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Innovation

Open to any vegan product

CATEGORY-SPECIFIC QUESTIONS

When entering the Sustainability category, the application form consists of questions in the following topics. Each topic begins with a binary ('Yes' or 'No') question: if your answer is 'Yes', you will be asked to provide further information about that particular topic.

Novelty

Is this a new product, different from existing products in the market?

Is this product a plant-based alternative to a traditionally animal-based product?

If so, what kind of animal-based product does it replace?

Technical complexity, manufacturing innovation, and intellectual property

Does this product require new technology or processes to produce?

Is it protected by patents, trademarks, or other forms of intellectual property?

Ingredient innovation

Does the product use novel or innovative ingredients that offer new benefits, improved performance, texture, taste, or more sustainable attributes, compared to existing products?

Packaging innovation

Does this product use innovative packaging that is more sustainable, more convenient, or more appealing to customers compared to existing products?

Marketing innovation

Are there any innovative tools used in the marketing of this product?

Appearance and feel

Does this product offer new or improved taste or sensory attributes compared to existing products?

Customer experience

Does it improve the customer experience?

Financial performance

Is this product scalable, and are growth opportunities foreseen?

From an investment perspective, is this product an attractive opportunity for investors?

Further innovation measures

Are there any other ways in which this product is innovative?