



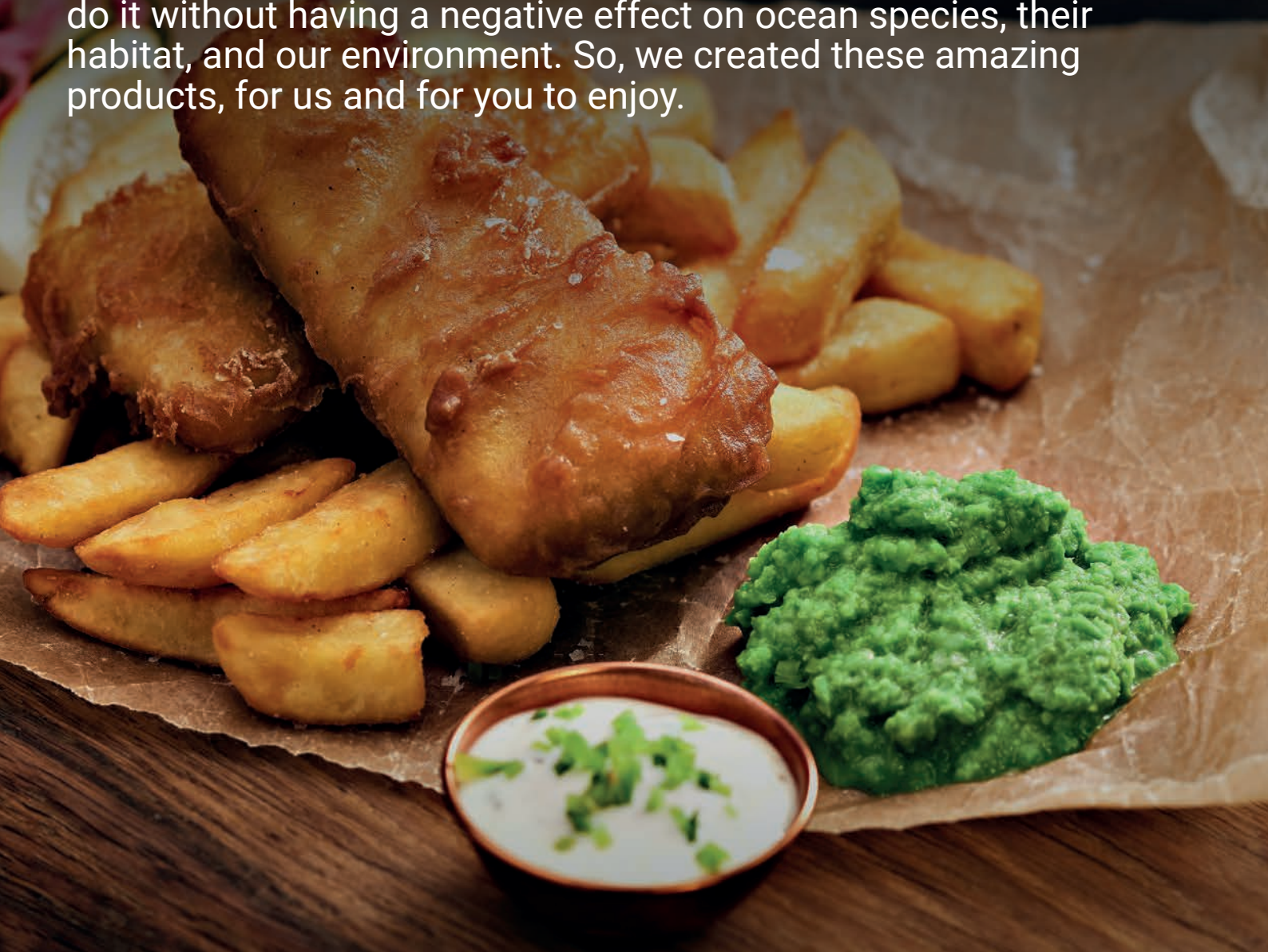
# NOTHING F!SHY



**IT'S ALL ABOUT THE TASTE AND THE TEXTURE**

# Welcome to Nothing F!shy

We make the best frozen vegan fish substitutes. The texture, taste, look and smell of our products are exactly like real fish. We made it difficult for you to tell the difference. We wanted to continue to enjoy the sensation and taste of eating fish and fish dishes, but to do it without having a negative effect on ocean species, their habitat, and our environment. So, we created these amazing products, for us and for you to enjoy.



