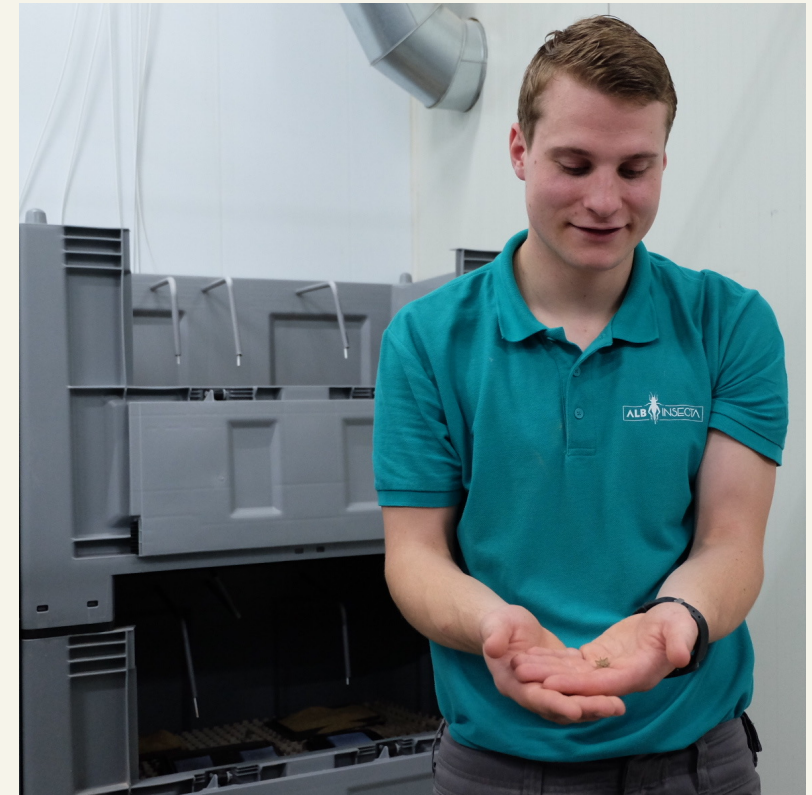
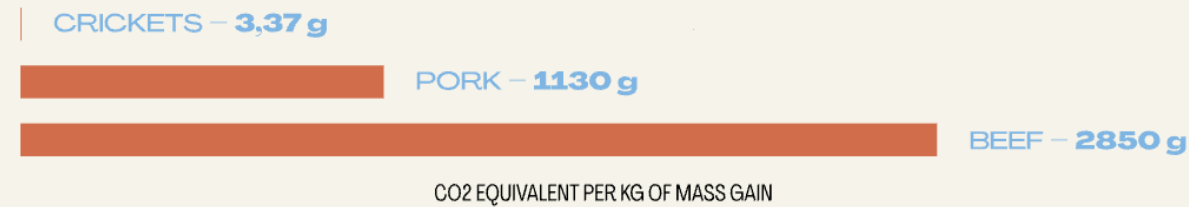


Crickets are sustainable superstars...

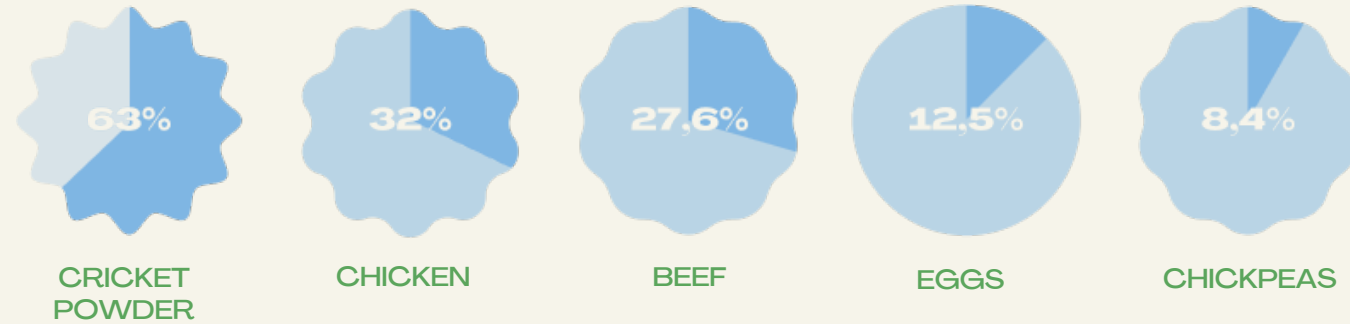
Water use



Greenhouse gass emissions



... and true protein bombs!

