



**EPOGEE®**  
A FOOD TECHNOLOGY COMPANY

# LET'S MAKE FOOD BETTER

Because what's good to eat  
is good for business





# Delicious or Nutritious? Why Choose?

Now you can give consumers what they want: both

93%

of adults make at least some effort toward **healthy eating**<sup>1</sup> and 99% **indulge periodically**<sup>2</sup>

83%

would be **more interested in buying their favorite food** if its **total calories were reduced** by 45%—and the **taste stayed the same**<sup>2</sup>

As a food or beverage manufacturer, you are adapting to consumers making better choices about what they eat and drink—so you can deliver what they demand:

- **Tasty foods that are healthier**
- **Healthy foods that are tastier**

Sure, consumers have plenty of “diet food” products to choose from—but many of those products simply don’t taste good. In fact, the top reason shoppers don’t purchase reduced calorie foods is: TASTE.<sup>2</sup> What’s more, there is no shortage of delicious “full fat” foods, but they just aren’t good for consumers.



A close-up photograph of a woman with dark, curly hair, smiling and holding a chocolate chip cookie to her mouth. She is wearing a blue sweater. The image is partially obscured by a blue text box on the right.

# Your Success Lies in Delivering Exactly What Consumers Want.

**With EPG alternative fat, your brand can bridge the gap between tasty food that's actually *healthier* and healthy food that's actually *tastier*.**

EPG, modified plant-based oil, is a fat alternative made through Epogee®'s revolutionary food technology.

- It delivers the organoleptics of traditional fats but is not metabolized by the body during digestion, thereby lowering caloric impact.
- The result is a 92% reduction in calories for each unit of fat replaced—with no tradeoffs.

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**Whether you need to make your indulgent brand healthier OR your healthy brand more enjoyable to eat, EPG can help advance your better food agenda so you can reach the 93% of Americans who are making an effort to eat healthier.<sup>2</sup>**

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Address the market demand for healthy *and* delicious, with EPG.



## AMERICANS KNOW THEY NEED TO GET HEALTHIER

It is also clear to them that one of the first steps toward better health is *eating better*. Since 86% agree that eating healthy is important to their physical wellbeing and 93% make an effort toward healthy eating,<sup>1</sup> brands that offer better-for-you versions of indulgent foods have many opportunities for growth. They can attract a new audience, win more shoppers<sup>1</sup> and increase sales.

## THE CHANGING FACE OF FAT

To help Americans reach their goals for healthy eating, the food industry must find new ways to safely lower caloric intake and produce great tasting food.

Over the years, manufacturers have found a number of ways to lower calories. Years ago, when fat was the enemy, low-fat and no-fat products became all the rage. More recently, carbs and specifically sugars replaced fat as the villain and, consequently, low-sugar and no-sugar products filled grocery shelves. The problem with these historical solutions is that, while nutritional profiles were improved, taste was lost.

Today, the knowledge that fat and saturated fat are contributors to key health issues hasn't gone away. Though sugar remains the trendy bad-guy, consumers continue to scrutinize fat content and the number of calories they consume.



## Trending Towards Mindful Fat and Calorie Consumption

**39%**

of Americans **actively try to reduce fat and calorie** consumption<sup>3</sup>

**#3**

**most important attribute** shoppers look for on nutrition labels **is fat content**<sup>4</sup>

**98.5M**

U.S. shoppers use **low-fat or fat-free products** (about 30%)<sup>5</sup>

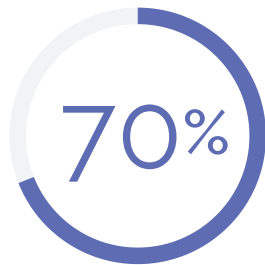


# It's All in the Numbers

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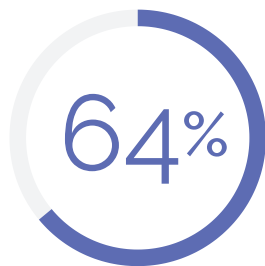
of consumers say they **always read labels** on a packaged food before buying it for the first time<sup>4</sup>



say the **nutrition facts panel is the top place they go** to get information about a food's health benefits<sup>4</sup>



of consumers **aspire to improve their diet**, yet **only 20% want to eat smaller portions**<sup>6</sup>



of consumers would be **more interested in buying their favorite snack food** if there were **fewer calories**<sup>7</sup>



# ICYMI: Revised Nutrition Label Reflects Focus on Calories

In 2019, the FDA issued new regulations for the nutrition facts label to help consumers choose foods for a healthy diet.<sup>8</sup> This is the first major change to the label since it was introduced in 1994. The changes are based on updated science, the most recent dietary recommendations, and input from the public. Most labels will be updated by end-of-year 2021.

