

alberts®

“Make a healthy life the easiest option”





Our patented **Soup & Smoothie robots** are a world's first to prepare healthy personalized snacks from wholesome frozen ingredients.

Our solutions are **ready to scale**, easy to operate, profitable and compact. Since 2015, we've sold over 45,000 drinks.

Our market is food service providers (at work, gyms, hospitals & schools) and retailers.

Our ambition is to become the reference brand for healthy snacking through food robotics solutions and reach millions of consumers daily through our Direct-2-Consumer (D2C) brand approach.



alberts[®]

Make a healthy life the easiest choice

We envision a net positive food system without trade-offs - from sustainable sourcing, processing and supply chains to individually curated healthy diets.

*Our mission is to make a **healthy** diet as accessible, sustainable and enjoyable as possible through smart use of technology.*

The problem – Healthy eating remains hard

Society

Almost half of early deaths (>5.6m a year) are directly linked to not eating enough fruit and vegetables resulting in a wide range of pathologies (overweight, cardiac and cancerous diseases)

D. Aune et al., Int. J. of Epidemiology, 2017

Consumers

Only 9% eat enough fruit and only 3% of consumers eat enough vegetables daily.

Belgium. WIV voedselconsumptie

Locations

Employers, Unis or hospital directors all want to serve healthy food 24/7.

Food service providers

Need to differentiate, and therefore must rethink their entire offering since clients ask for renegotiations towards a more qualitative offering while keeping costs low.

The opportunity – All actors aim for a healthier offering

We contribute to the Sustainable Development Goal (SDG) 3: good health and wellbeing and are part of EU's farm to fork strategy.

Yet 80 percent of consumers acknowledge they try to eat healthily.

Mintel, Healthy Lifestyles US '15

Organizational standards and building certificates nowadays include the requirement of serving healthy food.

WELL certified

Food tech and **Food service providers** can bundle forces to make this happen.

WHY NOW? Benefitting from long-term trends and Covid-19 acceleration

Food service providers have been disrupted from one day to the other with Covid-19 and had to close. Restarting with more automated solutions for a fresh experience 24/7 makes sense **since clients request renegotiations to downscale the offering and modernize to keep the office attractive.**

Paul Pettas • 3rd+
Director Of Communications and Public Relations at Centerplate | Sodexo Spor...
19h • Edited •

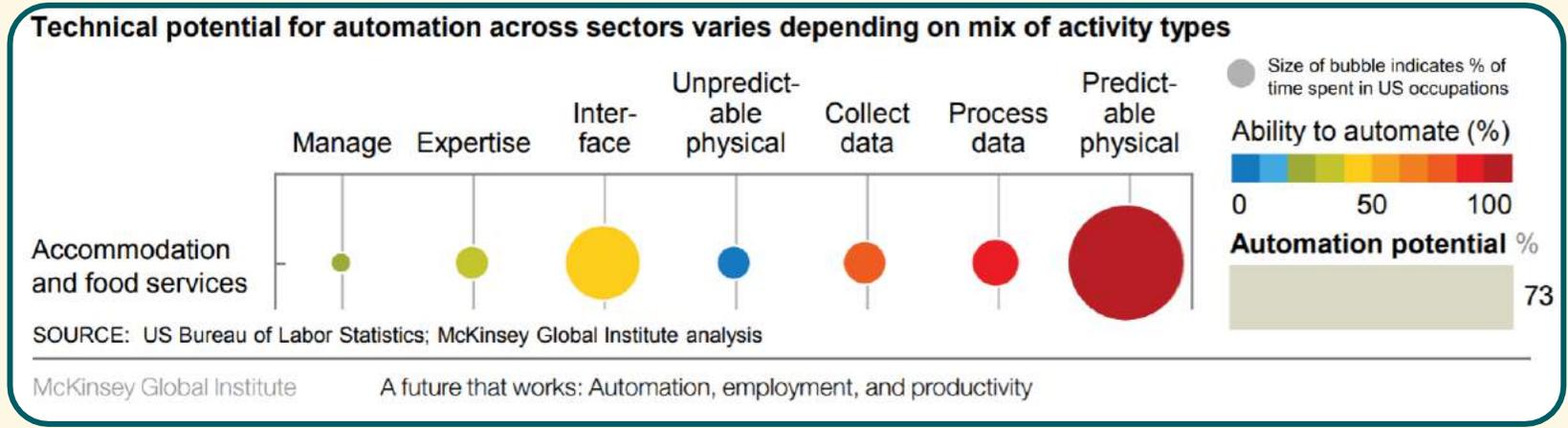
This week, Sodexo's VP of Digital Transformation Aurelia Valot spoke with Restaurant Business Online about efforts to future-proof today's kitchens and incorporate more automated equipment - like Picnic - into the fold.

And it's more important now than ever before.

#Innovation #Robotics #Technology



How automation is shaking up the kitchen
restaurantbusinessonline.com • 1 min read



Already in 2015, McKinsey stated that the accommodation and food services sector is the **#1 sector of highest automation potential at 73%**. Covid-19 is a pivot point to accelerate exploitation of this potential.

