



★★★★★
PROTASTE
— High Protein Pasta —

EAT SMART. LIVE STRONG.



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— High Protein Pasta —

We are Protaste – makers of pasta that supports your performance, recovery and vitality.

We bring science, sustainability and good nutrition together in one product.



**100%
NATURAL**

About Protaste

Protaste brings together the best of Dutch food science and Italian pasta craftsmanship. All our pasta is produced in our certified facility in Italy, where tradition meets innovation.

Our products are developed in collaboration with dietitians, athletes, chefs and healthcare professionals and are already used in hospitals, by (elite) sports teams and by thousands of health-conscious consumers across Europe.

Our Track Record

We are proud that our pasta is already used in various places to support a healthy lifestyle, recovery and muscle growth.

- ✓ In households
- ✓ Gyms
- ✓ Hospitals
- ✓ Residential care
- ✓ Professional sports clubs
- ✓ Professional athletes



Strong margin and smart rotation

Whether you operate in sports retail, health food stores, e-commerce, wholesale, or medical and healthcare foodservice, Protaste offers a compelling value proposition and rapidly growing demand, both branded or in PL.



Durable

If you're looking for food that strengthens both your body and the planet, Protaste is the logical choice: plant-based, high in protein and with up to 80% less CO₂ than animal proteins.



Business trends

At Protaste we perfectly addresses the rapidly growing demand for high-protein, carbohydrate-conscious, and clean-label foods — categories that are experiencing explosive growth among young, conscious consumers who prioritize health and performance.



Cooperation

We believe in partnerships that generate more than just revenue: together we build a healthy food offering for people and the planet. We can do this under our own Protaste Brand or develop jointly your Private Label brand.

Ready to collaborate? Schedule a consultation today and discover how Protaste can enhance your offering with sustainable, protein-rich innovation.



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Powered by Plants. Crafted for Performance.

Discover Four High-Protein Shapes.
One Nutritious Formula.



Fusilli



Risoni



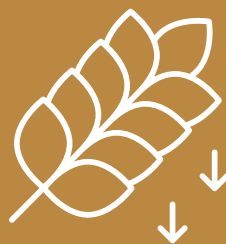
Macaroni



Sedani



HIGH IN PROTEIN



LOW CARB



CLEAN LABEL



For recovery & energy:

supports muscle building and recovery after training, but also helps to maintain daily vitality



For anyone who cares about healthy food:

more protein, less carbohydrates – ideal for a conscious, balanced lifestyle.



Sustainable & responsible:

pure, no additives and a significantly lower CO2 footprint than animal proteins.





More than 60% of young consumers (20-40 years old) and 25% of 40+ consumers choose a plant-based protein-based main meal every week.



Plant-based protein-rich foods are gaining popularity among both 20- to 40-year-olds (for muscle building and performance) and the over-40s (for maintaining muscle strength and vitality), making functional protein products an increasingly conscious choice.



Low-carb eating is popular among 20- to 40-year-olds who are consciously focused on energy balance, fat burning, and a healthy lifestyle. For those over 40, it also plays a role in maintaining stable blood sugar levels and a healthy weight.



The dominant trend in 2025 is healthy convenience: food should not only be nutritious but also readily available, time-saving, and perfectly suited to a fast-paced, mindful lifestyle – a necessity, not a luxury.



Consumers aged 20 to 50 expect transparent food without artificial additives, with a short ingredient list and a clear sustainable origin – clean label has become the standard.

Sources: Innova; CBS, ProVeg

CONSUMER TRENDS



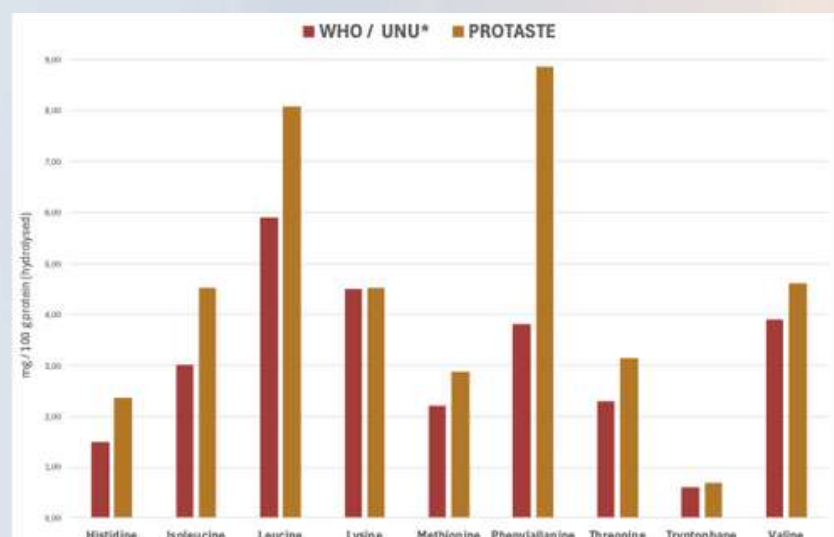
Protaste pasta is not a new fancy regular protein pasta.