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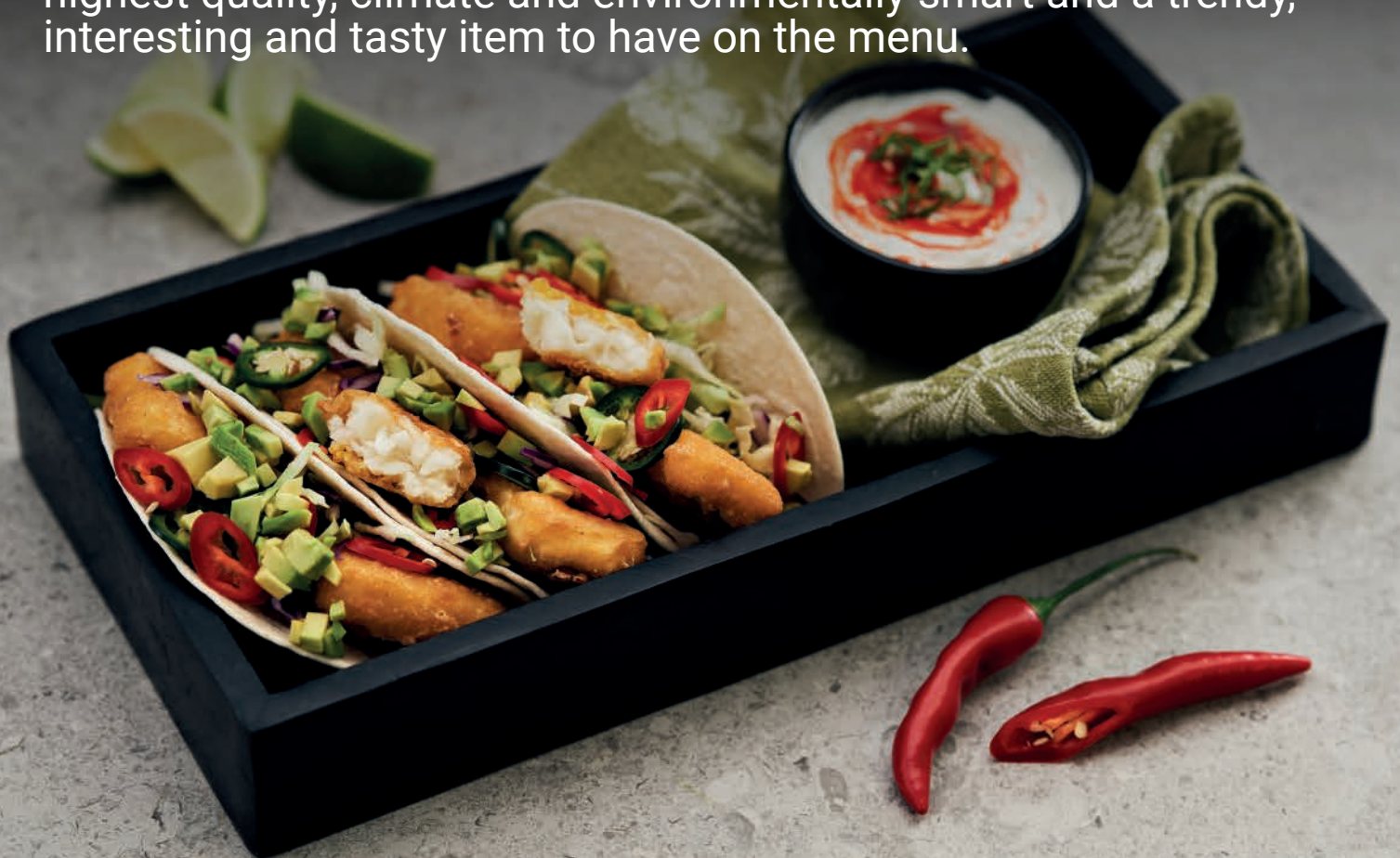
## About Nothing F!SHY

Ola and Jared are the guys behind Nothing F!SHY. We know food, ingredients, kitchens and service and we both have extensive experience in the Swedish food industry. We have worked within most branches, from festival food, restaurant, fine dining, hotel, catering, private sector and industrial food production. This means that we have a great understanding of our customers and we can adapt our services to your needs.

Our innovative tasty Nothing F!SHY products are vegan and based on wheat. We have used starch and proteins, natural fish flavors and algae to create the fishy consistency that is the basis of all our products.