“Frankly, solutions like Alberts’ are exactly what were looking at for after Covid-19”
Director Compass HQ, November 2020

Additionally, Alberts benefits from three long-term trends:

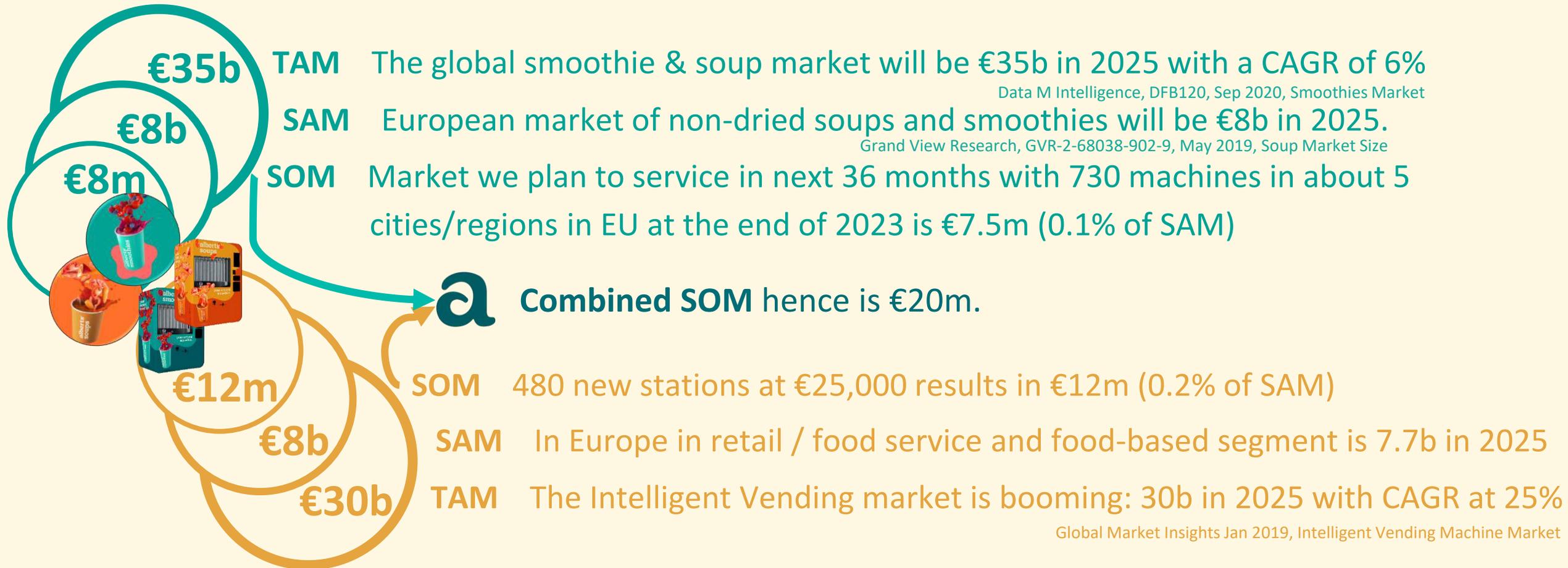


- 1) Snackification:** 70% of US adults snacks at least twice a day (Mintel Snacking ‘19).
- 2) Smart personalization:** Everything personal is the future.
- 3) Plant-based healthy food:** Food as a medicine and self care.

Market & size – We've calculated our SOM for the next 36 months

The Alberts Stations are a means to an end to sell healthy Alberts branded snacks through:

- 1) Food Service: 24/7 healthy solution for workplaces, higher education, hospitals, gyms.
- 2) Retail: seeking freshly in-house produced & automated solutions.



Tech Stack – Competitive advantage

A.Thinking | Understanding and influencing consumer buying behavior to master the future of personalised healthy food.

A.Making | Ensure agile production scaling with customized versions.

ART | Control platform for operational excellence

Smoothie Robot and Soup Robot serving personalized snacks.



One size fits all: combining Alberts' proprietary cartridge system and pure individually quickly frozen (IQF) & pellet ingredients results in a vast array of feasible end-products.



We hold a patent on the machine architecture which allows for a lean production and thus a scalable model.

Tech Stack – Operational excellence

A.Thinking | Understanding and influencing consumer buying behavior to master the future of personalised healthy food.

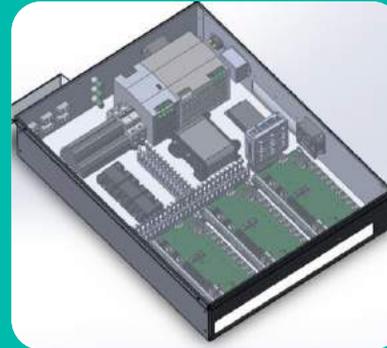
A.Making | Ensure agile production scaling with customized versions.

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Smoothie Robot and Soup Robot serving personalized snacks.



Local production partner ready to scale. Flexible production with support of Flanders Make.



Operational excellence is essential for food robotics scale-ups. To support a smooth EU roll-out we've developed a **proprietary control platform**, including cameras inside the machines.



Tech Stack – Direct-2-Consumer (D2C)

A.Thinking | Understanding and influencing consumer buying behavior to master the future of personalised healthy food.

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ART | Control platform for operational excellence

Smoothie Robot and Soup Robot serving personalized snacks.

The D2C communication allows to boost sales, and, in turn, may grow over time into a smart health food brand. Currently in development with Sodexo & EIT Food (persfo.eu) and testing at client in BE.

