

A photograph of two astronauts in white space suits on a dark, rocky surface. One astronaut is kneeling and holding a small green plant with three leaves. The scene is dimly lit, with a blueish tint. The text 'NATURLI' is in the top right, and 'CHALLENGERS OF CONVENTIONAL THINKING' is on the left.

NATURLI'

CHALLENGERS OF CONVENTIONAL THINKING

This is who we are

We never stop once we have a great idea. We believe in the power of wow. Here's the unlikely path of a company that went from experimenting with soy milk in Jutland in 1988 to becoming tomorrow's plant-based superbrand.

THE GAME CHANGERS



1988

Poul Agger launches the first NATURLI' soy milk in tiny Højbjerg, Denmark. Originally made for people with lactose intolerance, it started as a niche product in a niche market.



2012

NATURLI' launches it's Facebook page 'Plantebevægelsen' (The plant movement) as a place for the entire vegan and vegetarian environment in Denmark. With a large and engaged community this has created the foundation for a strong presence in social media for NATURLI'.



2029

NATURLI' key advisor for Nasa on extra planetary plant-based food production for the first manned mission to Mars. Okay, wishful thinking perhaps. But hey, why not?

2020

'Kakaogate': When unfair legislation is against us, we fight back. In 2020 we challenged – and changed – Danish tax laws to remove a fee on plant-based alternatives to chocolate milk. We'll happily take on the system in our fight for the planet.



2019

The introduction of our recyclable 990ml bottle. The first non-soda plastic bottle accepted in the Danish recycling system. As a bonus we managed to get the bottle into supermarket coolers to compete directly with old fashioned milk.



2017

Smørbar is our hero product, our best selling multi Award-winning plant based alternative to butter. With perfect taste, the right consistency, clean label and competitive pricing. The perfect NATURLI' product.



2018

In itself Hakket was a revolution, a great mince meat alternative in its own right. But the real scoop was convincing supermarkets to feature it next to minced beef. Another first in the history of NATURLI'.



GREAT TASTE, GREAT FUNCTIONALITY, FAIR PRICED

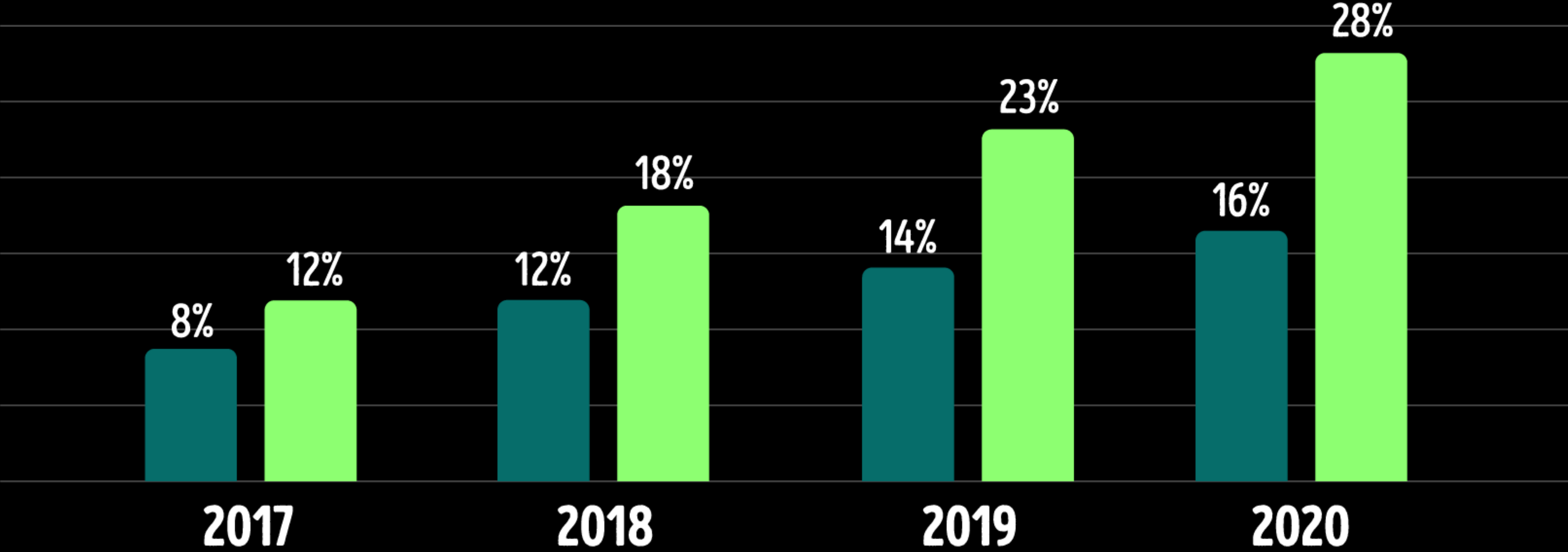


NATURLI'
BE THE CHANGE

FLEXI- AND VEGETARIANISM IN DENMARK

■ THE DANISH POPULATION

■ AMONGST 18-34 YEAR OLDS



NATURLI'

