



# *Better* Foods

# Contents



01

**Introduction to  
Shinsegae Group/  
Shinsegae Food Inc.**  
(Share holder)



02

**Who We Are  
(Introduction to  
Better Foods Inc.)**



03

**What We Make  
(Our Products)**



04

**What You Can make with  
(Packaged Goods,  
Culinary)**



05

**What We Achieve Together  
(Activities & Partnership)**

# Introduction to Shinsegae Group

- Shinsegae owns nearly every shopping spectrum from F&B to retail (No. 1 offline, No. 2 online)
- Vast channels allow influential communication and experience to Korean consumers
- 2023 Annual Revenue : 31 billion USD



[ 22 Series winning baseball team ]

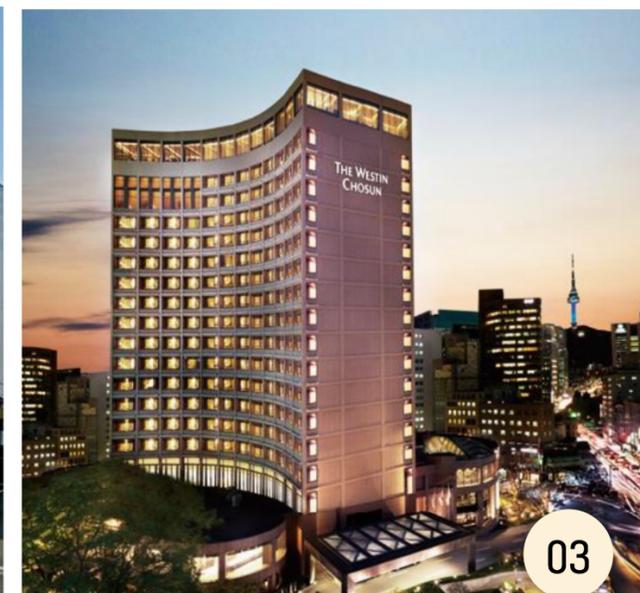
SHINSEGAE emart emart24 emarteveryday

SHINSEGAE FOOD SHINSEGAE CHOSUN HOTEL SSG.COM

SHINSEGAE PROPERTY



SHINSEGAE INTERNATIONAL PREMIUM OUTLETS<sup>SM</sup> SHINSEGAE DUTY FREE



# Introduction to Shinsegae Food Inc.

(Share holder)

Shinsegae Food Inc., an affiliate of the Shinsegae-Emart group, has secured the identity of a “food contents and technology creator” while operating various products since 1995. In 2022, the company generated about 1.41 trillion KRW [equivalent to 1.1 billion USD].



## Footprint of Shinsegae Food

### Area of Business

- Bakery (2nd place in Korea, 167 stores)
- QSRs (fastest growing, 207 stores)
- Retail (sold in 1000+ channels)
- Distribution (provides to MCK, BK, etc.)
- Food Service & Catering (Top 5 in Korea, 244 stores)

### Internal competences

- Food manufacturing (6 centers)
- R&D (highly specialized)
- Menu development
- Food logistics
- Global sourcing

# Introduction to Shinsegae Food Inc.

## Production & Distribution



### 6 manufacturing facilities across the nation

- 1) soups, meats, prepared meals, etc.
- 2) pizza, par-baked, fresh foods\*, etc.
- 3) RTC meat-kits, vegetable processing
- 4) baked goods, confectionary, etc.
- 5) plant-based meats, novel foods
- 6) dumplings, fermented buns, etc.

### Fully-automated central distribution center and local logistics hubs covers all Korea

## Reference

1  
Soups,  
Meats,  
Etc.



5  
Novelties  
(plant-  
based)



2  
Pizza,  
FFs\*,  
Etc.



6  
Dumplings



3  
Mealkits,  
vegetables



7  
Central  
Distribution



4  
Baked  
goods,  
sweets



# Contents



01

Introduction to  
Shinsegae Group/  
Shinsegae Food Inc.  
[Share holder]



02

Who We Are  
(Introduction to  
Better Foods Inc.)



