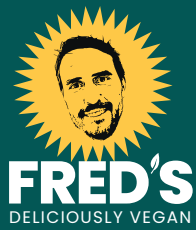




**PLANT-BASED  
100% MAYO TASTE**

**WE'VE CRACKED THE MAYO CODE –  
WITHOUT CRACKING A SINGLE EGG!**



## IT ALL STARTED...

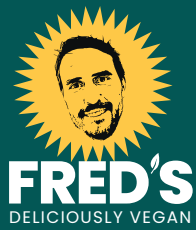
... with a plant-based guy & his love for mayo.



After making the switch to a plant-based diet I realized that there was no real alternative to my favorite guilty pleasure, mayonnaise. A mayo sauce that besides vegan also really tastes like mayonnaise...

That's why in 2020 I decided to develop these sauces myself.

After a lot of experimenting in the kitchen, I combined the power of chickpeas, upcycling & the classic way of making mayonnaise. Fred's was born...



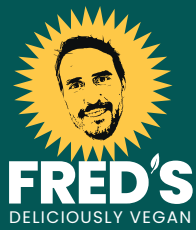
## OUR MISSION



We are convinced that **plant-based is the future for a better world.**  
That's why it's our mission to **encourage people to eat more vegan!**

Out of our passion for Belgian mayonnaise, we created the first **real plant-based alternative to traditional (egg)mayonnaise!**  
**Without making any compromises on taste & texture.**

This way, we help make **a positive change for all;** people, animals & our precious planet.



# VEGAN MAYO THAT SPREADS **HAPPINESS**



## **HAPPY FRIES**

We pioneer the vegan mayo of tomorrow without sacrificing that amazing mayo taste & texture!



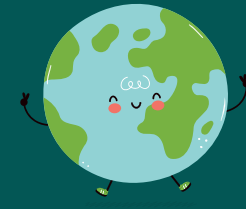
## **HAPPY PEOPLE**

100% plant-based mayo sauces that only use natural ingredients and is made locally in Belgium!



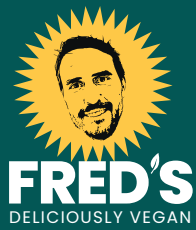
## **HAPPY CHICKENS**

Vegan mayo that tastes exactly like traditional mayonnaise without bothering a single chicken! Amazing, right?



## **HAPPY PLANET**

Plant-based upcycling that creates zero waste & a better food system for people, animals and our precious plant!



# OUR SECRET? UPCYCLING!

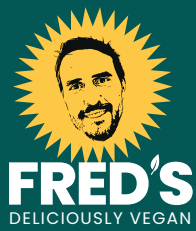


**CHICKPEAS  
SO NICE,  
WE USE  
'EM TWICE!**



We use our chickpeas to make delicious plant-based snacks ... (such as our frikandel sausage & burger - currently in development)

... & instead of throwing away our cooking water, we use it to make our heavenly vegan mayo! That way, nothing goes to waste.



# THE RISE OF PLANT-BASED

## CONSUMERS WANT:

- more plant-based foods due to the growing awareness of animal suffering & the impact of animal-based ingredients on our planet & environment
- plant-based food that's affordable, accessible & better in taste and texture
- more variety in plant-based food with exciting flavors
- natural & recognizable ingredients / clean label & no additives
- products that are locally produced

# WHAT MAKES OUR MAYO DIFFERENT & UNIQUE?

## COMMERCIAL (EGG)MAYONNAISE

Animal & planet  
unfriendly

Mostly generic in taste  
compared to homemade

Use of additives

## EXISTING VEGAN MAYO

Made from gluten,  
soy, modified starches  
or thickeners which  
results in ...

... NO real emulsion &  
NO real taste & texture  
of traditional mayo

Mostly only 1 variety  
& use of additives!



## BEST OF BOTH WORLDS !

Discover our USP's  
on the next page !



# WHAT MAKES OUR MAYO DIFFERENT & UNIQUE?



➤ **TASTE & TEXTURE**  
of traditional (egg)mayo

➤ **NATURAL & PURE**  
ingredients

➤ **LOCAL**  
made in Belgium

➤ **100% PLANT-BASED**  
mayonaisse emulsion

➤ **FREE FROM**  
soy, gluten, lactose, eggs

➤ **UPCYCLING**  
sustainable & zero waste

➤ **POSITIVE**  
change for all beings & our planet

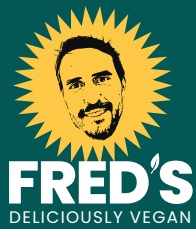
➤ **VARIETY IN FLAVORS**  
more coming soon!

➤ **ACCESSIBLE**  
pricing, taste & texture

➤ **INNOVATION**  
development of new vegan  
products based on our upcycling







# VEGAN MAYO FOR **EVERYBODY**



## MAYO

The classic taste & texture of traditional mayonnaise.

## TARTARE

Classic tartare with mix of green herbs, onion & garlic.

## ANDALOUSE

Tomato based mayo with paprika, onion, garlic & chili.

### AVAILABLE PACKAGING:

**RETAIL:** 350ML SQUEEZE BOTTLE    **FOODSERVICE:** 1L SQUEEZE BOTTLE - 5L & 10L BUCKET WITH LID



EGG  
FREE



GLUTEN  
FREE

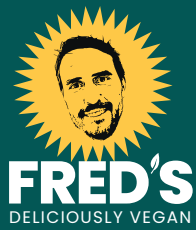


LACTOSE  
FREE



SOY  
FREE

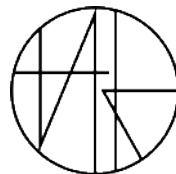




# SUSTAINABLE PARTNERSHIPS

We are not just a supplier - we think & grow with our partners.  
Together we create new & exciting products, varieties & opportunities.

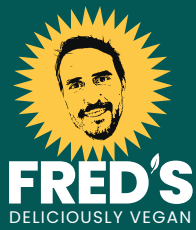
Because we believe that not only our products should  
be sustainable, but also the relationships with our partners!



tAK | a plant-based lifestyle  
online vegan concept store

**WANT TO JOIN  
THE MAYO  
REVOLUTION?**

LET'S TALK BUSINESS



# JOIN THE MAYO REVOLUTION



Looking to add a 100% natural, sustainable & super delicious Belgian vegan mayo to your menu?  
Or maybe you would like to distribute our sauces?

## CONTACT US



+32 (0) 470 91 20 54



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