Bakery
Industries

Vegan Ice

THISTED & ICE BAKERS

RANDERS
Condiments

Pasta
Meat Free
SKOVLUND

GRØNVANG
Plant based
Dairy farm

**PROUDLY
PRODUCED
IN THE KINGDOM
OF DENMARK**

PRODUCTION FACILITIES

DRIVERS BEHIND, CONSUMERS CHOOSING MORE PLANTBASED

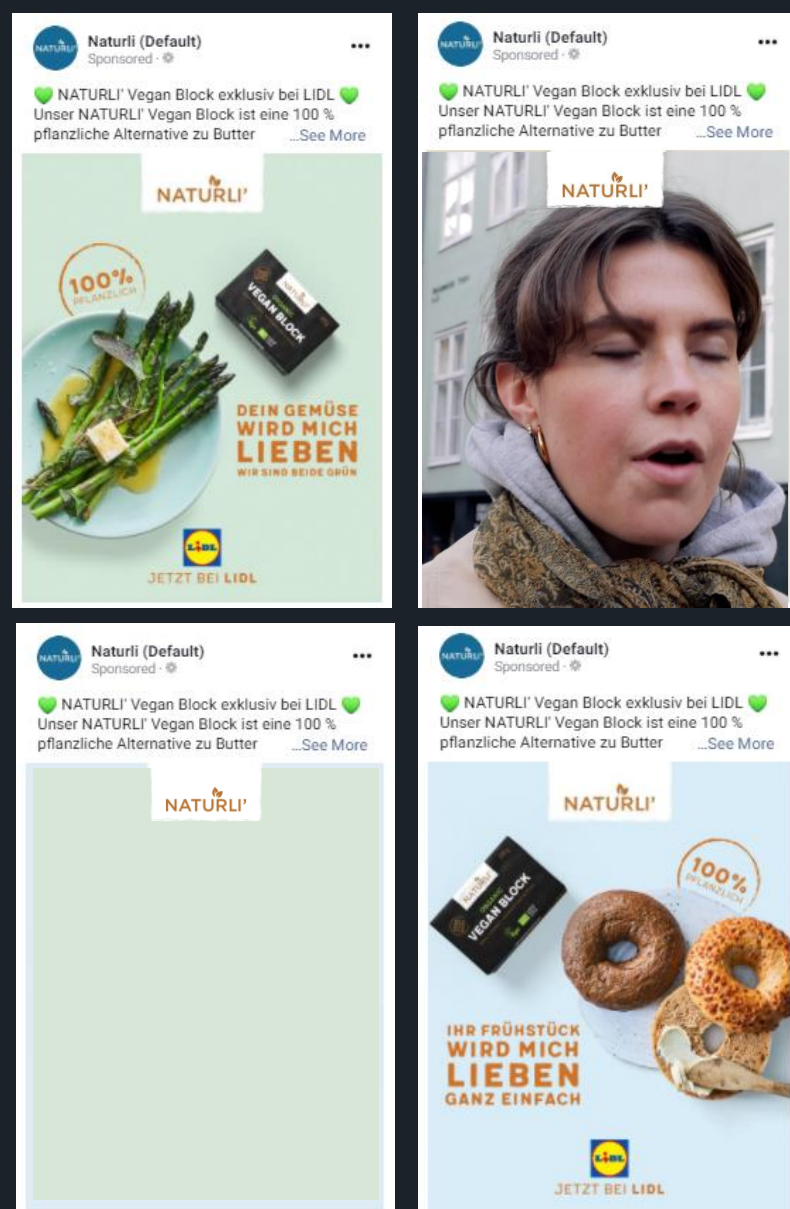
1. CLIMATE CHANGE ✓
2. HEALTH
3. PRICE
4. ANIMAL WELFAIR ✓

NATURLI'

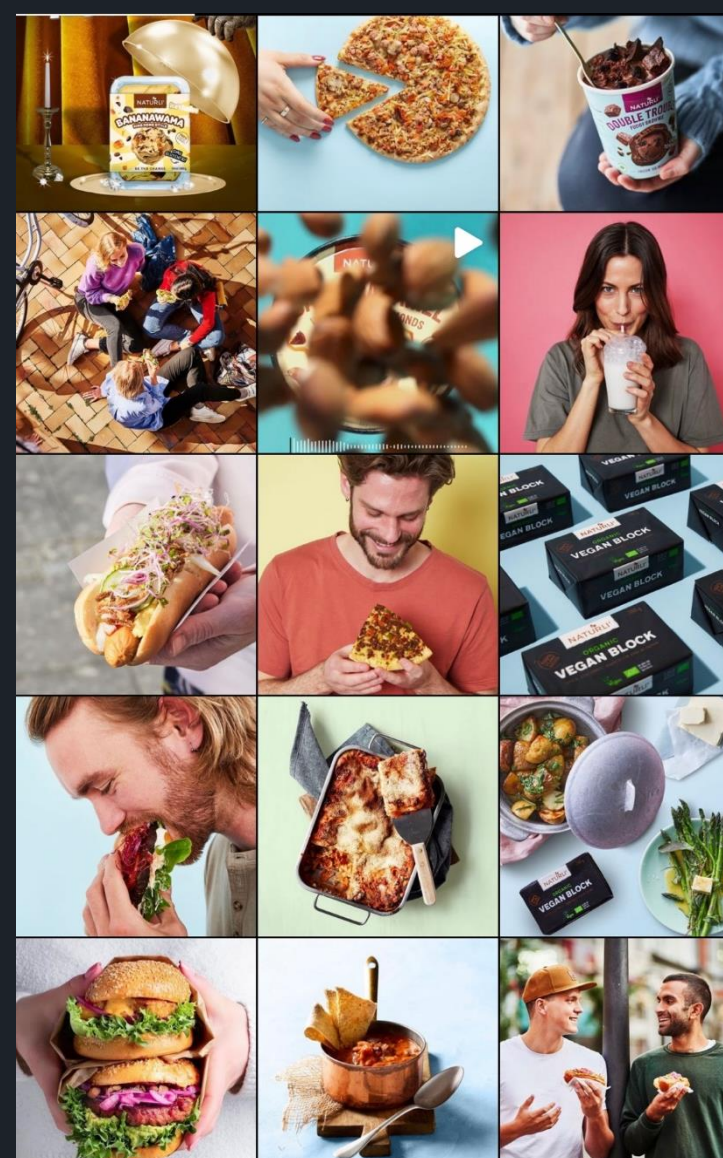
MORE THAN 600.000 AMBASSADORS IN THE NATURLI' MOVEMENT



