

meeat.



MUU

FOODSERVICE

SAME SAME, BUT PLANT BASED

The delicious MUU products offer great taste regardless of diet: for vegans, vegetarians and those who have a mixed diet. MUU products are made from peas and stomach-friendly fermented fava beans.



VEGAN



Protein



Fiber



Soy-free*



Gluten-free*



Wide product
portfolio



Delicious
taste & texture



Easy to use



Produced in
Finland



GMO
-free

*check product
specific info



WHY CHOOSE SOMETHING NEW?



STORAGE MANAGEMENT

- Frozen products
- Long shelf-life



MINIMIZED WASTE

- Handy package sizes



PRICE

- Competitive price
- Affordable price per serving



NUTRITIOUS

- MUU products contain lots of protein and fiber and little saturated fat
- The products are a great fit for large kitchens and mass catering



INTERESTING AND WIDE SELECTION OF PRODUCTS

- Our selection includes products for many different needs and kitchens
- The well-known MUU products pique people's interest on lunch menus, for example



EASY TO USE AND VERSATILE

- MUU products are an easy and delicious replacement for meat for all meals, from breakfast to supper
- The products work like their meat counterparts
- Easy preparation saves time



8 SUSTAINABILITY PROMISES BY MEEAT



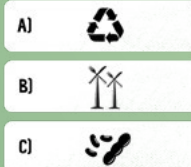
1. MEEAT MAKES MOVING TO THE NEW ERA OF FOOD EASY, DELICIOUS AND HEALTHY!

It's simple: We can't keep eating meat the way we're used to. It's time for a change! Although change can be scary, we should not fight it, but embrace it. We believe that all of us will eat more plant-based food in the future – some more, others less. We have made it our mission to make this transition quick, easy and delicious!



2. WE ARE CONVERTING MEAT PROCESSING FACTORIES TO BE PLANT-BASED

We believe that the world already has enough factories – they are just not used for the right purposes. Permanent change comes from making existing resources serve future production. We are changing the world in a concrete way by making meat processing factories more suited for the next level of evolution. The same equipment that was used to process meat will increasingly be used to make plant-based food.



3. WE OFFER CHOICES THAT ARE GOOD FOR THE CLIMATE AND TALK ABOUT THEM IN AN UNDERSTANDABLE WAY

All of us, whether it's companies, governments or individuals, must do our part to fight the climate crisis. However, making choices that are truly good for the climate might still be challenging. There's lots of information, maybe even too much, and it might be difficult to find the correct and most important information from the flood. Different operators have different ways of calculating a product's carbon footprint, for example. We want to show you the carbon footprint of our products from farm to table in a way everyone can understand. Nobody has the time or energy to go through difficult lists of numbers: we want concrete information about carbon footprints! You can read more about the topic here.



4. WE CHOOSE THE BEST PACKAGING MATERIALS

We have to admit: even though our products have a small carbon footprint, most of it comes from packaging materials. Our packages are currently mostly plastic, but there's a good reason for it. At the moment, plastic packaging is the most product-safe choice, and it also the most efficient choice when it comes to the amount of necessary packaging material. We always choose packaging that is best for you, the environment and the product. It might be difficult to believe, but in this case, plastic is the best choice for the climate as well!



6. ITS SMART TO BE EFFICIENT WE DONT DRIVE HALF-EMPTY CARS

The stupidest thing that we can imagine is driving around the country in half-empty cars, taking piles of nothing from one city to another. For this reason, Meeat's products are transported around Finland in Tuoretie cars. Tuoretie is the country's largest logistics service provider. Since a large logistics company takes care of transport, we can efficiently move around lots of products. Tuoretie's cars already run on diesel and biogas. The use of biofuel cars will increase as new cars are purchased to replace the old ones.



7. WE ARE A RESPONSIBLE SOCIAL ACTOR

For us, sustainability also means taking responsibility for the people who work with us – our employees, customers and subcontractors. Meeat's products are primarily produced in a factory that is located around Kannus in Central Ostrobothnia, Finland. People have long, fulfilling careers at the factory. The factory is a significant employer in the region, but it previously functioned only as a meat production facility. The meat industry has been declining, but Meeat has brought work to the Kannus factory and made it livelier! Though it previously had dark prospects, Meeat has given new life to the factory. We are happy to participate in developing the region and promoting its well-being.