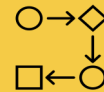


% PROTEIN CONTENT PER PROTEIN SOURCE



High-quality protein

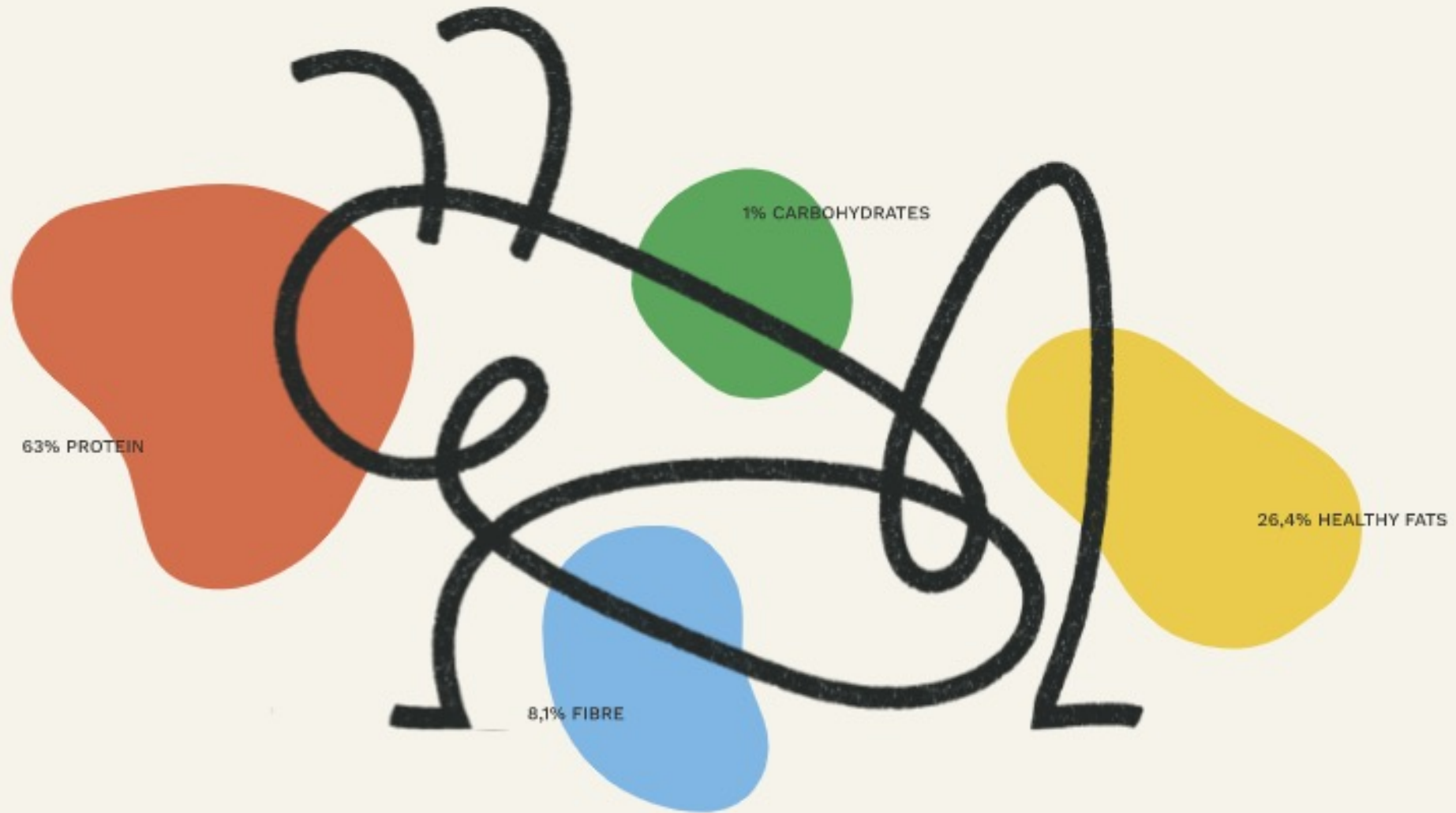
COMPLETE PROTEIN,
CONTAINING ALL AMINO ACIDS