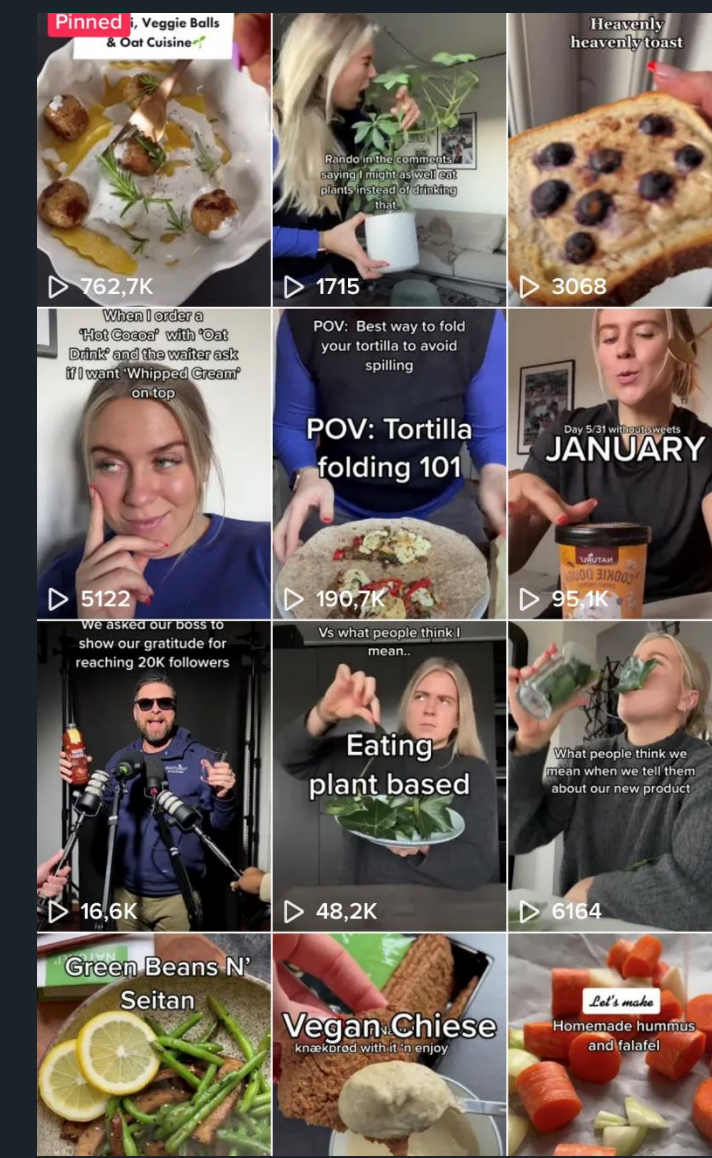
FOLLOWERS
329.000



FOLLOWERS
70.200



FOLLOWERS
301.200



A high-resolution image of Earth from space, showing the Western Hemisphere. The Earth is a vibrant blue sphere with white clouds swirling across its surface. The continents of North and South America are visible in shades of green and brown. The background is a deep black space filled with numerous small, distant stars. The text "OUR WORLD IS CHANGING" is centered over the Earth in a clean, white, sans-serif font.

OUR WORLD IS CHANGING



LESS WATER



MORE HEAT



MORE DISASTERS



MORE DRY LAND



70%

OF ALL CROPLAND IS USED TO GROW LIVESTOCK



50%

OF THE WORLD'S CROPS ARE USED AS FEED FOR LIVESTOCK

NATURLI' VEJEN

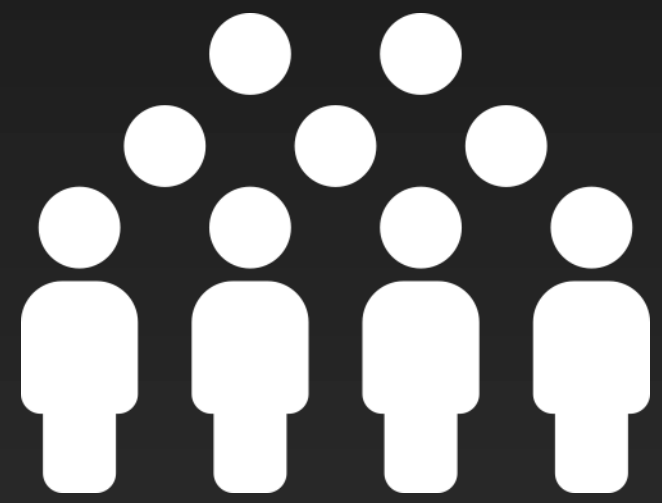


DEN GAMLE VEJ

A high-speed, close-up photograph of water splashing, creating a dynamic and textured background of droplets and ripples. The water is clear and bright, with some darker shadows in the folds of the splash.