Our mission is to replicate the complete nutritional values of white fish in our Nothing F!SHY products. Therefore, we have enriched our products with vitamins, minerals, proteins and Omega-3 oil to supplement the nutritional values in our core ingredients. In fact, our Nothing F!SHY products have a higher content of Omega-3, vitamins and minerals than real whitefish.

We offer something unique and new to a vegetarian selection that is currently dominated by meat analogues. Our products are of the highest quality, climate and environmentally smart and a trendy, interesting and tasty item to have on the menu.



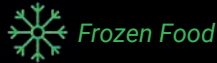
Nothing F!SHY fillets are a fantastic addition to any menu. Our easy-to-prepare fillets can be the "star of the show" on your innovative vegetarian menu. Nothing F!SHY fillets are guaranteed to exceed your guests expectations, whether they are served in a classy restaurant with homemade sauce, pickles and pommes fondant, at a catering event or a lunch menu, or as part of a classic fish & chips concept.



### FILÉER

60g per piece  
Coating of tempura  
batter or  
breadcrumbs

3 kg catering boxes.  
Approx. 60g per piece.  
Approx. 25 portions.

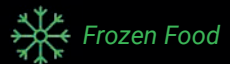


Nothing F!SHY gourmet burgers are tasty, big and crispy. They are quick to prepare and give you the unique option of offering a fantastic "F!SH" burger as part of your vegetarian menu. Whether you offer your Nothing F!SHY burger as part of your restaurant or hotel burger menu, or serve it out of a window on a food truck or from a fast food restaurant, you can be sure that your customers will have an unforgettable experience of taste and texture, get them talking and keep them coming back.

### BURGER

110g per piece  
Coating of tempura  
batter or  
breadcrumbs

3 kg catering boxes.  
Approx. 110g per piece.  
Approx. 27 portions.



Nothing F!SHY nuggets are super tasty and super crispy. Our easy-to-cook nuggets are especially suitable for restaurants and menus that offer fast food options, family meals and tapas / small portion menus.



### NUGGETS

25g per piece  
Coating of tempura  
batter or  
breadcrumbs

3 kg catering boxes.  
Approx. 25g per piece.  
Approx. 17-24  
portions.



# OUR PRODUCTS

# Benefits for your business

- Quick and easy to cook, from frozen to ready in 4-5 minutes in a deep fryer
- Zero waste - correct portion control with each order
- Can be served in a variety of different styles
- Unique and interesting addition to your menu
- Around SEK 14 per portion
- Vegan
- Produced in Sweden
- Trendy
- Environmentally friendly
- A unique and innovative product that customers often will share on social media
- 72% of consumers in a study group would recommend Nothing F!SHY to a friend or colleague



# Nothing F!SHY consumer survey results

We know our market and our customers. Statistics, customer studies and third-party recommendations are how we prefer to market Nothing F!SHY. We have statistics from your potential customers that show the potential for our products on your menu. We have conducted a tasting survey with consumers, and here we present the results.

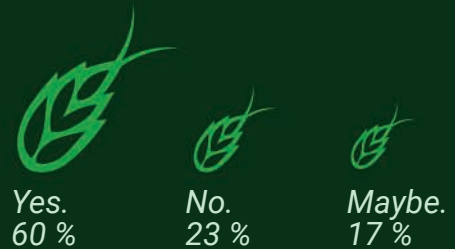
Would you assume this was a fish product if you were not aware that it was vegan?



Have you ever eaten a vegetarian meal at a fast-food restaurant/restaurant before?



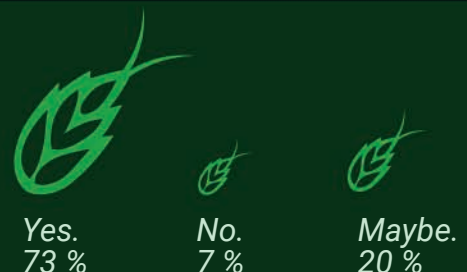
Would you order a vegetarian fish meal if it was on the menu at a fast-food restaurant/restaurant?



If you ate this product as part of a meal you ordered at a restaurant, would you order it again?



Would you recommend this product to a friend / family member / colleague?



What did you like about the product?

