

Future food solutions
closer than you think



WHO WE ARE?



Novel Foods Holding is a company that based in Abu Dhabi in the UAE.

When choosing projects for investment, Novel Foods is guided by two key criteria, determined by our vision of the current cycle of development of civilization and the current state of global society:

- **Project should give a “Big Dream”**
- **The project must correspond to our vision of the “Man of the future”**

Big Dream

Innovation, like no other type of activity, is based on **the quality of personnel**.

One of the key modern trends is **fierce competition for “talents”**. And this race cannot be won only through high wages.



Big Dream

Therefore, **Novel Foods concentrates on projects that can significantly change the world and solve global problems.**

“Trivial tasks” are no longer able to “light up the eyes” of:

employees

partners

government
representatives

consumers

What should a Man of the Future be like?

Modern business offers two extreme answers.



1. Man as a consumer maximizing his own pleasure. The basis of the worldview is extreme hedonism.

Novel Foods does not invest in projects that correspond to this paradigm

Man of the future

2. Man as a creator, for whom the significance of the result of an activity far exceeds the situational discomfort associated with its achievement.

In such a paradigm, the society needs projects that ensure good health – both mental and physical. Projects that allow to improve yourself and the world around in order to achieve maximum results in work.

This is precisely the main “DNA” of the projects in which Novel Foods invests.

SWEET PROTEIN

FOODS
NOVEL

Sweet proteins are protein molecules that are naturally found in small quantities in some equatorial fruits. They are 3,000 to 10,000 times sweeter than sugar, but do not lead to an increase in blood glucose levels. Novel Foods produces sweet proteins via a biotechnological method using microorganisms.

NATURAL FRUITS

Pentadiplandra



BRAZZEIN

Serendipity
berry



MONELLIN

Katemphe
fruit



THAUMATIN

- ✓ Extensive product safety studies have been conducted
- ✓ Sweet protein is certified in the UAE
- ✓ Recipes for use in products (drinks, ice cream, confectionery) are being developed



SOFT
DRINKS



SWEETS



ICE CREAM

SWEET PROTEIN

Novel Foods will build
a **USD500 million**
biotech production
site in Abu Dhabi



- The amount of investment in the first phase is \$ 120 million
- Annual production capacity – 200 tons of sweet protein per year (equivalent to 200k tons of sugar per year)



Concept Center, Dubai

The company has opened a **Conceptual Center in Dubai**, which is a platform for developing innovative products and showcasing innovative developments.

Healthy Innovation Conference

Novel Foods is one of the main sponsors and organizers of the major foodtech conference **HiConf**, which brings together the world's best scientists, startups and investors for technology transfer to the UAE.



CONCEPT CENTER INTRODUCTION

Infotainment

Engage with the future of food through interactive and educational experiences that make learning about plant-based innovation both fun and insightful.

Chef training

Provide specialized chef training programs, empowering culinary professionals with innovative plant-based techniques.

Tasting

Exclusive tasting sessions designed to showcase the culinary potential of our plant-based products. Additionally, we organize blind tastings and independent panel evaluations for benchmarking purposes

Laboratory

We innovate and refine new recipes, ensuring our plant-based meats meet the highest standards of taste, nutrition, and sustainability.



CONCEPT CENTER ACTIVITIES



CONCEPT CENTER INTRODUCTION

10 months

13x events

**250+
participants**

**Universities, hotels,
retailers, blind tasting
experiments**

COMMUNITY



COMMUNITY