Our high-protein pasta is **scientifically developed** to deliver an **optimal balance of energy, essential amino acids, and dietary fiber** – supporting muscle growth, recovery, and sustained strength. Each serving provides a concentrated **source of complete proteins with key amino acids** like leucine, isoleucine, valine, and lysine – crucial for muscle protein synthesis and overall vitality.

Nutritional values per 100g

Type	Value*	% Daily intake (approx.)	RDI**
Energy	333 Kcal	17%	
Protein	52,3 g	104%	50 g
Carbohydrates	12,6 g	5%	260 g
- sugar	1,7 g	2%	90 g
Fats	4,4 g	6%	70 g
- saturated fat	1,0 g	5%	20 g
Fibers	18,5 g	62%	30 g
Salt	0,8 g	13%	6 g

Amino acid profile mg/g protein (hydrolysed)



*WHO / UNU: minimum values set by WHO/UNU on amino acids profile per mg / 100 g protein (hydrolysed) for vegetable proteins to support muscle protein synthesis.



OUR USP's



Our approach is simple: good for people, good for the planet.

Our pasta stands out by combining science, taste, and functionality — making it the perfect foundation for both our own Protaste brand and private label solutions. ***Each recipe is (scientifically) designed to deliver superior nutrition and consistent quality, offering high protein, low carbohydrates, and clean-label ingredients*** with a smooth, authentic pasta texture.

Protaste pasta empowers brands, retailers, and foodservice professionals to offer meals that truly make a difference — ***for health, strength, and sustainability.***



52g protein /100g



Low carb, high fiber, clean label



100% European made



Scientifically validated

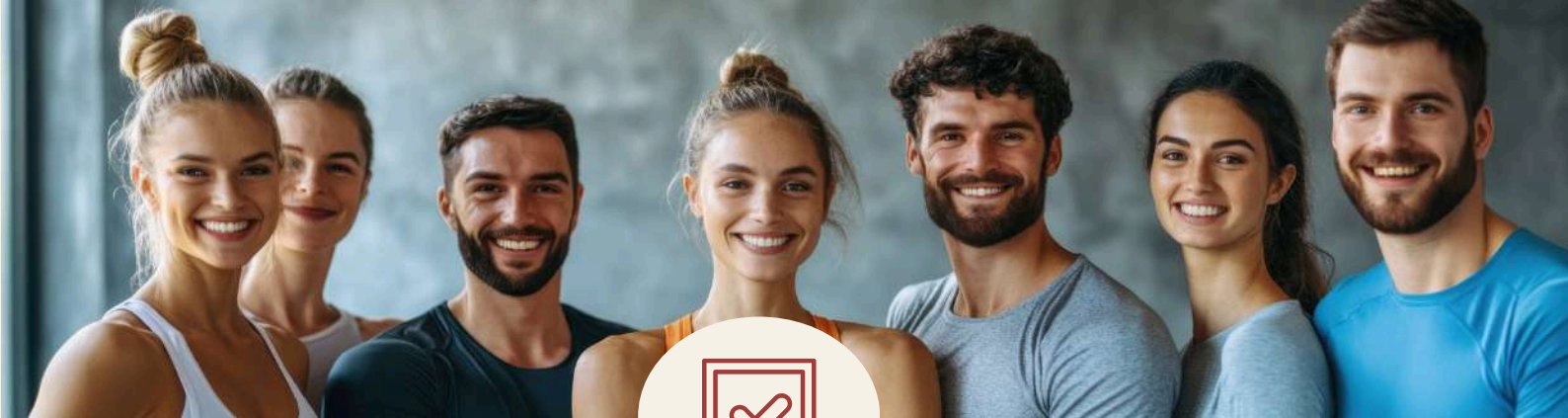


Strong shelf & foodservice appeal



Award winning Pasta





TRUSTED BY PROFESSIONALS

Protaste pasta is trusted by professionals across multiple sectors — from Healthcare (University Hospitals and Recovery centra) to sports (professionals) and Retail - OOH - E-commerce.

In hospitals and care institutions, it supports recovery and strength through balanced nutrition. In sports and performance centers, it fuels athletes with high-quality protein for muscle growth and endurance. And in retail, it offers consumers a functional, tasty, and sustainable alternative to traditional pasta. Wherever nutrition meets performance, Protaste makes the difference.

Foodservice



- Hospitals
- Recovery centra
- Sports restaurants
- Meal producers

Sports



- Professional sporters
- Sports clubs
- Sports restaurants
- Sport teams

Retail / E-commerce



- Consumer packaging
- Ready to eat meals
- Pasta salads
- Health foods

Protaste is the official partner of:



Beat cycling team (UCI)



Bart Hoolwerf
(Dutch champion & Olympic skaters)



PARTNERSHIP OPPORTUNITIES

At Protaste, we believe that strong partnerships create strong products.