## WHY DOES IT MATTER?

It can be a challenge to create products with fewer calories to improve your label—without having to make tradeoffs in terms of taste and texture.

Research shows that now, more than ever, consumers are more conscious about the healthiness of their food, yet they still want to continue eating the foods they love.<sup>9</sup>

## WHAT'S NEW

Packages that are between one and two servings must now be labeled as one serving, because they are typically consumed in one sitting.

Serving sizes must now be based on how much people are actually eating, not what they should be eating.

Nutrition Facts	
8 servings per container	
Serving size	2/3 Cup (55g)
Amount Per Serving	
<b>Calories</b>	<b>230</b>
% Daily Value*	
Total Fat 8g	12%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 37g	13%
Dietary Fiber 4g	14%
Total Sugars 12g	
Includes 10g Added Sugars	20%
Protein 3g	6%
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8.1mg	45%
Potassium 282mg	6%
*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

Nutrition Facts	
8 servings per container	
Serving size	2/3 Cup (55g)
Amount Per Serving	
<b>Calories</b>	<b>170</b>
% Daily Value*	
Total Fat 2g	3%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 37g	13%
Dietary Fiber 4g	14%
Total Sugars 12g	
Includes 10g Added Sugars	20%
Protein 3g	6%
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8.1mg	45%
Potassium 282mg	6%
*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

Increased focus on calories, serving size and servings per container. EPG can reduce up to 45% of food calories per serving.

EPG reduces absorbable fat by up to 80%.

Added sugars will be listed separately from total sugar. Because EPG is made from fat, extra sugar isn't needed.





# EPG: The Answer To Making Food Better Without Sacrificing What Makes It Good

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**EPG is the fat alternative made through a revolutionary food technology. What makes this technology so groundbreaking?**

- **We start with a naturally sourced, plant-based oil** to create a fat alternative that can be formulated with traditional fats to dramatically lower calories.
- When used to replace a portion of traditional fat in your product, **EPG retains all the wonderful aspects of fat—juiciness, mouthfeel, lubricity and satiety**—all with a 92% reduction in calories for each unit of fat replaced.



# Reimagine Fat

EPG looks like fat and behaves like fat because it's made from fat—but with almost zero calories.

## EPG satisfies the needs of every contemporary consumer:

- ✓ **GMO free**
- ✓ **gluten free**
- ✓ **allergen free**
- ✓ **trans-fat free**
- ✓ **vegan**
- ✓ **kosher**
- ✓ **halal**

## BENEFITS ABOUND

### EPG fat alternative:

- reduces total fat, saturated fat and fat calories by 92% for each unit of fat replaced
- provides up to 45% reduction in total calories per serving
- can replace up to 85% of fat in a formulation
- offers satiety & fullness, similar to fat

EPG does not deplete fat-soluble vitamins in the body or limit their absorption. EPG has been tested for safety at consumption of up to 150 grams per day—that is 1/3 pound!

## FAT'S HEALTHIER TWIN

EPG has 0.7 calories/gram versus 9 calories/gram for fat.

### Full fat plant-based patty:

260 calories and 18 grams of fat, per serving

### Plant-based patty made with EPG:

130 calories and 5 grams of fat, per serving

$$\text{FAT} = \begin{matrix} \text{GLYCEROL} \\ \text{FATTY ACIDS} \\ (9.0 \text{ cal/gram}) \end{matrix}$$

$$\text{EPG} = \begin{matrix} \text{GLYCEROL} \\ \text{PROPOXYL LINK} \\ \text{FATTY ACIDS} \\ (0.7 \text{ cal/gram}) \end{matrix}$$