03

What We Make  
(Our Products)



04

What You Can make with  
(Packaged Goods,  
Culinary)



05

What We Achieve Together  
(Activities & Partnership)

# Who We Are – About Better Foods

*We Dream Big  
to make a Better World  
with Better Foods.*

Better Foods Inc., an alternative food specialized company established in July 2022, aims to grow its business and boost competitiveness by leveraging its presence in the United States, which is the world's largest alternative food market.

The company proactively adopting cutting-edge R&D technologies, building local production networks, and securing online and offline sales channels.



*Better* Foods

# Who We Are – Better Foods Journey

2016

- Initiated proprietary research and development on alternative meat

2021

- Launched the alternative meat brand 'Better Meat', launched the first product line of 'Better Meat' cold cuts

2022

- Opened S. Korea's first plant-based deli & butcher shop 'The Better'
- Launched plant-based luncheon meat (frozen slices) / sausage patties
- Launched the world's first sodium nitrite-free plant-based canned ham
- Established Better Foods Inc. (USA)
- Operated a booth at the Plant Based World Expo in the US
- Launched plant-based frank sausage



2023

- Opened the 'The Better Vecchia & Nuovo' Restaurant
- Launched plant-based nuggets
- Opened 'Better Foods' global R&D hub 'The Better Studio'



- Launched 'You are What you Eat' as an integrated brand to evolve beyond alternative meat to an alternative food brand



- Secured funding from a Food Tech specialized VC, Cleveland Avenue to accelerate growth in the US



# Who We Are – You are What you Eat

Can the usual foods we love  
be turned into something that's  
better for the environment?

'YOU ARE WHAT YOU EAT' is Better Foods' take on plant-based alternatives. It's all about bringing tasty, healthy food to the table while caring for our planet. Think of plant-based alternatives as a fresh kind of menu, one that's good for our health, kind to animals, and gentle on the Earth. These dishes are made with plant-based 'foods' and other natural ingredients, so they're yummy and good for you. With 'YOU ARE WHAT YOU EAT', it's all about eating in a way that makes both you and the Earth healthier. It's not just about food, it's about a lifestyle choice for a better you and a better planet.



Can the everyday foods we love be turned into something that's better for us and the environment?



# Better Foods

# Contents



01

Introduction to  
Shinsegae Group/  
Shinsegae Food Inc.  
[Share holder]



02

Who We Are  
[Introduction to  
Better Foods Inc.]



03

What We Make  
[Our Products]



04

What You Can make with  
[Packaged Goods,  
Culinary]



05

What We Achieve Together  
[Activities & Partnership]