High protein digestibility

98% DIGESTIBILITY.
BETTER UPTAKE THAN PLANT-BASED PROTEIN.

They are low carb + high in healthy Omega-3 fats



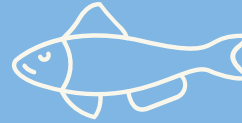
and there's sooo much more...



more protein
than beef



2x more iron
than spinach



7x more vitamin
B12 than salmon



Source of
dietary fibre
chitin

**Official health claims -
Cricket powder is high in...**

Fibre
Protein
Omega-3

Calcium
Manganese
Iron

Copper
Zinc
Vitamin B12

Phosphorus
Potassium

The bottom line

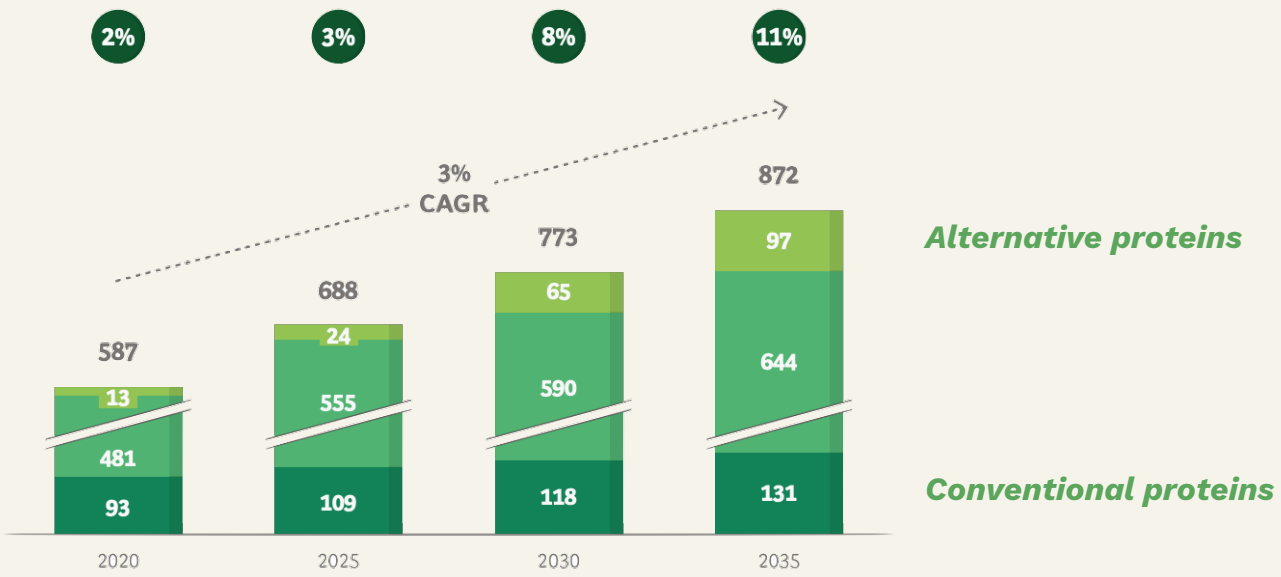
Beyond nutritional benefits of meat 🍖

+

Low climate impact of plants 🌱

The alternative protein market will grow at a much faster pace than the conventional one

Global consumption of protein products
(% adoption rate, million metric tons, base-case scenario)



