



## **#MeetunMEAT**

**Presented in:**

### **Harvard Business School: Club of the Philippines**

**Food and the Future: Emerging Technologies for Food Sustainability**

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Good Afternoon Ladies and Gentlemen,

My name is Ted. And I am the CEO of Century Pacific Food Inc. And I'm here to make a brief presentation about our recent entry into the Plant Based category.

Just a disclaimer here. These slides were prepared by our Marketing Team and our Marketing folks only speak in one style - Shameless Self Promotion.

So please bear with me...

Okay, so let me jump right in.

At Century Pacific Food, we consider ourselves a protein delivery company.

We have been working with proteins since our company was born in 1978.

We started our corporate life 43 years ago as an OEM Contract Manufacturer and Exporter of Canned Tuna products based in the Philippines.

Our main markets then were just the US, Germany, and the UK. Fortunately today, we now have both OEM and Branded Product presence in 80 countries and 5 continents.

We are also happy to be able to maintain our market leadership in the Philippines for tuna.

Today, we are the leading canned protein company domestically to include canned meats, beans, and canned milks.

And we, apparently, are also the fastest growing milk company in the country today...

Here's a 40 year timeline of the major brands we've mostly built from the ground up.

As you can see, it only took my dad 5 years, and the forex crisis triggered by the assassination of Ninoy Aquino, to realize that the capabilities Century built as a low cost exporter to Western brands could be repurposed... to address the suddenly-short Philippine canned sardine market.

As a result, our first brand, 555 Sardines, was born.

We haven't stopped building brands since then.

As our Philippine branded businesses grew to eclipse our legacy Tuna OEM Export business, we made a conscious decision to stay in this industry because we believe that this business keeps us sharp and a cost conscious organization.

We also began serving our well-loved shelf-stable protein products to Filipino consumers who were not necessarily in the Philippines... our heroic Overseas Filipino Workers.

Starting with the Middle East, we eventually followed most of them to 80 countries so far.

More to come in this space!

As mentioned earlier, we have an over 40 year track record as a preferred OEM toll packer/supplier to the leading brands in the developed world, such as Subway (US), Hagoromo (Japan), Princes (UK)...

A few years ago, we expanded into the Coconut Water OEM business, supplying VitaCoco (US).

As par for the course in the export business, we have become extremely familiar with global regulations, certifications, environmental concerns, tariff barriers, safety and quality audits, social accountability audits, and halal and kosher certifications.

In the last few years, we used the same low-cost strategies to effectively enter the drinking milk category domestically via our own brand. This has resulted in a significant reduction in the cost per serving, to the benefit of the Filipino consumer, expanding the market.

This is also what we will attempt to do for Plant Based. We are taking on the challenge to make Plant-Based eating accessible to more Filipinos!

Okay, that was the intro. Let's now dive straight into Plant Based.

What is it?

Plant Based Meats are an Alternative to Animal Meat.

Tofu is the most common example of Plant Based Meat Analogues, meaning it performs like meat, but is made from plant materials.

Protein can also be extracted from micro algae or produced by special types of yeasts and other such micro-organic sources.

There is also Cultured Meat, Insect Protein - think mealworms for the pet lovers here - and Mycoprotein.

But back to Tofu...

In our 3 decades of experience with soy protein, we know that soy protein:  
... is a complete protein and contains all the 9 amino acids needed by the body  
... has meat-like texture

... is easily flavored  
... has lower calories and saturated fat.

And increasingly, it is lower cost than meat...

The major drivers of this latest plant-based meat cycle are:

Health and Nutrition concerns as highlighted by the Covid Pandemic,  
Environmental/ Climate/ Resource concerns,  
and Animal welfare concerns.

The global Plant Based Meat business is currently estimated at up to \$20B and forecasted to grow at approximately 15%+ CAGR in the next 5 years.

Interestingly, most Plant Based Meat products today sell at a steep premium to their animal meat counterparts and some don't seem to deliver that well on taste performance.

And this is where we come in - taking our 25 years of plant protein technology and nutrition science then applying it to this fast-growing market...

And Voila...**Meet UnMEAT!**

We have benchmarked our products against the leading global brands and we believe that we are competitive.

Beef Burgers, Pork Sausages, Chicken Nuggets and Pork Mince are our starting line-up of SKU's.

UnMeat is:

High In Fiber (higher than animal meat), and  
Certainly Protein

It also has:

No Preservatives,  
No Transfat,  
No Cholesterol.

And our aim is to price as close to animal meat as we can manage.

We also do our best to use as few and as familiar ingredients as possible. Because consumers these days read labels more and appreciate simpler, cleaner ingredients lists.

So finally our strategy to roll-out both domestically and globally is collaboration.

The task of building out a totally new category in the global food business is immense. We doubt whether any single company can dominate, so good partners with complementary capabilities will be in demand.

Thank You.