Whether you're part of the foodservice industry, a retail brand, or a nutrition company, our collaboration models are designed to help you – with innovative, high-protein pasta solutions that deliver taste, performance, and trust.

1 Industrial pasta for Foodservice

Tailored for hospitals, caterers, and large-scale meal producers, our industrial pasta offers consistent quality, high protein density, and functional nutrition for professional use. Available in 1 kg, 3 kg, and 25 kg formats – ideal for large kitchens and ready-meal production.



2 Protaste Brand

Our consumer line brings professional nutrition to everyday meals, designed for Retail, Out-of-Home (OoH), and E-commerce channels. Each pack combines functionality, clarity, and strong on-shelf appeal, showcasing our key benefits: high protein, low carbs, and rich in fiber.

3 Private label

We offer full private-label solutions, from formulation to packaging design.

Customize your own protein pasta range – choose from our proven recipes, packaging formats, and sustainability options.





OUR ASSORTIMENT AND OPPORTUNITIES

Pasta variant		Industrial 1kg 3kg 5kg 10kg	OEM 25kg (BB)	Private Label 250g 500g	Protaste 250 g 500g
	Sedani	✓	✓	✓	✓
	Fusilli	✓	✓	✓	✓
	Penne	✓	✓	✓	✓
	Pipe rigate	✓	✓	✓	✓
	Tagliatelle	✓		✓	
	Linguine			✓	✓
	Lasagne			✓	✓
	Risoni	✓	✓	✓	✓
	Mezze Maniche	✓	✓	✓	✓
	Noodles			✓	
	Spaghetti	✓		✓	✓
	Gnocco	✓	✓	✓	✓
	Elbows	✓	✓	✓	✓
	Tubetti	✓	✓	✓	✓

All product variations and formulations are fully customizable in collaboration with Protaste.
Together, we tailor recipes and formats to meet your exact market and nutritional needs.



PACKAGING & PRODUCTION OPTIONS

Protaste offers complete flexibility in packaging and production, whether you choose from our certified pasta recipes or prefer OEM production with local packaging in your destined market.

SPECIFICATION - STANDARD TERMS



MOQ	800 kg Pasta dough
Maximum variants per MOQ	2 variant per MOQ of 400kg
Pallet	Standard Euro 80x120, other options to be discussed
Average boxes per pallet	<ul style="list-style-type: none">• 30 - 50 boxes, depending per product variant• 250g - 30 bags per box• 500g - 20 bags per box• 1kg - 7 - 10 bags per box
Private label	Product MOQ:
Packaging options	<ul style="list-style-type: none">• Consumer packing 250g or 500 g• Industrial packaging 1kg
MOQ Print foil	500 kg (per variant)
HS Code	1902.19.40



Made in Italy
Manufactured in our certified production facility



OEM Production - Local Packaging
Buld delivery in big bags or industrial packs, final packaging takes place in the destination country.



WORLDWIDE SUPPLY & LOGISTICS

Protaste delivers worldwide, from our certified locations in the Netherlands and Italy, directly to our partners across retail, foodservice and other nutritional driven industries.



- Deliveries available on the basis of EXW, FCA, FOB, CIF, CIP and DAP
- Flexible logistics setup to fit customer preferences and regional requirements
- Coordination via European ports and airfreight hubs
- All shipments include standard documentation and export compliance

***From production to your destination -
seamless, certified, and on time.***



QUALITY ASSURANCE

Behind every Protaste pasta product stands a foundation of science, precision, and European craftsmanship. Our pasta is produced in Italy under IFS, BRC, and HACCP-certified conditions — **ensuring consistent quality, safety, and nutritional excellence**. Each batch undergoes comprehensive quality control, including COA verification and amino acid testing to guarantee optimal protein composition.

In close collaboration with dietitians, universities, and R&D partners, we continuously refine our formulations to meet the highest standards of performance nutrition — proof that our claim “**scientifically proven**” is more than just words.



BRC

Food Safety

CERTIFICATED

IFS
Food



* Protaste pasta is Halal suitable, certification process started
Kosher and Vegan suitability available on request



SUSTAINABILITY & RESPONSIBILITY

At Protaste, we are committed to building a more sustainable future — one meal at a time. From our European production and local sourcing to our plant-based proteins and recyclable packaging, every step of our process is designed to reduce environmental impact and promote circular nutrition.

Our approach is simple: good for people, good for the planet.



Lower footprint impact vs animal protein



Sourced and produced in Europe



Clean recipe and clean label



100% plant-based protein





Get in Contact

At Protaste, we believe that strong partnerships start with a personal connection. Whether you're interested in our branded products, private label opportunities, or industrial solutions – we're here to help you find the right fit for your market.

Company Information

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