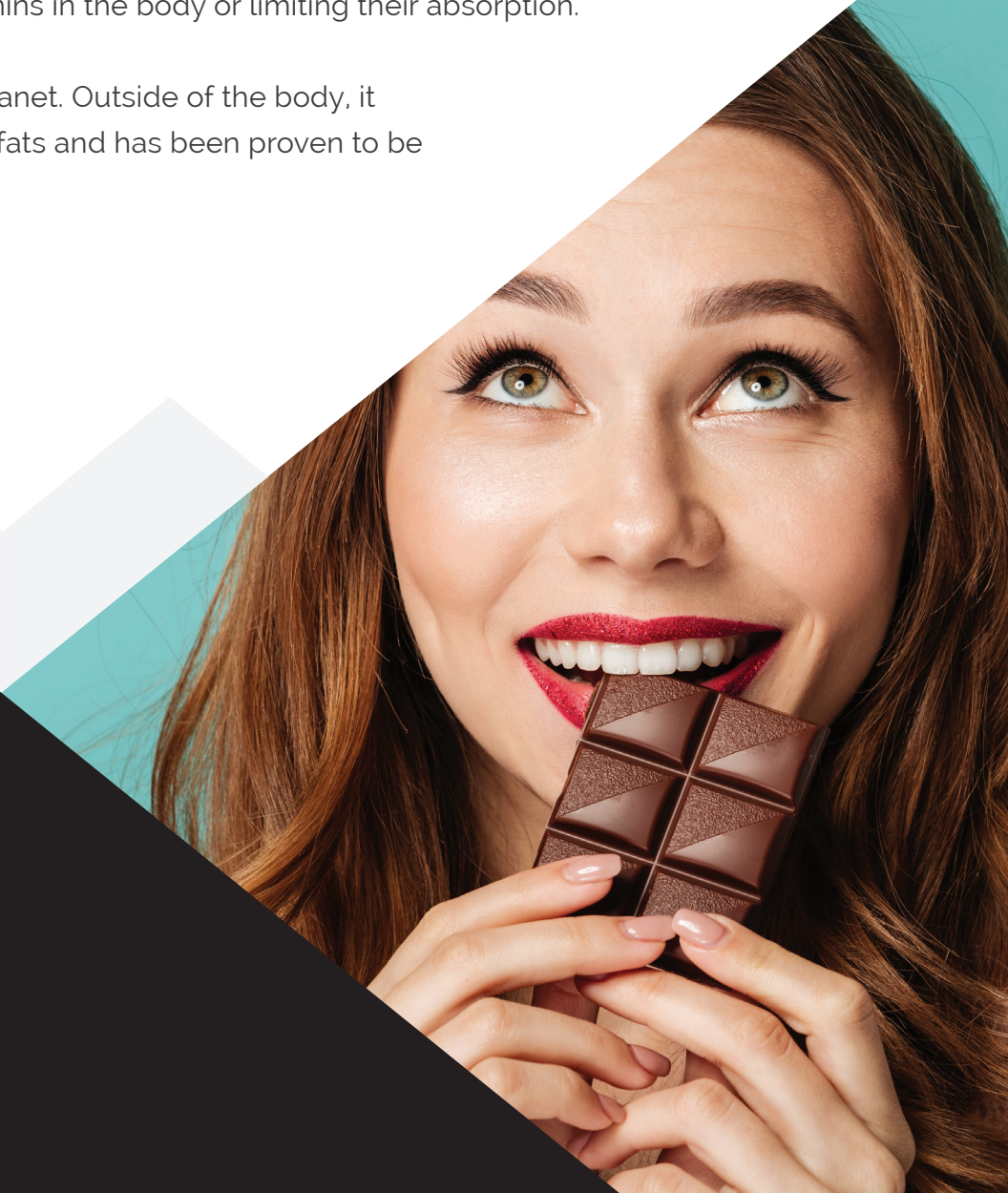


# A CUT ABOVE A CLEAN LABEL

EPG appears on labels as **EPG (modified plant-based oil)**. When formulated with high-fat foods, it permits the elimination of many undesirable work-around ingredients like starches, gums, binders, preservatives and flavor enhancers that are currently used in low-fat and low-calorie foods.

What's more, this ground-breaking fat alternative is one of the cleanest ingredients to consume. Using technology that resists digestive enzyme action, calories are controlled and released through the key part of digestion, without depleting fat-soluble vitamins in the body or limiting their absorption.

EPG is also good for the planet. Outside of the body, it decomposes like all other fats and has been proven to be environmentally safe.





# How Does it Work?

## The EPG production process:

1

Begins with naturally sourced, plant-based oil which is split into its components: glycerol and fatty acid

2

Then, a food-grade propoxyl link is inserted and the glycerin and fatty acid reconnect

## WHY DOES IT WORK?

The reason EPG works is, once the propoxyl link is inserted, the final product resists digestive enzyme activity. As a result, calories that would normally be released through digestion are controlled and are not digested or absorbed through the body's normal processes.

## REVOLUTIONS DON'T HAPPEN OVERNIGHT

The innovation of EPG represents much more than a trend. The scientists behind this product have researched and developed EPG for nearly two decades, investing over \$150 million in process and safety studies, developing 20 patents along the way.

