



Fast oche

pu...rée que c'est bon !

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Team 1



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Is France now more concerned about the environment?

140%

growth in **environmental concerns** among the French population in the last 10 years

58%

believe meat production is **bad for the environment**

However...

meat consumption has remained at a **constant level** throughout the last 10 years

27 % of the French population consume **meat daily**

45 % of which are aged between **18 and 24 years old**

What drives people to reduce their meat consumption?



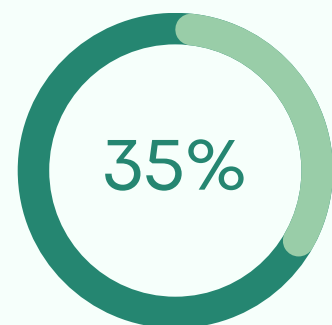
Price

of consumers believe meat is too expensive



Health

of consumers believe that eating meat daily is bad for their health



Environment

of consumers reduce their meat consumption as an incentive to protect the environment and this number is expected to rise to **45% in the next three years**

What plant-based products are currently offered on the market?



Why are people not buying those plant-based products?

01

The products are not accessible

Plant-based meat substitutes are priced at a premium, often too high for students or young adults who are on a budget

02

They don't look appetising

The market offering is rather homogeneous. Taste and texture play a decisive role when making purchasing decisions.

03

They are not always easy to cook

People consider that these products may require more effort to incorporate in their diets than regular ones.

04

They try to imitate meat

People don't like that meat alternatives imitate the taste and texture of real meat with additives.

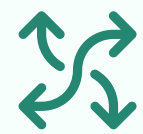
Source: Szenderak J. et al. (2022) Consumer Acceptance of Plant-Based Meat Substitutes: A Narrative Review

Veylinx (2022) Our Plant-Based Future: New Research Reveals Consumer Demand for Smorgasbord of Meatless Alternatives

Michel F. et al. (2021) Consumers' associations, perceptions and acceptance of meat and plant-based meat alternatives

