

33% of European consumers identify themselves
as flexitarian/vegan/vegetarian/pescatarian

Source: FMCG, 2021



REDUSAT

Fat solution for nutritious &
tasty plant-based food



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"Plant-based" evolved from a niche trend
to an embedded trend. Innova Market
Insights identified "Plant-Based: The
Canvas for Innovation" as the number
two Top Food Trend for 2022.

FUJI OIL EUROPE
ADDING VALUE TO EVERY RECIPE

The Challenge

Main drivers for a flexitarian lifestyle are **health**, concern over **animal** welfare and the **environment**. Today's conscious consumer expects no less than a **taste** experience similar to the animal-based counterparts.

Our Solution

Health & Nutrition

- ✓ Lowering saturated fatty acids intake, up to 60%

	Redusat	Coconut	Lard	Tallow	Milk fat
Saturated FA (%)	15 - 40	92	40 - 50	54 - 61	63
Trans-Free	✓	✓	✓	6%	4% - 8%

Taste & Texture

- ✓ Texture similar to common hard fats, like coconut oil
- ✓ Lingering, full-bodied flavour release & mouthfeel, to satisfy any savoury or sweet craving



Clean & Transparent

- ✓ Based on shea from our factory in Ghana & sunflower oil
- ✓ Non-GMO & non-hydrogenated

Shea Sustainability Tebma-Kandu program



Preservation of parklands



Local value creation



Women empowerment

Contact us: www.fujioileurope.com