



the **nu<sup>+</sup>**  
**company**

**rethink food.**

# hey retail, it's time to act!

Tons of sugar. Plastic pollution. Too much CO<sub>2</sub> in the air. What if we press a button together, to fight everything at the same time? Our products do just that. Now we need you!



## naturally nutritious.

Long lists of ingredients and artificial additives? No chance! Our motto is simple: Organic. Vegan. Nutritious. Low sugar.



## no plastic.

The days of the plastic bag are numbered. Now it's time to change what's on the shelves. Our products are pioneers, wrapped in home compostable packaging.



## one product = one tree.

We plant one mangrove in Madagascar for every product sold. As easy as that. #letsgrowtogether



# nu<sup>+</sup>pro

The hype around protein is constant. We offer the first natural and sustainable alternative.

now even creamier!



without artificial sweeteners & aromas



with 50% protein, fibre, magnesium & iron

**RTL**

"The taste of nupro convinces everyone who tries it. It not only strengthens the muscles, but also makes you feel full longer."

**fit**  
FOR FUN

"Build muscle through sustainable protein shakes. What more do you want?"

# more than protein.

# nu<sup>+</sup>cao

The chocolate bar for a clear conscience.  
With 65% less sugar\* – packed with natural  
nutrients from cocoa, hemp seeds & acerola.

with coconut blossom  
sugar instead of  
refined sugar



tenderly melting  
& delicious

## COSMOPOLITAN

*"Finally, a healthy chocolate  
bar that you can enjoy with  
a clear conscience."*

## freundin

*"These bars satisfy the sweet  
tooth (really!) without burdening  
your blood sugar level."*

# chocolate reinvented.

\*than comparable bars

# nu<sup>+</sup>cao<sup>WHITE</sup>

The first white, vegan choc with 65% less sugar  
than conventional white chocolate – for all customers,  
who want to indulge increasingly plant-based.

with tigernut instead  
of milk powder



ultra creamy  
with nut butter

\* No joke: According to the law,  
white chocolate must contain milk.  
We preferred to use more sustainable  
ingredients and now we have to get  
used to the name "choc".

# illegally\* good.

# the future is plastic-free.

While the big players are looking for excuses, we have the solution already: our 100% home compostable packaging.

a mix of cellulose, paper and organic colors



it just disappears instead of ending up in the sea!

bye-bye plastic!



"We want every 'beep' at the checkout to become a signal for a healthier and greener world."

Thomas Stoffels, Mathias Tholey & Christian Fenner

# our goal: 1 billion trees.

We are rethinking consumption. That's why we plant one mangrove in Madagascar for each product sold.

**UPDATE**  
Together we planted more than **1 million trees** already!



Tahira Binatienne,  
Director of Madagascar's  
Dry Deciduous Reforestation

## why?

Mangroves are real CO<sub>2</sub> killers and bind up to 300kg CO<sub>2</sub> – that corresponds to the emissions of a car trip from Rome to Stockholm!

## how?

Our partner Eden Reforestation Projects employs local people, thus creating a new basis of life for humans and animals on site.



before



after



[www.the-nu-company.co.uk](http://www.the-nu-company.co.uk)