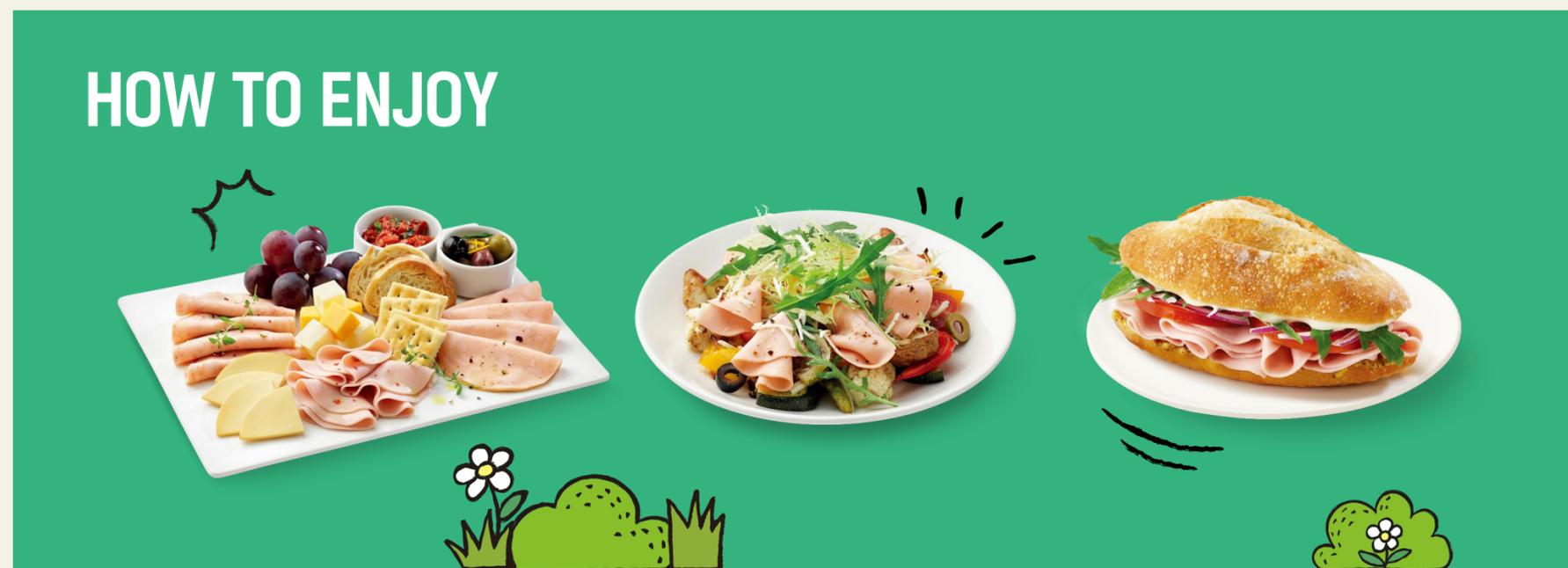
# What We Make

# Cold-Cuts Bologna



## Product Details

Ingredients: Soybean protein, vegetable oil, dietary fiber, etc.  
Serving Per Container (per pack): 500 ± 10 g, 40 Slices(12~13 g / Slice)  
Storage: Keep frozen / Shelf life 12 months



# What We Make

# Sausage Patties

## Product Details

Ingredients: Soybean protein, vegetable oil, dietary fiber, etc.  
Serving Per Container (per pack): 1.04 kg, 18 ± 2 ea(58 g / ea)  
Serving Size (per unit): 3.6 x 0.37 (L x H) inch  
Storage: Keep frozen / Shelf life 12 months



## HOW TO ENJOY

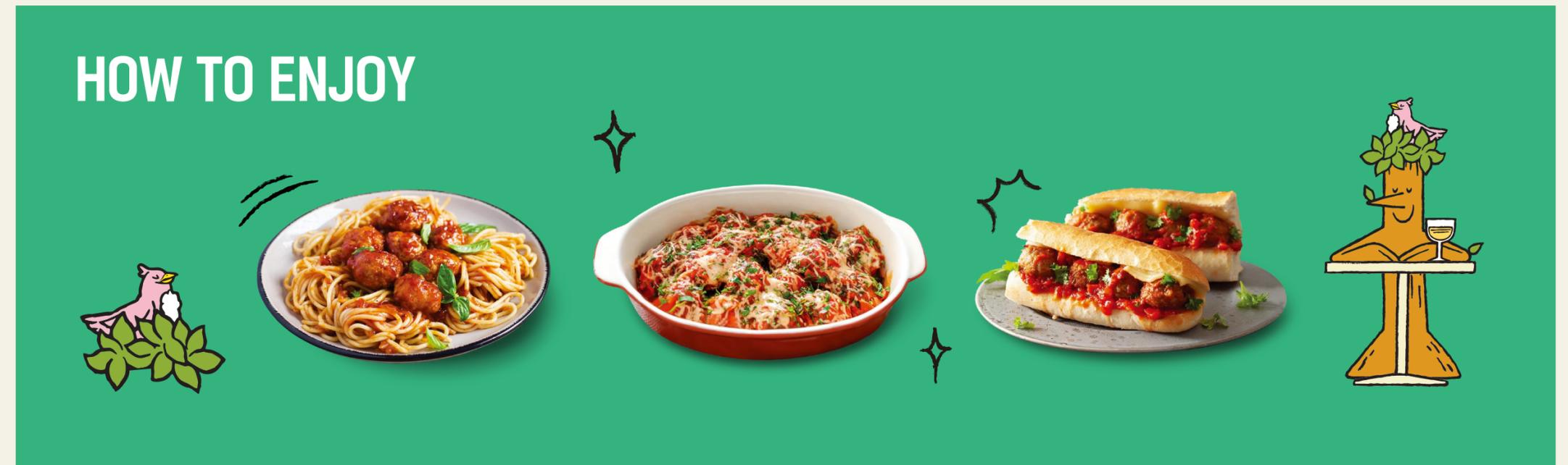


# What We Make

# Meatballs

## Product Details

Ingredients: Soybean protein, vegetable oil, fiber, etc.  
Serving Per Container (per pack): 1 kg, 125 ± 10 ea (8 g / ea)  
Serving Size (per unit): 1.2 × 1.06 × 0.6 (W × D × H) inch  
Storage: Keep frozen / Shelf life 12 months