46%

OF ALL THE WORLD'S WATER GOES TO
MEAT AND MILK PRODUCTION

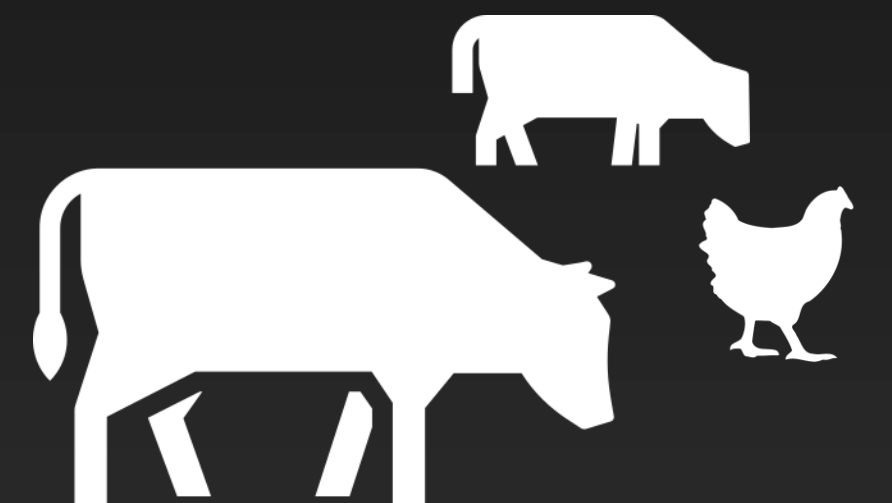


7,8

billion

>60

billion

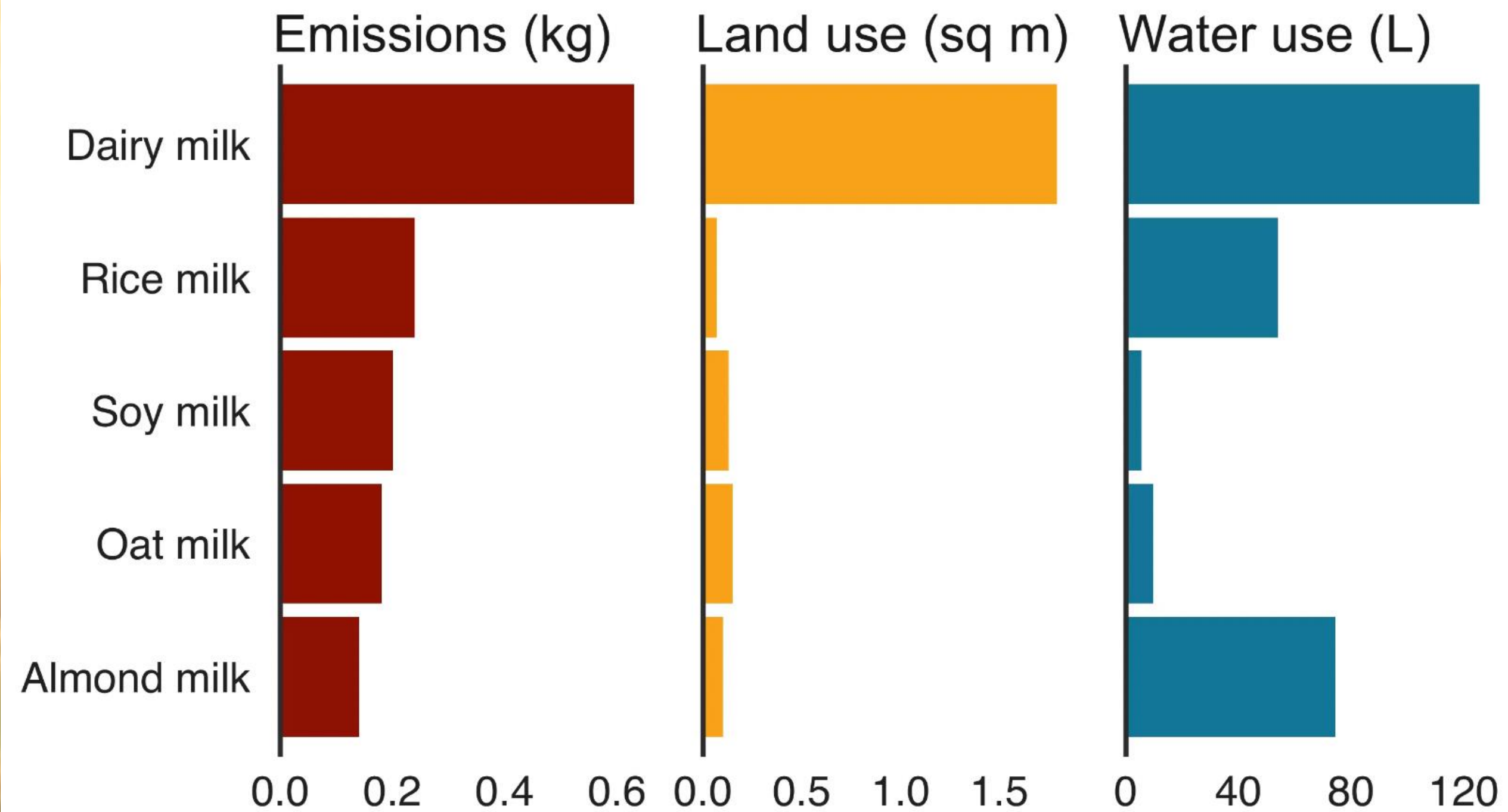


A high-resolution image of Earth from space, showing the Western Hemisphere. The Earth is a vibrant blue and green sphere with white clouds, set against the blackness of space filled with distant stars. The text "LET'S TAKE A CLOSER LOOK" is centered over the image in a white, bold, sans-serif font.

LET'S TAKE A CLOSER LOOK

Which milk should I choose?

Environmental impact of one glass (200ml) of different milks



Source: Poore & Nemecek (2018), Science. Additional calculations, J. Poore



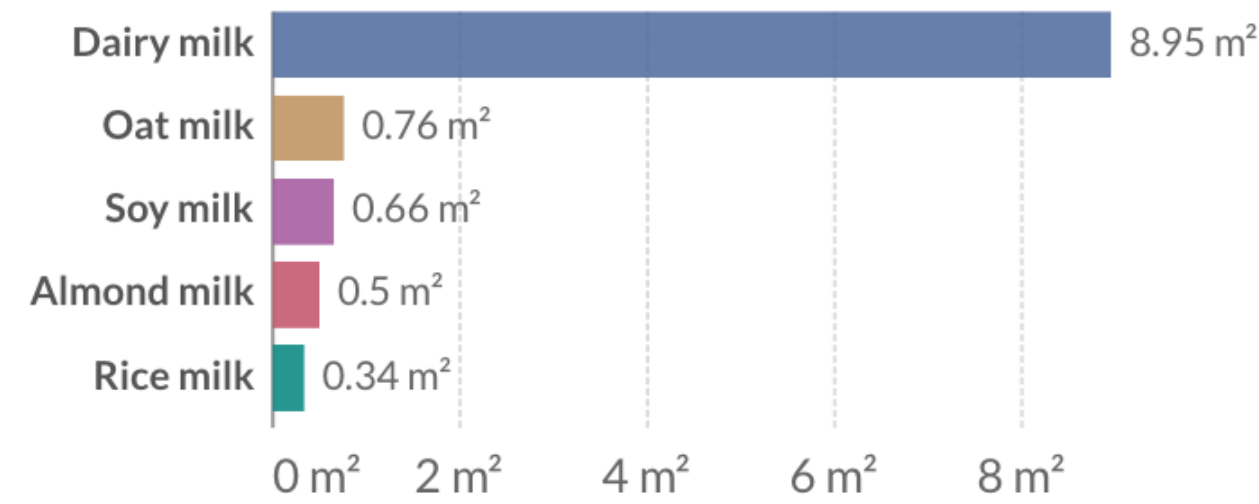
Environmental footprints of dairy and plant-based milks