**EPG achieved the FDA's GRAS designation with no daily consumption limits for the following applications:**



baked good  
and mixes



breaded/battered  
proteins and  
vegetable products



beverages and  
beverage bases



confectionery



dairy product  
analogs



frozen dairy  
desserts



frying and  
chicken nuggets



grain products  
and pasta



peanut butters  
and nut butters



plant-based  
proteins



potato and  
corn chips



protein and  
meal replacement  
bars



specialty coffee  
and teas



spreads, dips,  
gravies and sauces



# The Evidence Is In: **It's Safe**

EPG is fully vetted. Its effectiveness and safety are backed by one of the strongest databases ever developed for a new food ingredient.

Due diligence for EPG is paramount. It has undergone a rigorous and comprehensive program of food applications and safety research. With 65 studies including in-vitro,

preclinical and clinical trials, and seven journal articles published by qualified third-party experts, the evidence supports its ability to drastically cut calories and absorbable fat. EPG has been evaluated for chronic and acute toxicity, reproductive effects (up to three generations of families) and environmental toxicity.

## THE RESULT: SAFE, AND SOUND

The safety of EPG has been consistently demonstrated throughout an extensive array of both non-clinical and clinical investigations.

- › safe even when consumed up to 150 grams
- › noncarcinogenic
- › produces no short term or chronic toxicity
- › produces no adverse reproductive or developmental effects (is safe for expectant mothers and their infants)
- › non-sensitizing and non-irritating
- › degrades once it leaves the body and is environmentally friendly
- › does not aggressively bind fat-soluble substances and therefore does not materially impede the body's ability to absorb vitamins, minerals and other fat-soluble substances including medications



## EPG vs. Olestra

### EPG

FDA GRAS status in multiple high-fat categories, even after Olestra's failure

The result of 65 safety studies, including up to 150 grams ingested per day with no gastrointestinal distress

Does not deplete the body or block the absorption of fat-soluble vitamins

A fat alternative that reduces 92% of calories from replaced fat and is proven safe for consumption

Made from naturally sourced, plant-based oil that is biodegradable and can replace less sustainable oils

### OLESTRA

Currently banned in Canada and European Union

Proven gastrointestinal distress caused by consumption levels as low as 10 grams per day

Inhibits absorption and depletes the body of fat-soluble vitamins & nutrients

A fat substitute (not a fat) that claims to reduce 100% of calories from fat

Made from a sucrose molecule, it does not break down naturally in the environment

# Healthy and Tasty Products for Consumers are Within Reach

EPG is the first and only fat alternative of its kind on the market. **It dramatically improves the nutritional profile (reduced fat and saturated fat) of food without any tradeoffs.** Side-by-side ratings show it gives foods the same taste as their full-

fat, full-calorie equivalents. Additionally, it delivers the same benefits of traditional fats and enhances organoleptic properties, which means improved texture, juiciness and flavor for better-for-you foods such as plant-based proteins.

# EPG Makes Better Food That's Good for Business

Currently formulated in multiple categories, **EPG has been consumed in 22.5 million servings and counting—with no digestive side effects.**



This versatility and dependability expand your opportunity for brand extensions that can give you a competitive advantage and attract new audiences.

We know how challenging it can be to achieve the balance between healthiness and eating enjoyment that consumers demand. EPG provides manufacturers of better foods the means to achieve their business goals with desirable products that contain significantly reduced calories. This also provides the opportunity to develop new products that expand the choices available to consumers trying to begin, or maintain, a healthier lifestyle.

- Reduces fat calories by 92% for each unit of fat replaced
- Provides up to 45% reduction in total calories per serving
- Can replace up to 85% of fat in a formulation
- No additional sugars or artificial sweeteners required





# The Epogee Vision

**A world where we can all choose foods that are delicious and better for us.**

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## **SOURCES:**

- <sup>1</sup> Mintel, "Better for You Eating Trends\_Incl Impact of COVID-19 – US," November 2020
  - <sup>2</sup> Epogee® Custom Research, Consumers & Calorie Reduction: A Deep Dive into Attitudes and Behaviors, April 2020
  - <sup>3</sup> GlobalData "Opportunities for Ingredients in Food, Drinks and Pet Care in the U.S.," February 2020
  - <sup>4</sup> International Food Information Council Foundation and American Heart Association, "Food Labeling Survey," January 2019
  - <sup>5</sup> SmarTeam "Shopper BFY Trends & Attitudes," March 2020
  - <sup>6</sup> McKinsey Global Institute "Overcoming Obesity: An initial economic analysis Executive summary," November 2014
  - <sup>7</sup> SMART 2020 Market Research – Epogee Custom Study
  - <sup>8</sup> CDC "Nutrition Facts Label," February 2020
  - <sup>9</sup> Mintel "Consumer Approach to Nutrition—U.S.," January 2020
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**READY TO WOW CONSUMERS WITH BETTER FOOD CHOICES?  
LET'S TALK.**

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