

Plant-Based No Compromise

Great taste & texture

High in protein





Our food system is reaching its limits

Plant-based nutrition is the key to a resilient & sustainable food future



Lower Footprint

Reduced environmental impact vs animal agriculture



Resource Efficient

Less water, land, and energy required



Highly Nutritious

Packed with vitamins, proteins and minerals



Scalable

Can meet growing global food demand



Why Plant-Based fall Short?

Current options don't meet consumer & industry requirements



Taste & Texture

Poor mouthfeel, off-flavors



Nutrition

Low protein, nutrient deficient



Cost

Premium pricing limits adoption

Why Alfred's?

We cracked the code to meet all consumer requirements



- ✓ **Unmatched Taste & Texture**
Indistinguishable from animal products
- ✓ **High Protein Content - 18%**
Superior protein profile
- ✓ **100% Vegan - 100% Delicious**
No compromise on flavor
- ✓ **Affordable Cost**
Accessible to mainstream consumers
- ✓ **Endless Variety**
Versatile platform for multiple products



Alfred's Enabling Technology



What Is It?

- Layering technology inspired from film-coating

Advantages

- Regulatory ready
- Scalable & simple

What Can It Do?

- Enabling technology to include of innovative ingredients
- Produce protein-rich variety of products

Proprietary

Patent protected

Patent Family #1 (PCT Application) – Plant-based food product and method for its production

Patent Family#2 (PCT Application)- Protein-based products with improved properties



Competitive Advantages



Attribute	Traditional Plant-Based Hard Cheeses	Traditional Plant-Based Cold-Cuts	Alfred's Platform vs. competitors
Taste & Texture	Close to reference Masked off-notes	Close to reference Masked off-notes	Close to reference Masked off-notes
Protein	Double or more than any product in the market	Wide range	18% protein
Product Variety	Limited range	Limited range	Wide range: poultry, seafood.. matrix for new ingredients
Technical Advantages	No maturation frozen storage	No maturation frozen storage	-

We Scaled Up to Validate

Manufacturing, consumer liking, unit economics

3

SKUs

Full process scale-up
completed

500kg

**Monthly
Production**

Commercial
manufacturing
capacity

100%

Launch Ready

Affordable to make,
efficient to produce



Made with **GAMMA**

Validated Consumer Liking

Qualitative Focus Group

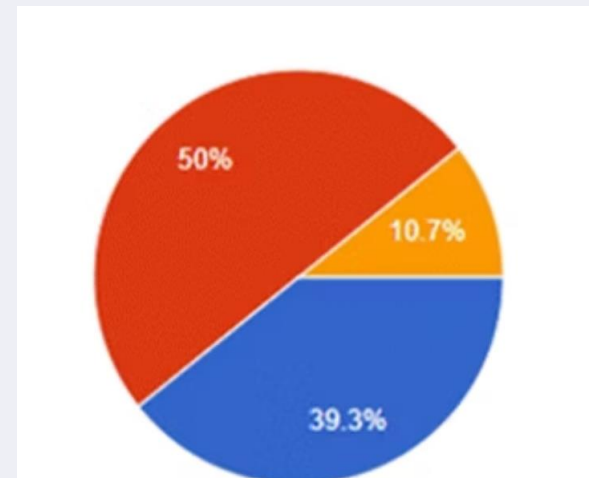
"A win-win for anyone looking for quick, delicious, nutritious meals"

"A total game changer in the global market"

Quantitative Study

Alfred's Gouda (18% protein) preferred over competitors (0% protein)