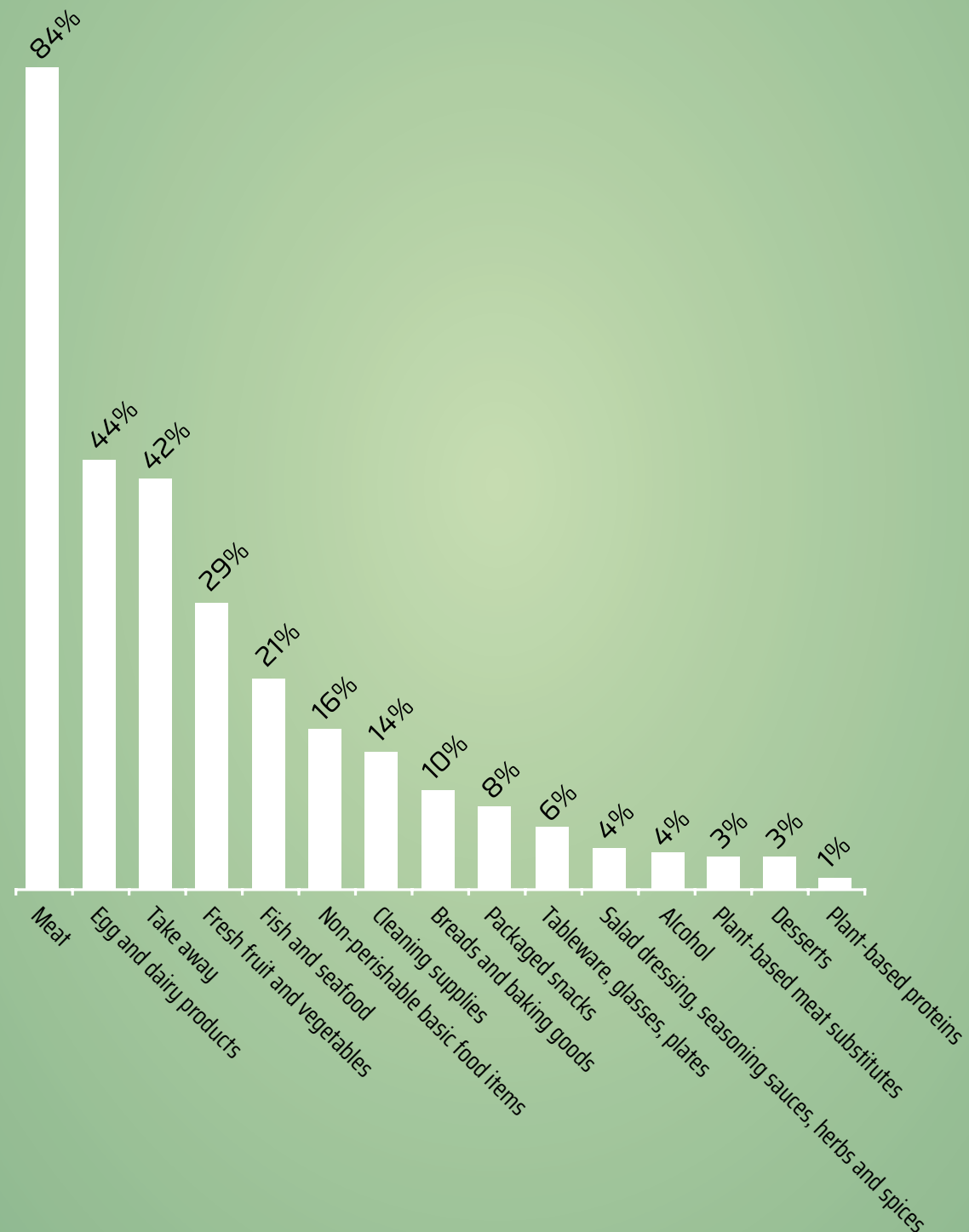


8. WE ARE CHANGING THE WORLD ONE MEAL AT A TIME

We at Meeat have an ambitious goal. We are going to challenge today's food production and its norms. We want to be the next step in the evolution of food, and we are inviting you to join us.