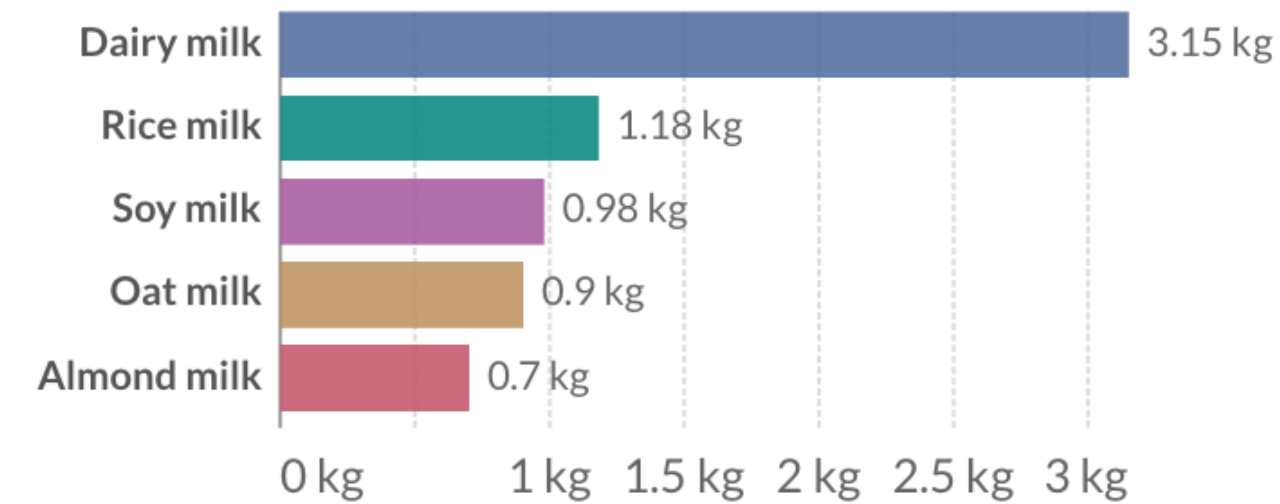
Impacts are measured per liter of milk. These are based on a meta-analysis of food system impact studies across the supply chain which includes land use change, on-farm production, processing, transport, and packaging.