A natural puree concentrate high in protein

Value proposition



Simple to use / Flexible



Tasty / Nutritious

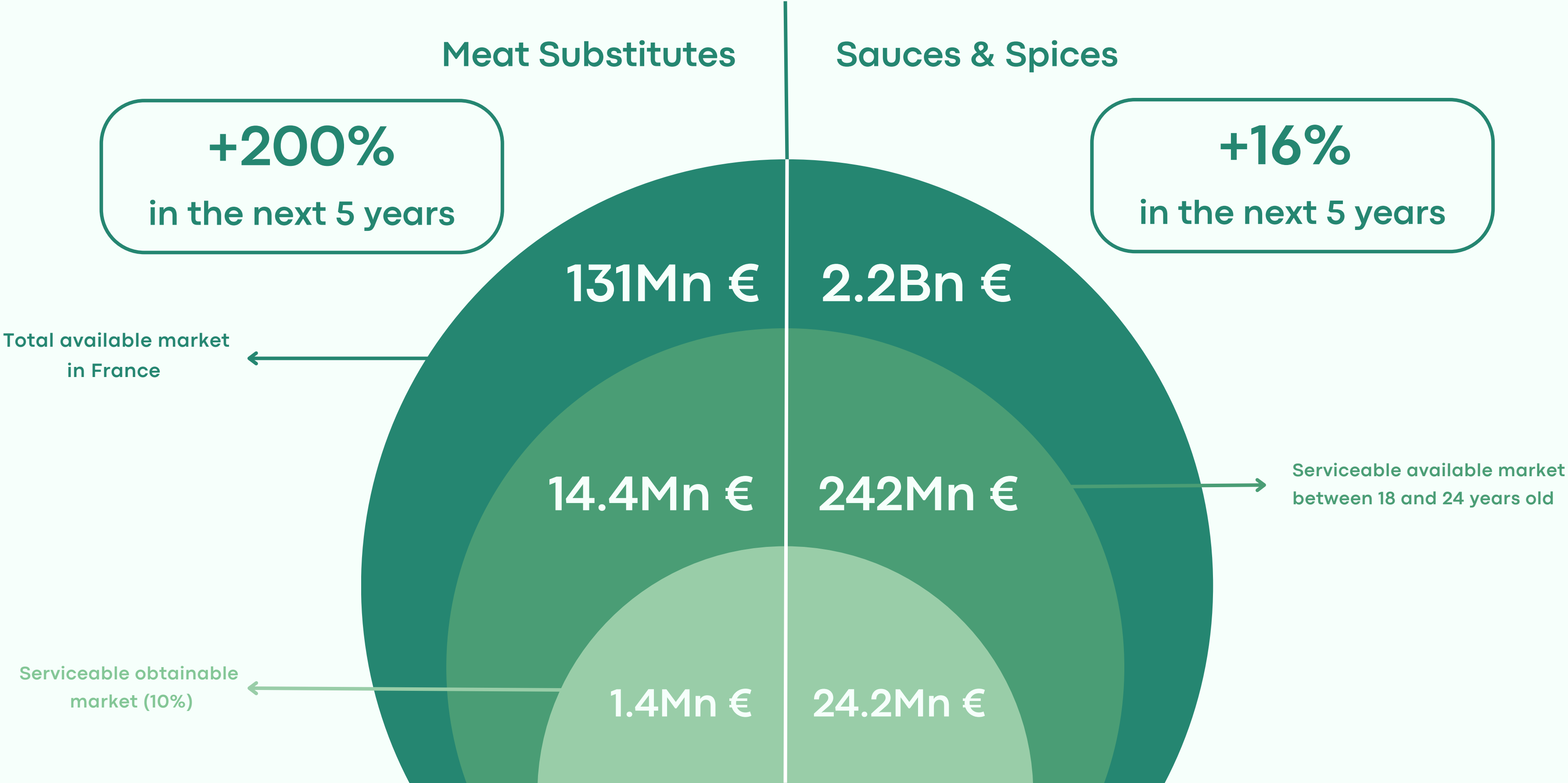


Sustainably and locally produced

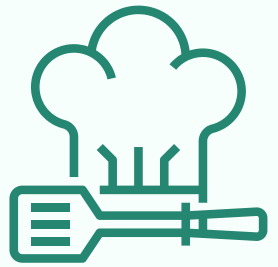


Accessible pricing

French Market Size

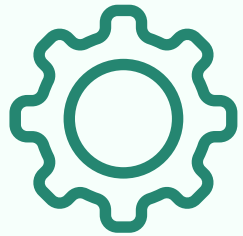


What is our product offering?



Easy to cook and tasty

This concentrate can be added to any dish or snack to add flavour and protein



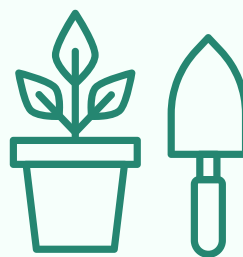
Low-processed

Reduced supply chain and a short and simple ingredients list



Sold in supermarkets and retailers

Associating our product to their grocery purchasing decisions



Guarantee of ethical and sustainable practices through local suppliers

Responsibility as a core priority









How can the product be used?

- As a paste on a sandwich or toast
- As a sauce when diluted with water
- As a base for more specific dishes



Why buy this product?

- High in protein (20-30% more than regular concentrates)
- Tasty and more creative/original than existing sauces
- Can be incorporated into daily habits and used for different dishes every time



"Pu...rée que c'est bon"

"Fast'оче is committed to providing products that are respectful of the environment, its producers, and its consumers' health. Our plant-based high protein and high quality purée is easy to use, tasty, versatile, and nutritious, enabling high protein gains without relying on meat, complex recipes, or excessive ingredients"



Are there similar product offerings on the market?



