



Curious?
We are...

Let`s Meat Halfway





Meat costs *the earth*.
More Meat, More Problems...

91% of the amazon rainforest destruction is a result of animal agriculture

70% of all available fresh water is used in animal agriculture

69% of consumers say they are trying to lead an environmentally friendly lifestyle

22% of the global populations is vegetarian, with this set to rise another 12% in the UK alone by 2030

1 in 3 children are overweight or obese by the time they leave primary school.

Meat is expensive, it doesn't just cost our health or our bottom line – it costs the earth.

Economical

- Primary beef has seen the highest average price increases for value products, up by 17%. (Kantar, 12 w/e 12 June 2022)
- Food Inflation is forcing caterers to consider cheaper ingredients or remove from menus, which impacts nutritional value.

Environmental

- Total emissions from global livestock is 7.1GT Co2e that's more than the total Global emissions from Transport.

Health

- Obesity costs the NHS a massive £6 billion annually and this is set to rise to over £9.7 billion each year by 2050.
- Too much red meat is linked with high calories and cholesterol, and in turn, increases risk for cardiovascular disease such as heart attacks and strokes.
- We need to increase our dietary fibre intake by 50%. WWF

Quorn *PRO*
Powered by Curiosity

Let`s Meat Halfway

What`s next?

A bit of meat. A bit of meat free protein.

It's the best of both worlds and the best for the world. Welcome to the 50:50 approach.

By reducing the meat content of your dishes by 50% and supplementing with Quorn you will be having a hugely positive impact on the planet: less carbon emissions, less water usage, less deforestation - all in all less meat means a greener approach - in every way.

Better for diners. Better for the environment. Better for your bottom line.

We're not telling you to drop meat entirely but there really are some great reasons to switch to the 50:50 approach: Tasty. Healthy. Low Carbon. Save money, and the planet.

Tastes good, does good.



50:50 is the new 100

- Meat in the middle *Cottage Pie* with Root Crush
- Meat your match *Chilli Con Carne*
- Meat the better half *Italian Lasagne*
- Meat your halfway *stew and dumplings*
- More than meats the eye *mince and potato pie*

46% Lower Carbon

Footprint compared to beef! And a whopping 92% when you choose Quorn only.

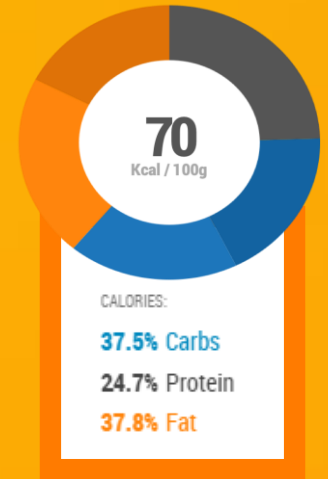
Quorn **PRO**

Meat in the middle Cottage Pie

- Low fat
- Low salt
- High in protein
- Low sugar
- High in fibre
- High in vitamin A

EU Label Values Per 100gr

SUGGESTION	PER 100G	%RI	PER SERVING	%RI
Energy(kJ)	293 kJ	3%	1366 kJ	16%
Energy(kcal)	70 kcal	4%	327 kcal	16%
Fat	2.7 g	4%	13 g	19%
of which saturates	1.2 g	6%	5.8 g	29%
Carbohydrate	6.1 g	2%	29 g	11%
of which sugars	3.1 g	3%	14 g	16%
Fibre	2.5 g	10%	12 g	48%
Protein	4 g	8%	18 g	36%
Salt	0.21 g	4%	0.96 g	16%



50:50

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[Download Recipe](#)



*Comparison uses UK sourced Red Tractor Beef mince containing a maximum 20% Fat content. Calculation based on 467g portion as at 5/5/23

Meat in the middle Cottage Pie with Root Crush



50:50



3.6 kg CO₂e

0 % Organic 467 g Weight

3569 g CO₂e 765 g CO₂e / 100g

Claims not recommended due to high sugar, salt or fat content.

SUGGESTION	PER 100G	%RI	PER SERVING	%RI
Energy(Kj)	336 kJ	4%	1570 kJ	19%
Energy(kcal)	81 kcal	4%	376 kcal	19%
Fat	4 g	6%	18 g	26%
of which saturates	1.8 g	9%	8.5 g	43%
Carbohydrate	5.8 g	2%	27 g	10%
of which sugars	2.9 g	3%	14 g	16%
Fibre	1.7 g	7%	8.1 g	32%
Protein	4.5 g	9%	21 g	42%
Salt	0.2 g	3%	0.94 g	16%

1.9 kg CO₂e

0 % Organic 467 g Weight

1925 g CO₂e 412 g CO₂e / 100g

- Low Fat
- Low Sugar
- Low Salt
- High in Fibre
- High in Protein
- High in Vitamin A
- Source of Chloride