High liking scores across all Alfred's products

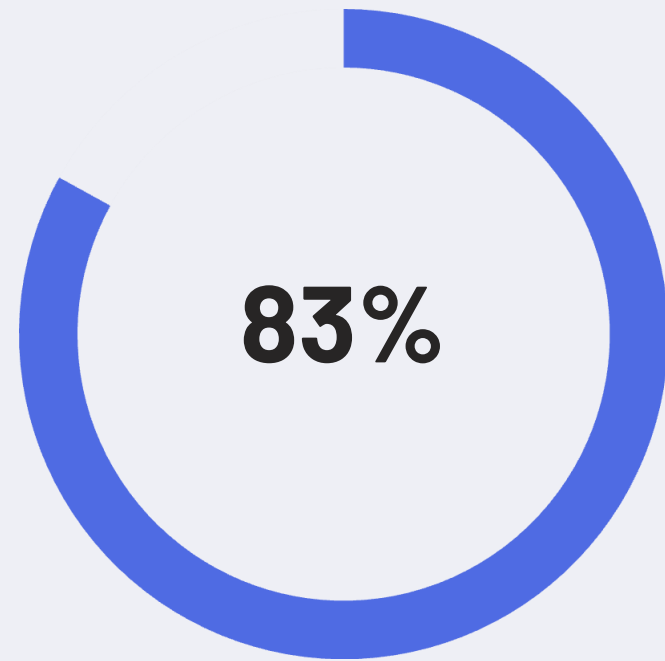


- Slices without protein
- Slices without protein
- Equal preference

28 participants provided feedback

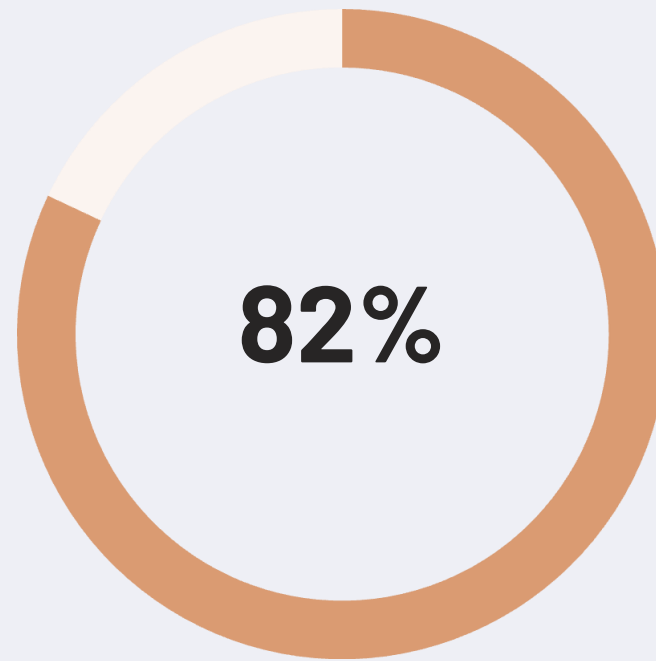
We Launched in Google's Dining

Partnership with Yarzin-Sella, high-end food service



Met/Exceeded Expectations

Tasters found Gouda impressive



Purchase Intent

Would buy once available in retail

"I couldn't believe it was plant-based! Taste and texture spot on!"

41 Survey respondents from Google

Retail Launch in Victory Supermarket

Leading Retailer

69 stores catering to vegan consumers

2 SKUs Launched

Demonstrating real consumer interest

Data-Driven

Purchase metrics confirm market viability

Consumer Feedback

Positive online reviews driving growth

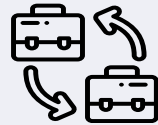


Strategic Growth Framework



Vision

Revolutionize plant-based proteins globally



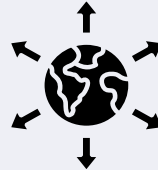
B2B Model

Partner with established industry leaders



Economic Foundation

Strong unit economics with <2 years ROI



Global Expansion

Israel launch, US & EU growth from 2026



Execution Strategy

Scalable manufacturing & continuous innovation

Partner Benefits

- Proprietary technology access
- Rapid manufacturing ramp-up
- Strong profit margins
- Competitive pricing strategy

Fundraising To Grow

Q4 2025

Raise \$4M to fund expansion
Secure strategic partners

1

2

2026-2027

Invest \$1.5M in CAPEX with partners
\$200K monthly burn rate
Focus on R&D and expansion

2028

Achieve cash positive operations
Scale manufacturing capabilities

3

Funding History

Successfully raised **\$8.7 million** to date from strategic investors.