# What We Make

# Mince

## Product Details

Ingredients: Soybean protein, vegetable oil, dietary fiber, etc.  
Serving Per Container (per pack) : 3 kg  
Storage: Keep frozen / Shelf life 12 months



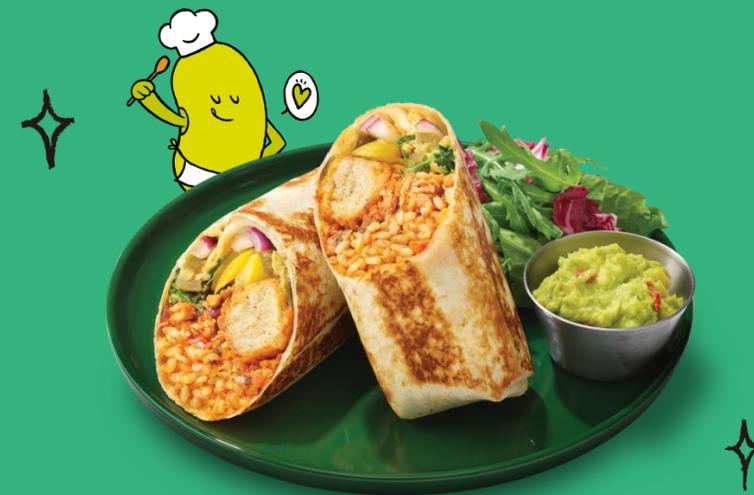
# What We Make

# Nuggets

## Product Details

Ingredients: Soybean protein, vegetable oil, dietary fiber, etc.  
Serving Per Container (per pack): 1 kg, 42 ± 2 ea(24 g / ea)  
Serving Size (per unit): 1.1 × 2.75 (W × D) inch  
Storage: Keep frozen / Shelf life 12 months