Align axis scales

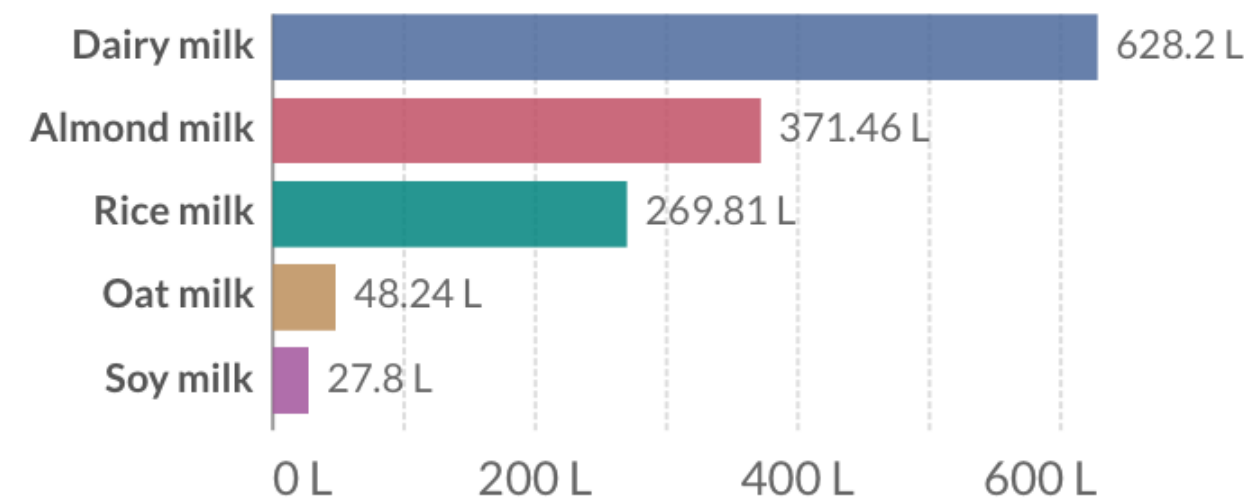
Land use



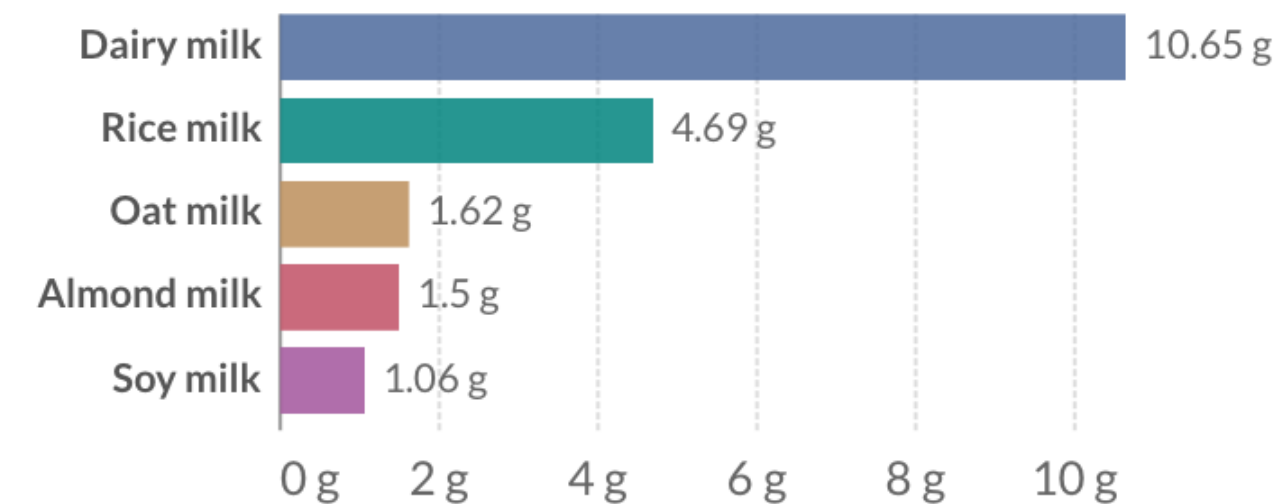
Greenhouse gas emissions



Freshwater use



Eutrophication

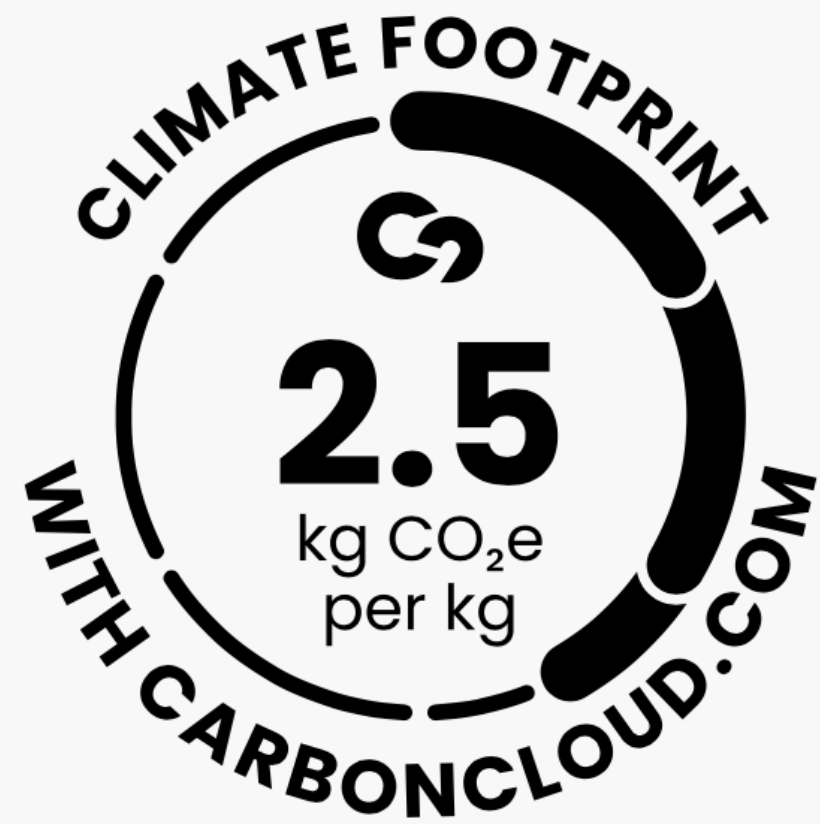


Source: Joseph Poore and Thomas Nemecek (2018).

OurWorldInData.org/environmental-impacts-of-food • CC BY

Naturli Organic Spreadable

Naturli'

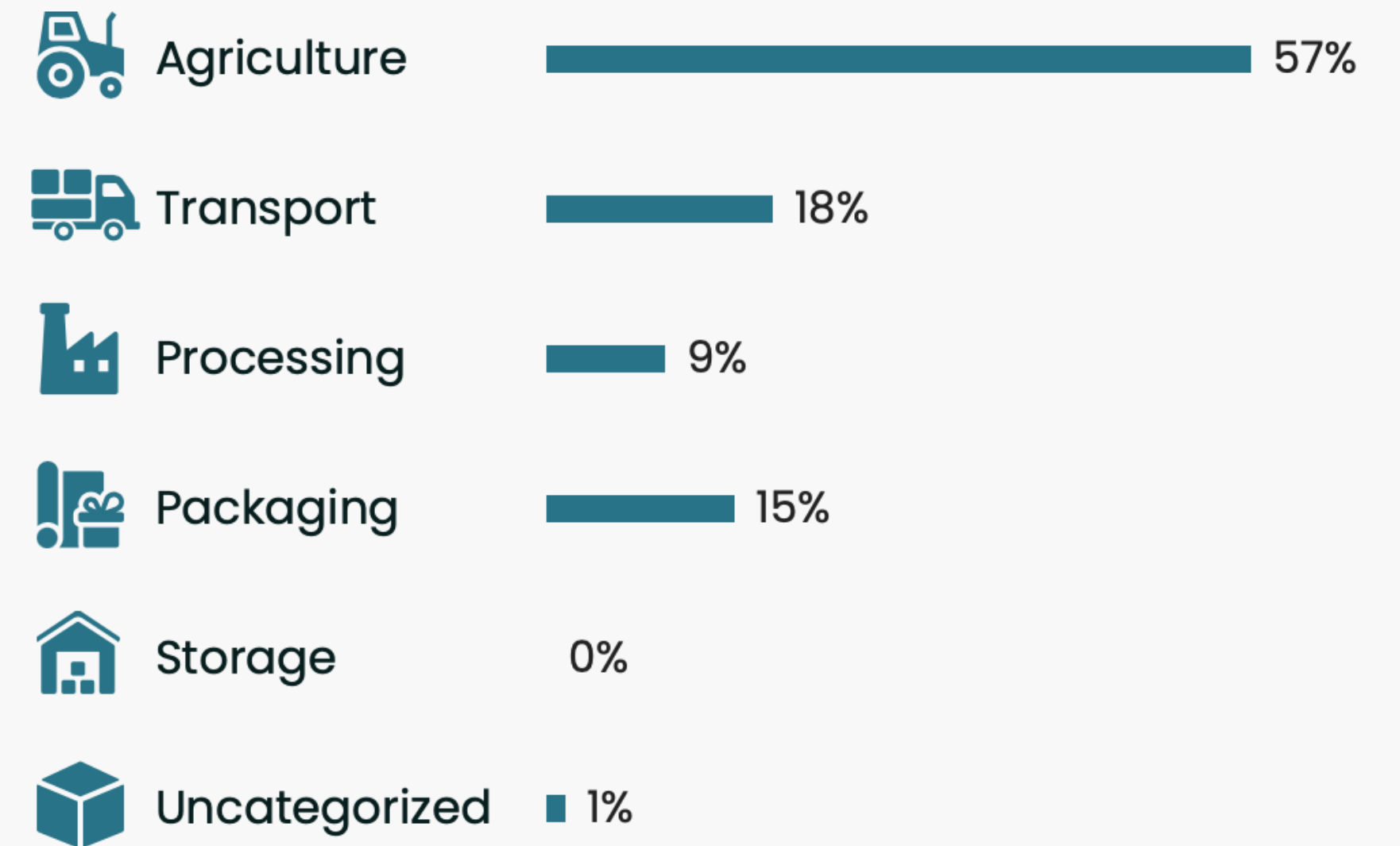


2022-10-26

kg **lb**

Live footprint: 2.5 kg CO₂e/kg

[See footprint updates](#)



"Naturli Organic Spreadable" currently has a climate footprint of 2.5 kg CO₂e/kg. This value is updated when there are changes in the way the product is made, and when we update our calculations to match the latest climate science. See the table below to see the updates of this product's climate footprint.