INFLATION

Operators in the food industry have stated that procurement prices for meat, industrial foodstuffs and take away products have risen the most.



Source: Datassential, The Table - The State of the Operator & the Road Ahead, 2022

EXAMPLE MENU WITH MUU PRODUCTS

FOR LUNCH LINES

MONDAY

Sausage soup with
MUU Sausage Bites

TUESDAY

MUU Bolognese and spaghetti

WEDNESDAY

Tortillas with MUU Mince Crumble

THURSDAY

MUU Vegan Kebab sauce with rice

FRIDAY

MUU Ravioli



STREET FOOD STYLE

MONDAY

Kebab wrap with MUU Vegan Kebab Slices

TUESDAY

Pita bread with beet Fallero falafel

WEDNESDAY

Pan pizza with MUU Mince Crumble

THURSDAY

MUU Royale Burger and fries

FRIDAY

Vegan meatball sub with MUU Meeat Balls



MUU PLANT-BASED SAUSAGE BITES

1 KG



VEGAN



Source of protein



Source of fiber



Soy-free



Dairy-free



Lactose-free



Gluten-free



Frozen



The pea-based MUU Sausage Bites are a tasty and convenient way to add protein to different foods. With MUU Sausage Bites, you can easily make a delicious vegan version of traditional Finnish sausage gravy. The Sausage bites are also great for casseroles and stir fry. The product is fully vegan and contains no allergens. The product is sold as a frozen product in 1 kg bags.

TRY IN A
TASTY SAUSAGE
SOUP!

NUTRITIONAL CONTENT PER 100 G

Energy	852 kJ / 205 kcal
Fat	13,1 g
of which saturated fat	4,9 g
Carbohydrates	10,4 g
of which sugars	0,9 g
Fiber	4,5 g
Protein	9,1 g
Salt	1,2 g

Lactose	0 g

COOKING



at 180 °C (fan) for
approximately 10 mins.
or



fry in a pan or grill on
medium heat for 8 mins.

STORAGE

-18 °c or under.

MUU VEGE MINCE

1 KG



VEGAN



Rich in protein



Rich in fiber



Dairy-free



Lactose-free



Frozen



The cereal-based MUU Mince Crumble is a delicious cooked product that is an easy substitute for mince meat in all foods. The product is fully vegan. MUU Mince Crumble is sold as a frozen product in 1 kg bags.

USE LIKE
COOKED MINCED
MEAT

RAVINTOARVOT PER 100 G

Energy	867 kJ / 208 kcal
Fat	10,5 g
of which saturated fat	4,9 g
Carbohydrates	16,0 g
of which sugars	1,5 g
Fiber	3,5 g
Protein	10,5 g
Salt	2,0 g

Lactose	0 g

COOKING



at 180 °C (fan) for
approximately 10 mins.
or



fry in a pan or grill on
medium heat for 8 mins.

STORAGE

-18 °c or under.

MUU VEGAN KEBAB SLICES

1 KG



VEGAN



Rich in
protein



Soy-free



Dairy
-free



Lactose
-free



Frozen

VEGGIE
AND VEGAN
STREET FOOD

Muu Kebab Slices are perfect for tasty street food dishes like stuffed pita bread or a kebab wrap. Muu Kebab

Slices are wheat-based and rich in plant-based protein. Try these slices in your everyday dishes like casseroles, sauces and stews.

Muu Kebab Slices will bring your familiar recipes to the next level!

Muu Kebab slices are a frozen product packaged in 1 kg bags.

**SERVE WITH
RICE & TOMATO
SAUCE**

NUTRITIONAL CONTENT PER 100 G

Energy	1194 kJ / 285 kcal
Fat	13,0 g
of which saturated fat	2,9 g
Carbohydrates	10,3 g
of which sugars	1,4 g
Fiber	1,4 g
Protein	31,0 g
Salt	1,2 g

Lactose	0 g

COOKING



at 180 °C (fan) for
approximately 10 mins.
or



fry in a pan or grill on
medium heat for 8 mins.