## HOW TO ENJOY



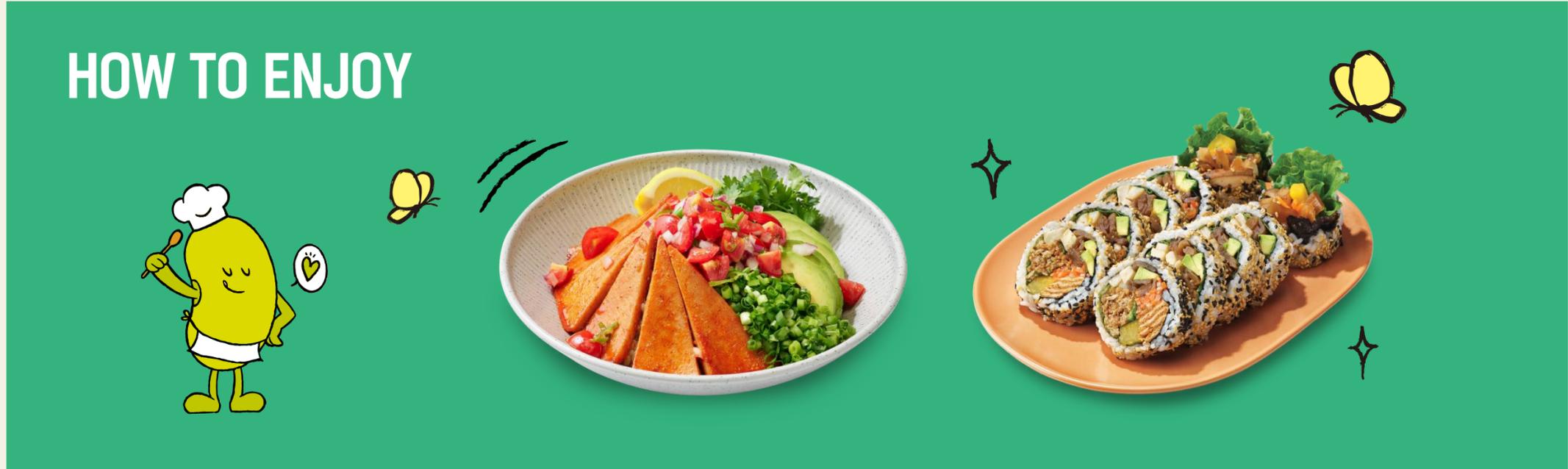
# What We Make

# Premium Luncheon

## Slice Type

## Product Details

Ingredients: Soybean protein, vegetable oil, dietary fiber, etc.  
Serving Per Container (per pack): 1.08 kg, 24 ± 2 ea(45 g / ea)  
Serving Size (per unit): 3.9 × 1.9 × 0.4 (W × D × H) inch  
Storage: Keep frozen / Shelf life 12 months



## What We Make

# Luncheon

## Can Type



## Product Details

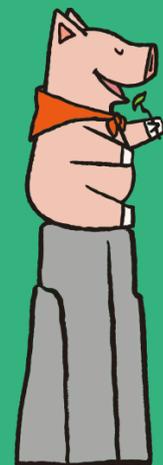
Ingredients: Soybean protein, vegetable oil, dietary fiber, etc.

Serving Per Container (per can): 200g

Storage: Store at room temperature (1~35 °C) / Shelf life 24 months

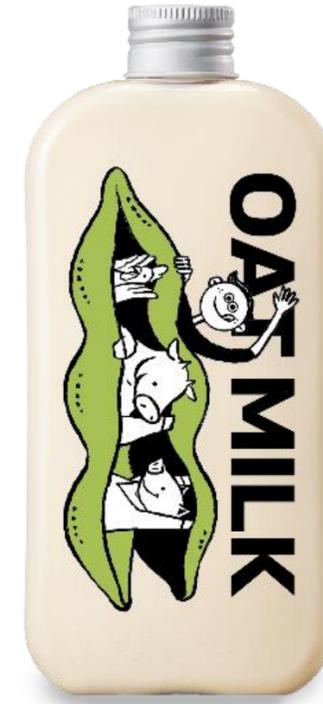


## HOW TO ENJOY



What We Make .....

# OAT MILK & CHEESE



# Contents



01

Introduction to  
Shinsegae Group/  
Shinsegae Food Inc.  
[Share holder]



02

Who We Are  
[Introduction to  
Better Foods Inc.]



03

What We Make  
[Our Products]



04

What You Can make with  
[Packaged Goods,  
Culinary]



05

What We Achieve Together  
[Activities & Partnership]

# What You Can Make With – Packaged Goods

\*Image of a private label product made using Better Foods' Base Materials.



Better Foods

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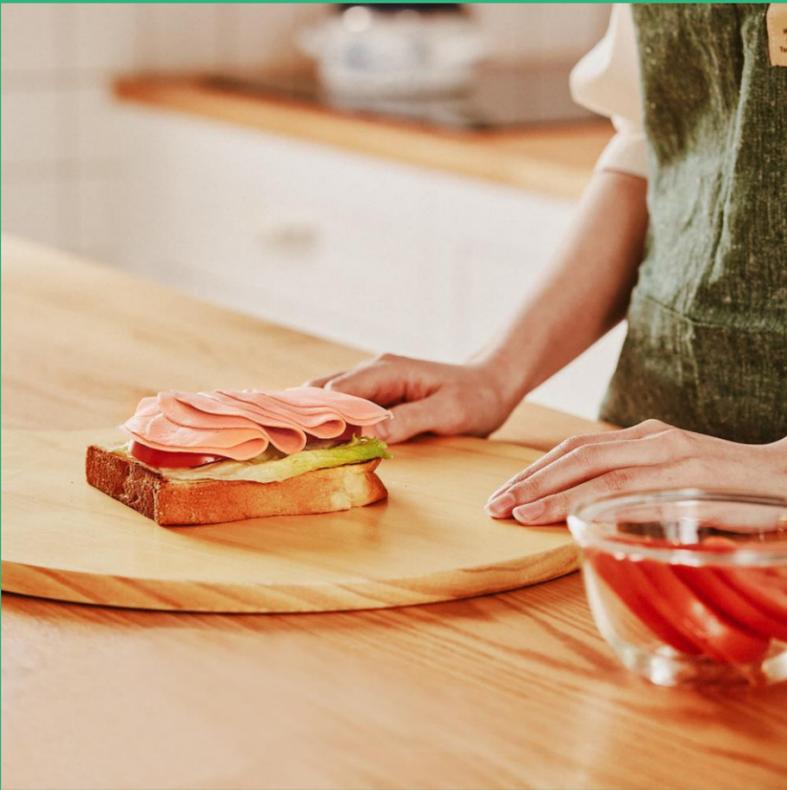
Better Foods