SUGGESTION	PER 100G	%RI	PER SERVING	%RI
Energy(Kj)	293 kJ	3%	1366 kJ	16%
Energy(kcal)	70 kcal	4%	327 kcal	16%
Fat	2.7 g	4%	13 g	19%
of which saturates	1.2 g	6%	5.8 g	29%
Carbohydrate	6.1 g	2%	29 g	11%
of which sugars	3.1 g	3%	14 g	16%
Fibre	2.5 g	10%	12 g	48%
Protein	4 g	8%	18 g	36%
Salt	0.21 g	4%	0.96 g	16%

0.3 kg CO₂e

0 % Organic 467 g Weight

280 g CO₂e 60 g CO₂e / 100g

- Low Fat
- Low Sugar
- Low Salt
- High in Fibre
- High in Protein
- High in Vitamin A
- Source of Chloride

SUGGESTION	PER 100G	%RI	PER SERVING	%RI
Energy(Kj)	246 kJ	3%	1149 kJ	14%
Energy(kcal)	59 kcal	3%	274 kcal	14%
Fat	1.5 g	2%	7.1 g	10%
of which saturates	0.7 g	4%	3.1 g	16%
Carbohydrate	6.2 g	2%	29 g	11%
of which sugars	2.9 g	3%	14 g	16%
Fibre	3.1 g	12%	14 g	56%
Protein	3.4 g	7%	16 g	32%
Salt	0.21 g	4%	0.98 g	16%

Customer Testimonial



Matthew Thornton

*Assistant Food Production Manager
Food Production Unit
City Hospital Campus*

The food production management team at NUH were introduced to the 50/50 “meat in the middle” concept by Quorn back in January this year. After our meeting, the intention was to put some of these dishes on as part of our monthly food tasting sessions.

We produced two dishes, Beef Chilli and Beef Lasagne. These were made using our current recipes which have been developed to ensure they are able to withstand the cook, chill freeze processes that we are using for patient feeding. The only change we made was to substitute the half of the beef mince content with the Quorn mince. This blended in extremely well during the cooking process and actually helped in soaking up some of the excess oil produced from the meat.

I personally thought the finished dishes were of no lesser quality and found that the Quorn and meat blended extremely well, it wasn't obvious that there were two different components in the meat base. We presented the two finished dishes to our monthly food-tasting group where they both scored over 90% in the taste test. Overall, it was extremely well received, and it is a concept we would like to explore further in our next menu development cycle.

Taste Panel Feedback

Meat your match Chilli Con Carne

93.8%

- Taste and good Chilli
- Very Nice
- No difference in Consistency
- Good Texture and Flavour
- Excellent Dish
- Good but I can taste Quorn
- Good taste and texture
- Not a great fan of Chilli so I was pleasantly surprised by taste
- I was late so it wasn't very hot

Meat the other half Italian Lasagne

91.3%

- Can't taste that its 50:50
- Good taste
- Very nice and tasty
- Needs more tomato and cheese flavour
- Delicious can't fault it
- Could do with more flavour
- Very nice, no difference in consistency, would normally have tried this but very good
- I can taste Quorn texture, amend to make more meaty
- Good texture and nice taste and hot



If NHS England converted just 20% of the 140m meals to meat halfway, *they could save*

***47,600** *Tonnes CO2e*

and at least.

£1.12M *in food cost*

*Savings per annum based 28m meals with 1,7kg CO2e savings from a 454g portion of from Meat Halfway cottage pie calculated from cradle to gate using Klimato on 5/5/23. Cost savings assuming 4p per portion meal saving based on Quorn Mince 50% extra free pack 1,5kg @£9.06 and Average Beef cost of £7.52 per kg.



If every primary school in the UK were to meat halfway once every 3- week cycle, they could save

***50,120** *Tonnes CO2e*

and at least.

£1.43M *in food cost*

*Savings per annum based on 358 million meals with 1,4kg CO2e savings from a 454g portion of from Meat Halfway Bolognese calculated from cradle to gate, using Klimato on 5/5/23. Cost savings assuming 4p per portion meal saving based on Quorn Mince 50% extra free pack 1,5kg @£9.06kg and Average Beef cost of £7.52 per kg.

Meat Halfway

Less Meat, less Problems.

- Reduces saturated fat, calories, cholesterol and increases fibre
- Powered by Mycoprotein. A complete protein source with all 9 essential amino acids and high bio availability
- Saves carbon and costs less
- Gives customers the tastes and textures they expect without compromise

Quorn **PRO**

Replacing 20% of the global beef consumption could *halve deforestation by 2052*

The *water footprint of QuornPro Mince* is *12x less* than Beef Mince.

Carbon footprint of Quorn Mince is *95% lower than Beef Mince.*

A plant-based diet *reduces the risk of heart disease by 40%*

Consumption of less meat is associated with *decreased rates of obesity* in both children and adults





Thank you!

Quorn **PRO**