STORAGE

-18 °C or under.

MUU VEGE STRIPS

1 KG



VEGAN



Rich in
protein



Soy-free



Dairy
-free



Lactose
-free



Frozen

**QUICK
AND
EASY**
FOR LUNCH

MUU Vege Strips are wheat-based protein slices that can be used like diced ham in pizzas, pies, and casseroles. MUU Vege Slices are a frozen product packaged in 1 kg bags.

NUTRITIONAL CONTENT PER 100 G

Energy	1253 kJ / 299 kcal
Fat	14,0 g
of which saturated fat	1,0 g
Carbohydrates	7,8 g
of which sugars	1,3 g
Fiber	0,9 g
Protein	35,0 g
Salt	1,85 g

Lactose	0 g

COOKING



at 180 °C (fan) for
approximately 10 mins.
or



fry in a pan or grill on
medium heat for 8 mins.

STORAGE

-18 °C or under.

**USE LIKE
DICED HAM**

ROYALE BURGER

1,2 KG



Rich in
protein



Source
of fiber



Dairy
-free



Lactose
-free



Soy-free



Gluten
-free



Frozen

VEGGIE
AND VEGAN
STREET FOOD

The MUU Royale Burger patty is a juicy steak made with peas, suitable for vegans and those with a mixed

diet. The patty is great substitute for a meat patty in a hamburger or with mashed potatoes and gravy. This is a frozen product available in 1.2 kg packages.

**PERFECT
FOR A JUICY
BURGER**

NUTRITIONAL CONTENT PER 100 G

Energy	926 kJ / 223 kcal
Fat	13,9 g
of which saturated fat	8,3 g
Carbohydrates	13,8 g
of which sugars	1,9 g
Fiber	4,1 g
Protein	8,5 g
Salt	1,2 g

Lactose	0 g

COOKING



In the oven: 180 °C (fan)
for 15 minutes.



On a pan or grill:
medium heat for 5 mins.
on each side until the
surface is lightly browned.

STORAGE

-18 °C or under.

MUU PLANT-BASED BALLS

1 KG



Source of
protein



Source
of fiber



Soy-free



Dairy
-free



Lactose
-free



Gluten
-free



Frozen

NEW
EXPERIENCES
FOR CATERING

The pea-based MUU Balls are a juicy solution for vegan meals. Serve MUU Balls with mashed potatoes or use them for pasta dishes. The product is fully vegan and contains no allergens. MUU Balls are a frozen product packaged in 1 kg bags.

**#FUTURE
FAMILY
FAVOURITE**

NUTRITIONAL CONTENT PER 100 G

Energy	1078 kJ / 259 kcal
Fat	14,8 g
of which saturated fat	1,5 g
Carbohydrates	14,1 g
of which sugars	0,9 g
Fiber	4,5 g
Protein	15,0 g
Salt	1,0 g

Lactose	0 g

COOKING



at 180 °C (fan) for
approximately 10 mins.

or



fry in a pan or grill on
medium heat for 8 mins.

STORAGE

-18 °C or under.

MUU RAVIOLI 3KG

SPINACH – RICCOTTOFU



VEGAN



Source of
protein



Dairy
-free



Lactose
-free



Frozen

**PRETTY
AND
DIFFERENT**
FOR PLATING

This MUU Ravioli is seasoned with a mixture of spinach and tofu. The stuffing has a texture similar to ricotta cheese. This product is available in 3 kg cardboard boxes, frozen. Serve as such or with your favourite pasta sauce.

SERVE AS
SUCH OR IN A
LASAGNA

NUTRITIONAL CONTENT PER 100 G

Energy	1009 kJ / 241 kcal
Fat	7,7 g
of which saturated fat	3,6 g
Carbohydrates	31,0 g
of which sugars	2,6 g
Fiber	2,1 g
Protein	11,4 g
Salt	1,3 g

Lactose	0 g

COOKING



Boil in salted water
for 3-5 minutes.

STORAGE

-18 °c or under.