Omie & cie, founded in 2019

A French plant-based sauce

- **Minimalist and transparent presentation**
- Emphasis on being **local, natural, socially responsible, and sustainable**
- Only available **online**, affecting their **popularity and availability**

16 M € Raised in series A round in Feb 2023

500 K € Revenue in 2021

50 % Retention rate

How should we price our product?

3.73 €

Average price for sauces other than ketchup in France

Accessible product

Competitive pricing to reach our target market and respond to their needs

Transparency

Break down the price for customers to visualize the impact of what they are paying

(producers, ecological and social projects, manufacturers, service, TVA & Nestlé)

Offline Acquisition Channels

Partnerships, Sampling & Customer Referral Programs



Supermarkets

Combine and sell at a discount

Provide tasting stations especially during the launch phase



Gyms, Universities and Student Housing

Promote and provide sale points / tasting campaigns in reception desks in gyms, student housing and common kitchens



Prize Draw - Customer Reward

Just like Nescafé, Fast'oché could launch promotions such as collecting lids for the chance to win a prize

Online Acquisition Channels

Social Media Strategy



Partnerships



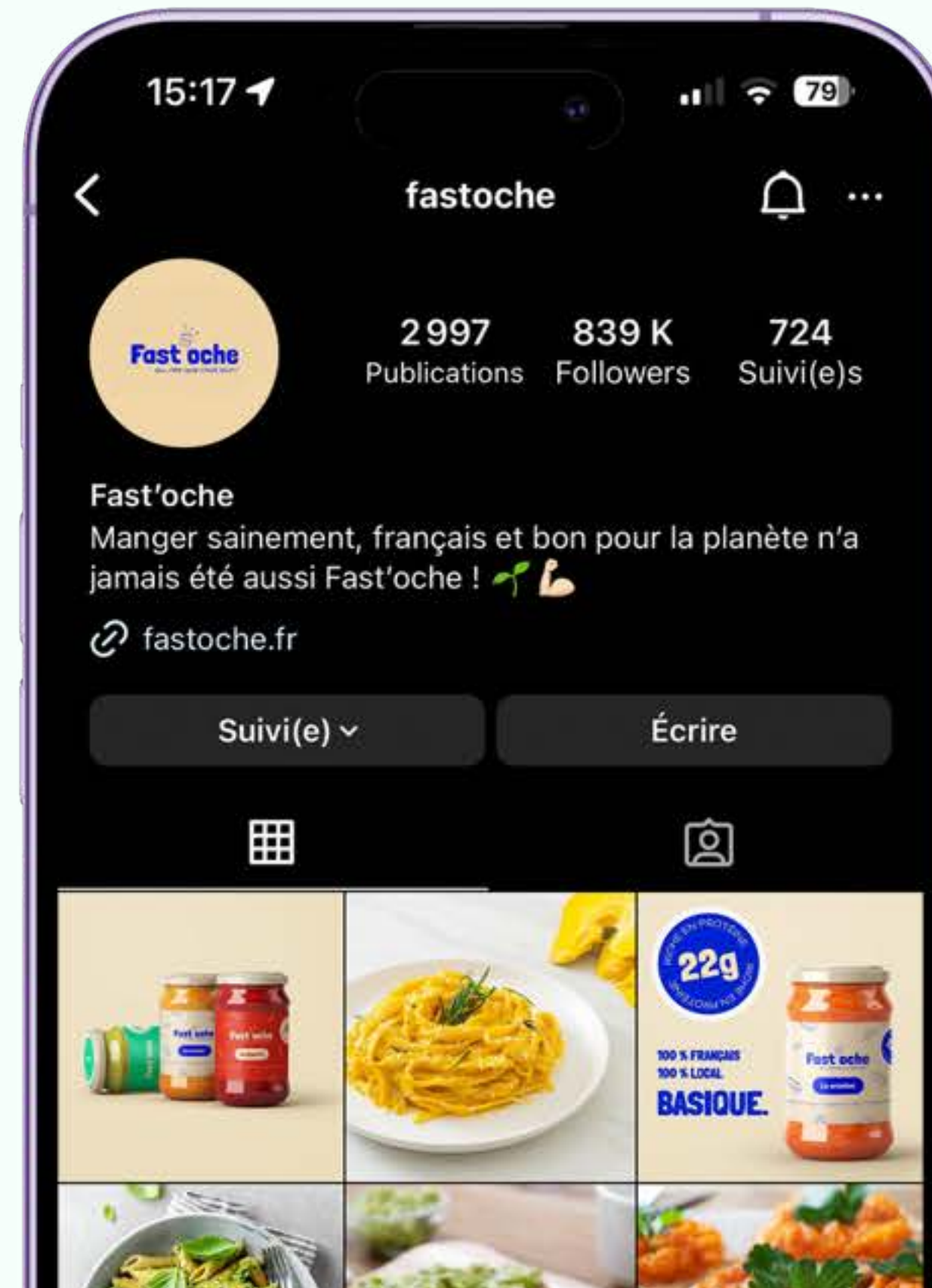
Education



Engage audience

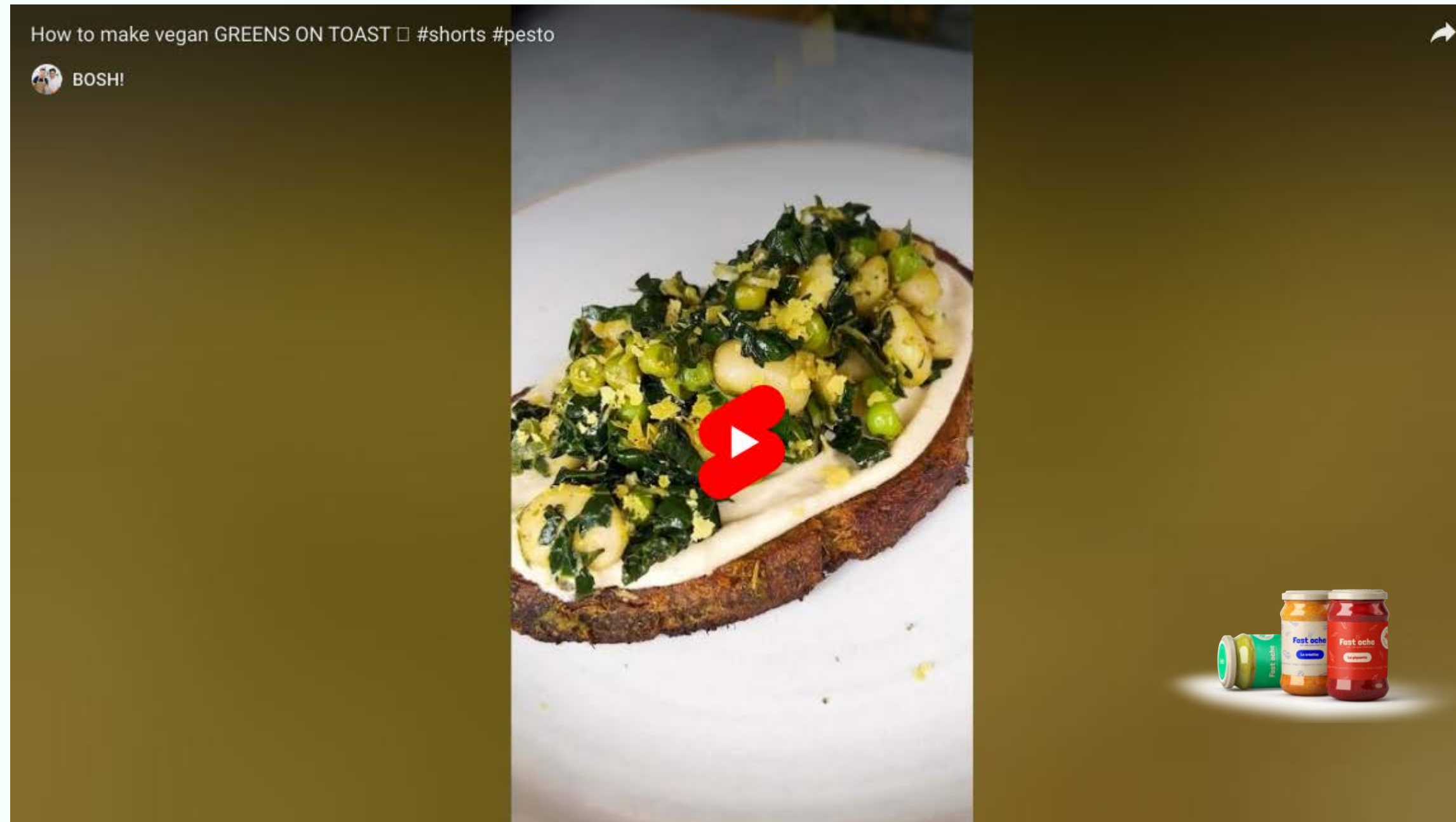


Encourage User
Generated Content



Online Acquisition Channels

Influencer Partnerships

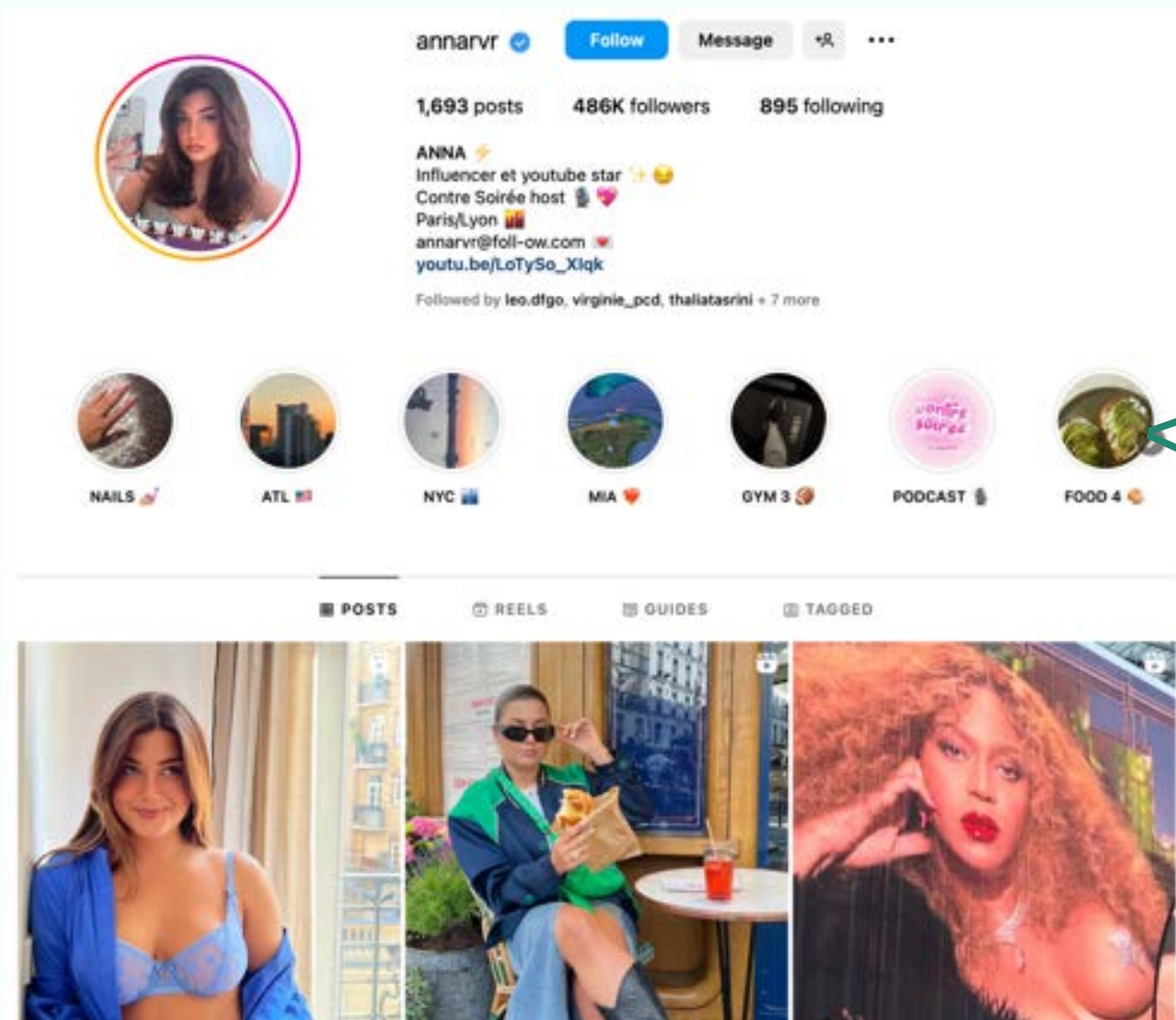


Partnership example - BOSH!

Such content highlights the nutritious value of Fast'оче and how it provides a sufficient protein intake for young people

Online Acquisition Channels

Influencer Partnerships



Annarvr - 480K+ on Instagram & 580K+ on YouTube

Annarvr is a lifestyle blogger and influencer who also promotes healthy eating habits and can be a great partner in spreading Fast'oché both to people and on toast !



What are the benefits for Nestlé?



Gap in the market