Our ambition



The world's most sustainable food packaging*

The world's most sustainable food package should be made solely from responsibly sourced renewable or recycled materials, fully recyclable and carbon neutral

* This means creating cartons that are fully made of renewable or recycled materials, that are responsibly sourced therefore helping protect and restore our planet's climate, resources and biodiversity; contributing towards carbon-neutral production and distribution; are convenient and safe, therefore helping to enable a resilient food system; are fully recyclable





Tetra Pak Sustainability Report 2022

Tetra Pak Sustainability Report 2022 – Our Focus Areas – Driving Circular Solutions



Our Achievements in 2021

Packaging, Collection, and Recycling

Packaging

We are on a journey to deliver the world's most sustainable food package, made solely of responsibly sourced renewable or recycled materials, fully recyclable and carbon neutral. We are focusing on decreasing the share of plastics and aluminium and increasing the share of paper more than the average 70% of today, while continuing to keep food safe and available for consumers.

Following the successful completion of a 15-month commercial technology validation of a polymer-based barrier replacing the aluminium foil layer, we started testing a fibre-based barrier that is a first within food carton packages distributed under ambient conditions. A first pilot batch of single serve packs featuring this industry-first material are currently on shelf for a commercial consumer test, with further technology validation scheduled later in 2022.

This initiative underscores our approach to design for recycling, where increasing the paper content is critical, and supports end-user expectations. Based on recent global research, approximately 40% of consumers confirmed they would be more motivated to sort for recycling if packages were made entirely from paperboard and had no plastic or aluminium. In addition, cartons with higher paper content are also more attractive for paper mills. Thus, this concept presents clear potential for realising a low carbon circular economy for packaging.

Tetra Pak portfolio strategic objectives to get there

Secure solutions to address regulations and climate change

Secure "circularity" in portfolio

Sustainable openings

- Paper straws
- Non-detachable alternatives
- Tethered caps

Recycled content

- Use of recycled polymers and paper in primary/secondary packaging and additional material

Renewable package

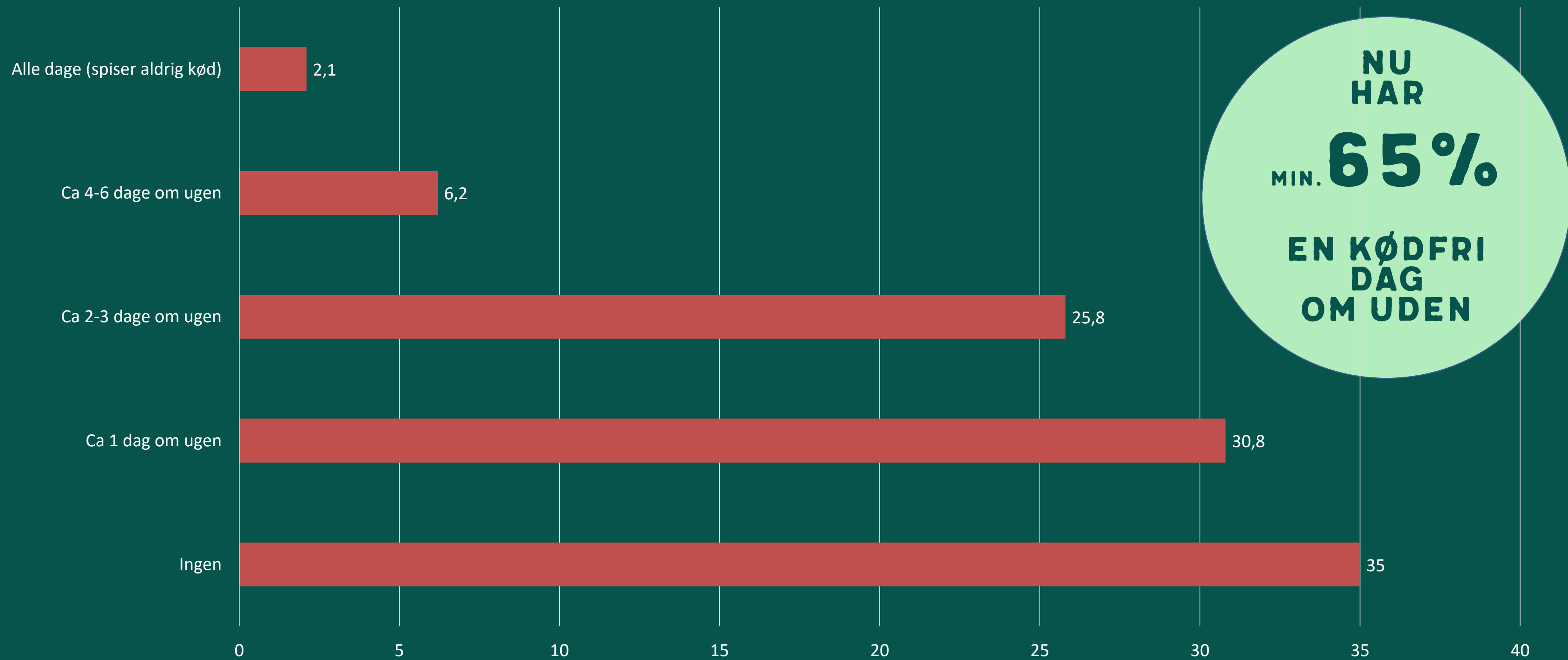
- Launch fully renewable aseptic carton package
- Expand deployment of plant-based products

Enable recycling by design

- Explore new packaging material structures
- Smart packaging that enables collection/sorting/recycling

Our ambition to deliver the world's most sustainable food package, made solely of responsibly sourced renewable or recycled materials, fully recyclable and carbon-neutral.

HVOR MANGE KØDLØSE DAGE, OM UGEN HAR DU NU?