Capital has enabled us to:

Develop proprietary technology

- Validate product-market fit
- Build manufacturing capabilities
- Secure patent portfolio



Our Team



Gofna Liss-Rubin

CEO



Rafi Shavit

CCO



Marina Kirjner

CTO



Ariel Gerber

COO



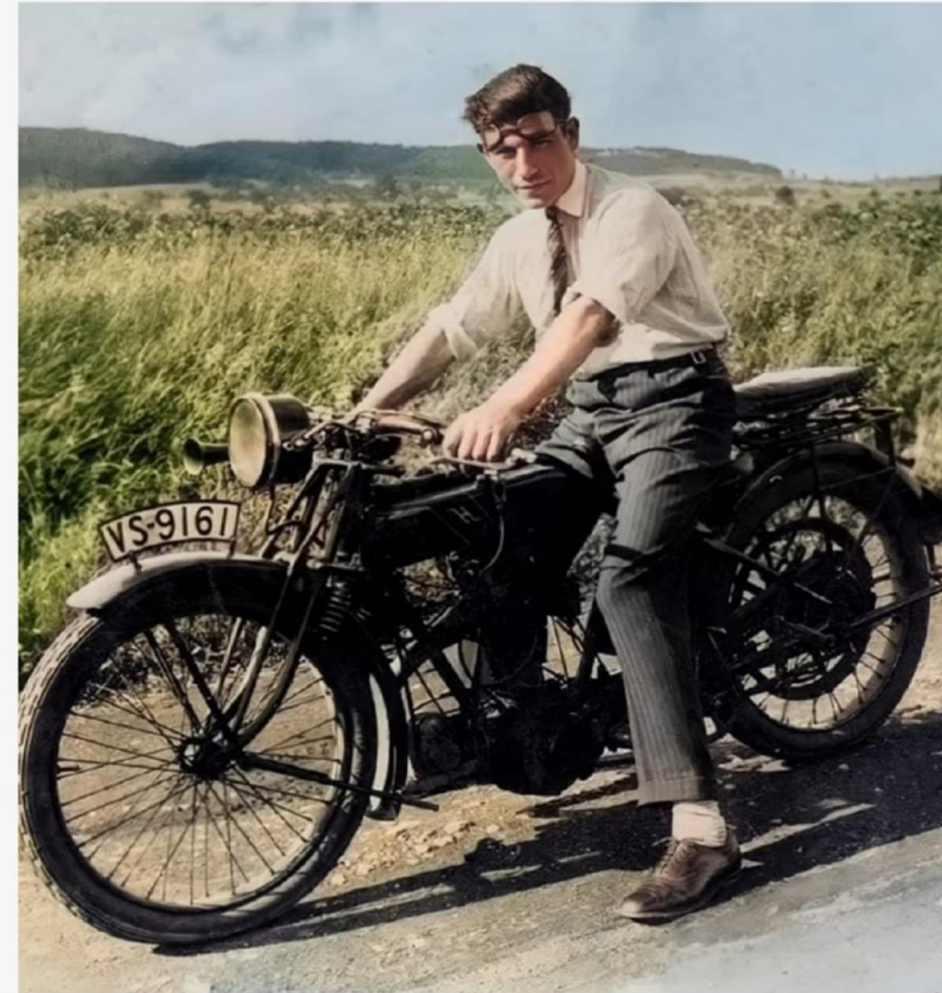
Adi Rosenshine

Head Of Marketing

Who's Alfred?

The late Alfred Reinberg was a meat producer in Buenos Aires 70 years ago and the grandfather of our founder.

Today, Alfred's FoodTech is continuing his family tradition of meat and dairy production applying modern technologies and sustainable solutions.



Thank you

PR

[Vegconomist](#)

[Channel 10 -Economic Channel](#)

[Walla! Food](#)

[The Dejargonizer](#)