Opportunity to create a new brand with a product that differentiates from Garden Gourmet's offering and yet can be complimentary

Dual transition

For the customer who wishes to reduce his meat consumption and eat less-processed food and for Nestlé to switch to more locally-produced ingredients and more sustainable practices across their brand portfolio

Manger sainement, français et bon
pour la santé n'a jamais été aussi Fast'oche

Merci !



Appendix







Tomato
Chickpea
Onion
Garlic
Basil
Pepper



Lentils
Carrots
Onion
Garlic
Parsley



Butternut
Soja
Onion
Garlic
Truffle
Parsley

Roadmap of the product

The next steps for Fast'oché

1

R&D, PRODUCT DEVELOPMENT

2

PROTOTYPING

3

DEVELOPMENT OF 360°
COMMUNICATION

4

PRODUCT RELEASE

5

SALES RECOVERY AND NEW
PRODUCT DEVELOPMENT

PLANNING



Following Nestlé's Net Zero Roadmap

Sourcing our ingredients sustainably

Working with farmers, suppliers and communities to source ways that protect ecosystems, reduce emissions and enhance livelihoods.

➡ Dairy and livestock
Page 10

➡ Soil and forests
Page 15



Driving toward cleaner logistics

Optimizing routes, filling vehicles more efficiently, switching to low-emission fuels and renewable electricity and using more rail transport.

➡ Page 33



Transforming our product portfolio

Creating new, low-carbon products, and reformulating existing ones using ingredients and processes that are good for both consumers and planet.

➡ Page 20



Using renewable energy to manufacture our products

Making products more sustainably by switching to renewable electricity, using more renewable fuels and investing in energy efficiency.

➡ Page 29





Nicolas

Student



21 years old



Lives in Paris alone



Omnivores

Nicolas is a communication student. He had to get a flat in Paris to study. He doesn't have much money but he would like to be careful about what he eats without getting into trouble because he is consuming too much meat and is concerned about the environment.