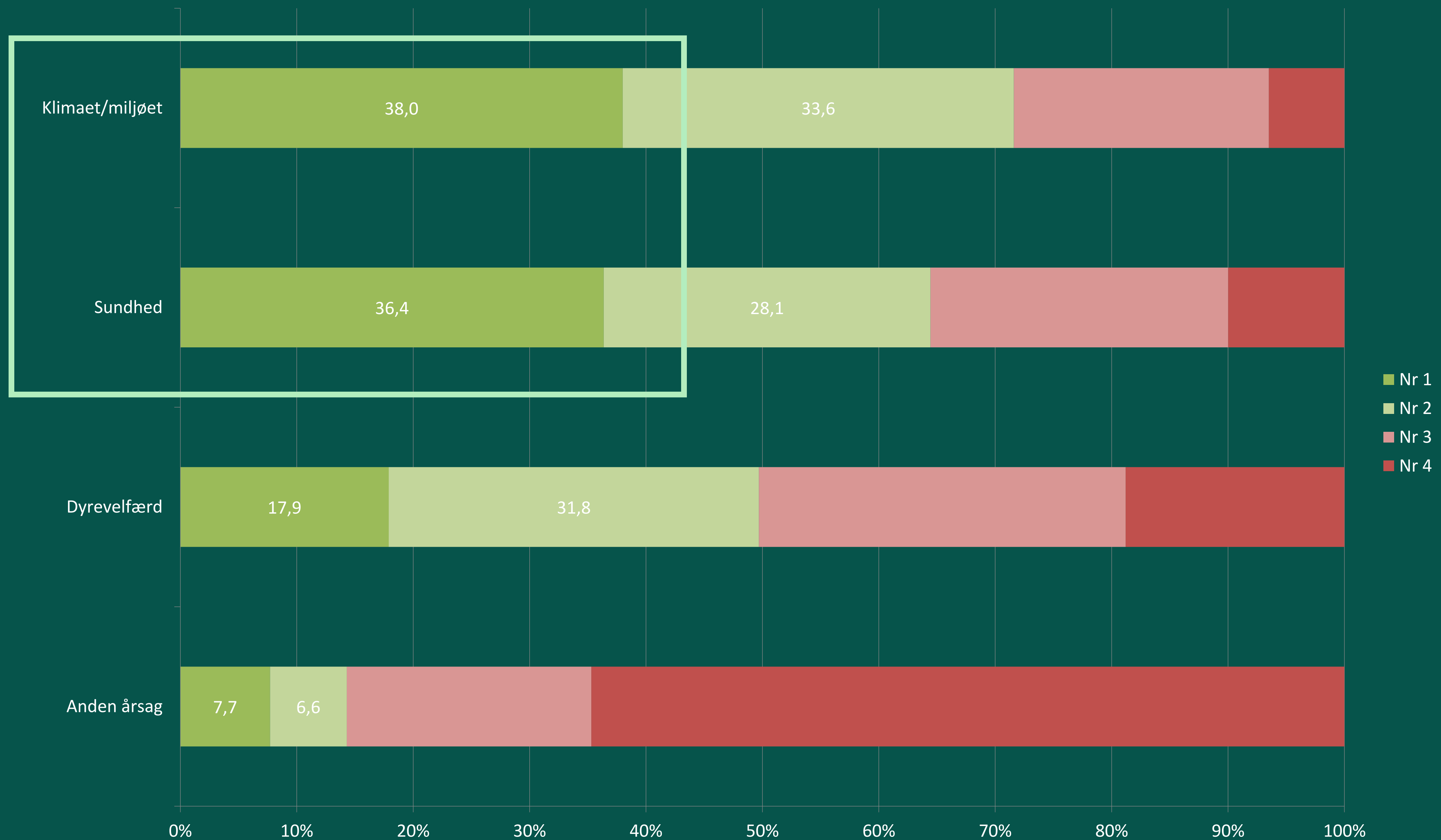
NU HAR
MIN. **65%**
EN KØDFRI
DAG
OM UDEN

Kødløse dage om ugen nu?	Alle	Køn		Alder				Region					Børn i husstanden				Husstandsindkomst				
		Mand	Kvinde	18-34 år	35-49 år	50-64 år	65 år+	Hovedstad en	Sjælland	Syddanmark	Midtjylland	Nordjylland	Børn 0-5 år	Børn 6-12 år	Børn 13-17 år	Hjemmeb. Børn over 17 år	Ingen Børn	U.300 t.kr.	300-499 t.kr.	500-799 t.kr.	800 t.kr.+
Ingen	35	37,3	32,8	26,9	34,2	41,3	39,6	26,7	34,4	42,5	36,4	43,4	33,7	32,3	32,5	36,9	35,7	28,1	34,1	44,6	28,9
Ca 1 dag om ugen	30,8	30,8	30,7	30	28,1	32,5	33,1	28,5	31	33,3	34,1	24,8	33,2	24,6	39,4	36,7	29,9	31,2	34,8	27,5	36,9
Ca 2-3 dage om ugen	25,8	26,3	25,4	34	27	17,6	23,3	31,1	25,2	18,5	24,2	29,2	26,7	34,9	20,9	22,4	25,3	30	21,2	23,4	27,2
Ca 4-6 dage om ugen	6,2	4,6	7,8	5,8	7,7	7,2	3,7	9	8,1	4,3	4,5	2,5	4,9	5,7	7,2	2,3	6,7	8,2	7	3,8	6,2
Alle dage (spiser aldrig kød)	2,1	0,9	3,3	3,2	3	1,4	0,3	4,7	1,2	1,4	0,7	0	1,5	2,4	0	1,7	2,4	2,4	2,9	0,7	0,7

(n=1.002)



HVORFOR ØNSKER DU AT SPJSE MINDRE KØD? HVAD ER DEN VIGTIGSTE ARSAG TIL DET?



CO2 UDLEDNING

ANIMALSK VS. PLANTEBASERET



UDLEDT CO2E PER KG*

HAKKET
OKSEKØD

20,0 KG

NATURLI'
HAKKET

1,9 KG

0 5 10 15 20

KILDE: *FRA JORD TIL FÆRDIGT PRODUKT BEREGNING UDREGNET AF CARBON CLOUD

CO2 UDLEDNING

ANIMALSK VS. PLANTEBASERET



UDLEDT CO2E PER KG*

ØKOLOGISK
LETMÆLK 1,5%

1,15KG

ØKOLOGISK
HAVREDRIK 1,2%

0,42KG

ØKOLOGISK
MANDELDRIK 1,2%

0,31KG

0 0,3 0,6 0,9 1,2

KILDE: *FRA JORD TIL FÆRDIGT PRODUKT BEREGNING UDREGNET AF CARBON CLOUD

A high-resolution image of Earth from space, showing the Western Hemisphere. The Earth is a vibrant blue and green sphere with white clouds, set against the blackness of space filled with distant stars. The text "LET'S BE THE CHANGE" is centered over the image. The word "LET'S" is in white, "BE THE" is in white, and "CHANGE" is in a bright green color.

LET'S BE THE CHANGE



NATURLI'



JOIN NATURLI'

WE LOVE FEEDBACK

FACEBOOK @NATURLI
INSTAGRAM @NATURLI
TIKTOK @NATURLIFOODS