# What You Can Make With – Culinary



# What You Can Make With – Culinary



# What You Can Make With – Culinary

\*Image of a private label product made using Better Foods' Base Materials.



# What You Can Make With – Culinary

## BAKERY



Better Meat Hamburger



Better Meatball Croissant



Cold-cut Toast



Cold-cut Bologna Cobb Salad



Luncheon Meat Salad Croissant



Better Meat Pizza Bread



Better Salad



Better Burger



## Better meat & Better meet

### Plant Meat Egg Focaccia

Warm focaccia sandwich with plant-based meat, scrambled eggs, and cheddar cheese, made from plant-based ingredients.



### Plant Meatball Cheese Sandwich

Sandwich with soft baguette filled with tomato sauce, plant-based meatballs made from plant ingredients, mozzarella, and cheddar cheese.

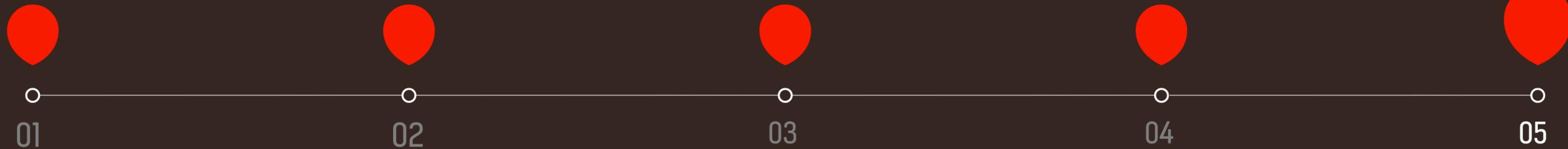


### Plant Meatball Soup

Sweet and sour tomato soup containing finely chopped onions and plant-based meatballs made from plant ingredients.



# Contents



01  
Introduction to  
Shinsegae Group/  
Shinsegae Food Inc.  
[Share holder]

02  
Who We Are  
[Introduction to  
Better Foods Inc.]

03  
What We Make  
[Our Products]

04  
What You Can make with  
[Packaged Goods,  
Culinary]

05  
What We Achieve Together  
[Activities & Partnership]

# What We Achieve Together – Our Activities



## Better Day campaign

Better Foods is running the "Better Day" campaign to raise awareness of the social value of alternative food while enjoying meals made with "Better Foods" products.



## Exhibit at PBW

In September 2022, Better Foods exhibited their latest product, "Better Meat," at the Plant Based World EXPO (PBW) in New York with the intention of gaining a foothold in the global alternative food market.



# What We Achieve Together – Partnership



**DOOSAN**



PORSCHE



**KOREAN AIR**

**AIRFRANCE**



HYUNDAI  
**MOBIS**

**DEVSISTERS**



British Embassy  
Seoul

JOSUN  
HOTELS &  
RESORTS



THE MÉNAGERIE



SEOUL CLUB

AMORE PACIFIC

**emart**



**DEVIL'S DOOR**  
BREWERY



The Korean Buddhism Chogye Order  
**JOGYESA**  
Seoul | Together | Future

SHINSEGAE INTERNATIONAL



**Goyang**



# Contact Us

We value diverse perspectives on our company and products.

We welcome any inquiries or consultation requests at your convenience.

Please do not hesitate to contact us through the provided channels to discuss further.

## Service



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**Thank you**



*Better* Foods