MUU RAVIOLI 3KG

MUSHROOM AND TRUFFLE FLAVOURED



VEGAN



Source of
protein



Dairy
-free



Lactose
-free



Frozen

**PRETTY
AND
DIFFERENT**
FOR PLATING

This tasty vegan ravioli is packed with Truffle and mushroom flavours. The tofu filling is a good source of protein for your meals. The product is available in 3 kg cardboard boxes, frozen. Serve as such or with your favourite pasta sauce.

PERFECT
FOR A PASTA
CASSEROLE

NUTRITIONAL CONTENT PER 100 G

Energy	1005 kJ / 240 kcal
Fat	7,1 g
of which saturated fat	3,6 g
Carbohydrates	33,0 g
of which sugars	2,0 g
Fiber	2,1 g
Protein	9,1 g
Salt	0,9 g

Lactose	0 g

COOKING



Boil in salted water
for 3-5 minutes.

STORAGE

-18 °c or under.

FALLERO

ROASTED BEET FALAFEL

1 KG



VEGAN



Source of
protein



Soy-
free



Dairy
-free



Lactose
-free



Frozen

NEW
EXPERIENCES
FOR CATERING



Fallero is a fava bean-based falafel which gets its taste from roasted beet. The product is fully vegan, delicious and ready to eat as such or heated. Fallero Falafels are available in 3 tasty versions: Roasted Beet, Roasted Carrot and Pea & Kale. The frozen products are packaged in 1 kg bags.

**SERVE WITH
DIPPING SAUCE**

NUTRITIONAL CONTENT PER 100 G

Energy	1025 kJ / 245 kcal
Fat	13,0 g
of which saturated fat	0,9 g
Carbohydrates	21,0 g
of which sugars	5,0 g
Fiber	7,9 g
Protein	9,0 g
Salt	1,5 g

Lactose	0 g

COOKING



cook at 200 °C for
10 minutes

or



Fry on a pan on medium
heat for 8 minutes
or



Deep fry at 175 °C for
2-3 minutes.

STORAGE

-18 °C or under.

FALLERO

PEA AND KALE

1 KG



VEGAN



Source of
protein



Soy-
free



Dairy
-free



Lactose
-free



Frozen

NEW
EXPERIENCES
FOR CATERING



Fallero is a fava bean-based falafel which gets its taste from pea and kale. The product is fully vegan, delicious and ready to eat as such or heated. Fallero Falafels are available in 3 tasty versions: Roasted Beet, Roasted Carrot and Pea & Kale. The frozen products are packaged in 1 kg bags.

**SERVE
IN A HEARTY
SALAD**

NUTRITIONAL CONTENT PER 100 G

Energy	933 kJ / 223 kcal
Fat	10,0 g
of which saturated fat	0,8 g
Carbohydrates	21,0 g
of which sugars	3,4 g
Fiber	8,6 g
Protein	10,0 g
Salt	1,3 g

Lactose	0 g

COOKING



cook at 200 °C for
10 minutes

or



Fry on a pan on medium
heat for 8 minutes
or



Deep fry at 175 °C for
2-3 minutes.

STORAGE

-18 °C or under.

FALLERO

ROASTED CARROT

1 KG



VEGAN



Source of
protein



Soy-
free



Dairy
-free



Lactose
-free



Frozen

NEW EXPERIENCES



FOR CATERING

Fallero is a fava bean-based falafel which gets its taste from roasted carrot. The product is fully vegan, delicious and ready to eat as such or heated. Fallero Falafels are available in 3 tasty versions: Roasted Beet, Roasted Carrot and Pea & Kale. The frozen products are packaged in 1 kg bags.

PERFECT
FOR A
BUFFET

NUTRITIONAL CONTENT PER 100 G

Energy	1074 kJ / 257 kcal
Fat	12,0 g
of which saturated fat	0,8 g
Carbohydrates	22,0 g
of which sugars	4,6 g
Fiber	8,6 g
Protein	11,0 g
Salt	1,16 g

Lactose	0 g

COOKING



cook at 200 °C for
10 minutes

or



Fry on a pan on medium
heat for 8 minutes

or



Deep fry at 175 °C for
2-3 minutes.

STORAGE

-18 °C or under.

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