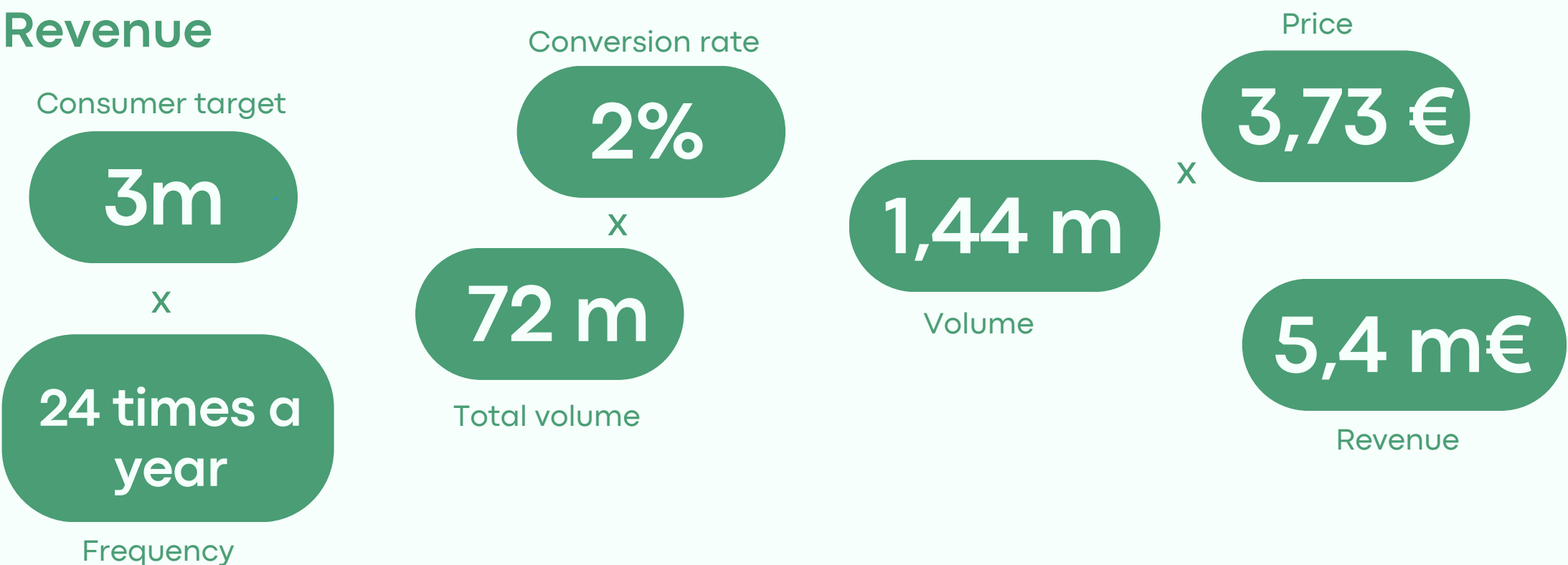
Customer journey

Phases of journey	Before shopping	While shopping	In front of the product		After shopping
Actions	Goes to the nearest supermarket where he usually does his groceries	He goes through the shelves and picks up products that attract him	He looks at vegan products because he would like to reduce his meat consumption	He takes a quick glance at them before making a choice	He finished putting the groceries away
Customer Thought	I hang out on social networks because I'm lazy to go shopping	I need to find simple things to cook and implement in my weekly diet and not too expensive	These products all seem the same	Is too expensive	I'm glad I'm done shopping
Customer Feeling	😞	🤔	😓		😄
Opportunity	Propose a campaign on the social networks of our product	Offering him new products that are appetising and simple to cook and seem easy to incorporate in weekly meals and not too expensive	Offer products with a completely different look and branding	A product with a more natural composition	A healthy product that tastes good

P&L Assumptions Year 1

Expected synergies between Nestlé brands to reduce R&D and manufacturing costs

Revenue



Cost