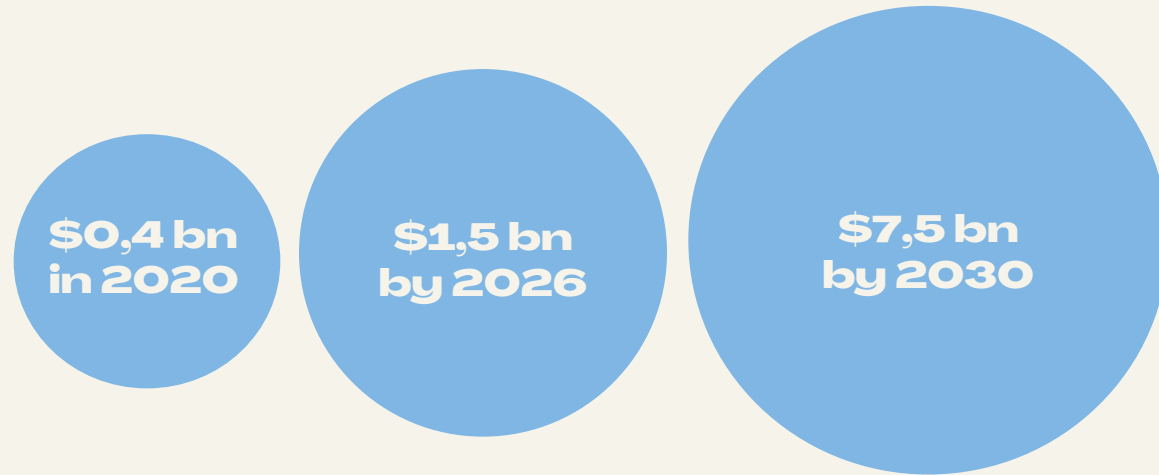
50%
of experienced users increased their consumption during the pandemic, mainly because of health consciousness

76%
of consumers are familiar with alternative proteins

Sources: US Department of Agriculture; Euromonitor; UBS; ING; Good Food Institute; expert interviews; Blue Horizon and BCG analysis.

Let's tap into the potential

The edible insect market is forecasted to be worth...



Driven by an increasing consumer demand in the EU:

- In 2019, **9 million Europeans** consumed insects.
- By 2030, this figure is forecasted to reach a total of **390 million consumers**.



Insect barometer 2021

34%

Have eaten insects before

75,8%

Are open to try it

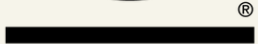
**HO
GENT**



KRIKET is proudly B Corp!

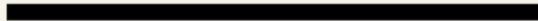


Certified

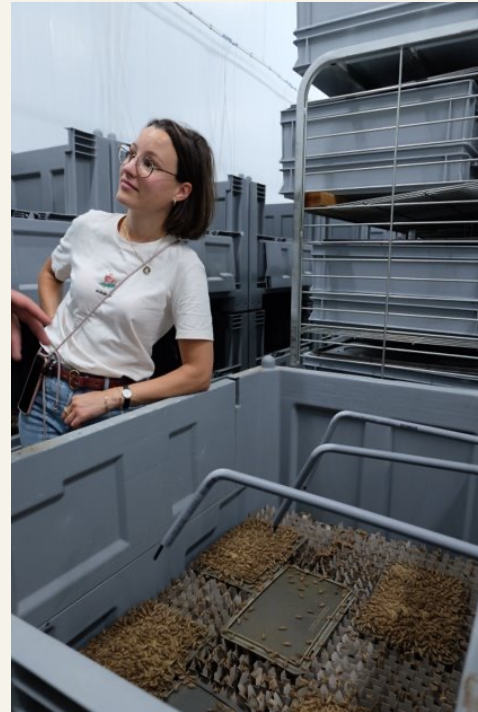


Corporation

This company meets the highest standards of social and environmental impact



Our North star Pt. 1: 100% circular cricket farm in Bxl



Our own 100% circular cricket farm in the city centre with an education hub included

KRIKET

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Thank you!

kriket.be