Very good, easy to cook, child-friendly, crispy, tasty, fish-like texture, good texture, looks and tastes like fish, impressive fish resemblance, good fish taste, nice texture, looks and tastes like well-cooked cod, tastes fantastic

The study group consists of randomly selected participants, 5-65 years of age. The number of respondents was 69. Survey conducted June 2021.

## Consumers and why plant-based foods?

Who are our customers? The answer is potentially everybody. Obviously, a core market for us are the vegan and vegetarian consumers, but since our products can be used as a direct replacement for fish, our market widens considerably. Active flexitarians and also meat eaters that sometimes want to eat plant-based products, are the largest demographic, and it is with these consumers that the growth potential lies.

The proportion of Swedes who eat vegetarian 2-6 times a week has increased from 19 to 29 percent in five years ...



... and the proportion who never eat vegetarian has decreased from 21 to 12 percent.



In total, 56 percent of all Swedes eat a vegetarian meal at least one day a week, and 25 percent 3 or several times a week. \*\* 23% state that they plan to eat less meat in the next year. \*\*

### Why are people choosing to eat more plant-based food?

There are actually many different reasons for this. The biggest influence for people choosing a plant-based diet is that they help or do not contribute negatively to the climate and environment. The negative effects of meat production and commercial fishing industries regarding land, water and energy use, environmental degradation, habitat and environmental destruction are all valid reasons for choosing plant-based products.

The absolute main reason why we eat more vegetarian is the climate and the environment. (58%) \*\*

Other contributing reasons for eating vegetarian food are benefits to health and well-being, and also to not be a part of the supply and demand of animals, animal farming and poor animal welfare.

\*\* source: Kantar-sifo. 11-14 November 2020. The panel is randomly composed. The number of respondents was 1,583



# Which plant-based products do consumers choose?



The largest volume lies in the meat analogues. Mince, balls, fillets, sausages, burgers and nuggets. This is simply because the consumer understands and knows how to use these products. It is easy and convenient to exchange a common meat product with a plant-based option for dinner, or on a restaurant menu. Now we are seeing new and exciting innovations, the next generation in meat analogues. Plant-based products that look, feel and taste like the animal product they are replacing. Nothing F!SHY is the next generation of fish analogues. Our products look, feel, smell and taste like white fish, and our products have forms which are familiar and easy to use. Nothing F!SHY is the most innovative and relevant actor in the Scandinavian market for vegetarian fish analogues.

The research of Hoek\*\* illustrated that some of the significant factors stopping meat eaters from accepting meat substitutes included how the taste and texture does not compare to traditional meat products. Significantly improving the likeness to meat through sensory stimulation (texture, taste, and odor) is imperative for the appeal of plant-based meat alternatives to frequent meat consumers (Hoek et al., 2011).

COMPREHENSIVE REVIEWS IN FOOD SCIENCE AND FOOD SAFETY  
First published: 13 August 2020

\*\* Dr. Annet Hoek, independent Food, Health & Consumer Science consultant



# Market potential and innovation

How will the plant-based market grow? It will grow both organically and actively. The number of vegans and vegetarians will increase, as will the flexitarians and also those who plan to eat more vegetarian food. Statistics clearly show this. But as suppliers, distributors, and business owners, we must actively promote and offer plant-based options. We must ensure there is a plant-based option on every menu so we can keep this growing customer base coming back to your restaurant. Currently the vegetarian options are dominated by vegetarian meat analogues. The market is wide open for vegetarian fish analogues. Nothing F!SHY offers products, styles and forms that suit any menu, from hotel and spa restaurants all the way through to lunch restaurants, street kitchens and food trucks. And we surely have something for your menu and your customers.

The changes in eating habits are also clearly visible in both sales and product range development. Sales of vegetarian food\* have increased by more than 15 percent over the past year.\*\*

The proportion of flexitarians (who eat vegetarian 2-6 times a week but do not completely abandon meat) has increased from 19 to 29% in 5 years and is at its highest ever.\*\*

*\*\*source: Kantar-sifo. period 11–14 November 2020. The panel is randomly recruited. The number of respondents was 1,583.*



## Customer-specific Nothing F!SHY innovation

*If you need or wish to have your own specific recipe, shape, coating or packaging, we may have the possibility to do this. All our innovation is in-house, we have the knowledge, flexibility and expertise to co-create something unique with you. Talk to Ola or Jared for more information.*

[www.nothingfishy.se](http://www.nothingfishy.se)

*For general inquiries, sales, orders, product and company information, contact:*

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**NOTHING  
FISHY**