

KRUSLI
RESCUE FOOD



THE CHALLENGE
1/3 IS WASTED!

ENOUGH TO FEED 2 BILLION
PEOPLE

CEREALS, NUTS, FRUITS AND
VEGETABLES ARE ALL IN THE
TOP 10 OF THE MOST WASTED
PRODUCTS

**1/3 OF OUR
FOOD GET'S
WASTED**



SOURCE: UNITED NATIONS, 2017

OUR MISSION IS TO RESCUE FOOD

BY OFFERING TASTY AND
HEALTHY BREAKFAST
PRODUCTS MADE FROM
RESCUED FOOD, SUCH AS
BEER GRAIN, SPELT BRAN,
'IMPERFECT' VEGETABLES
AND FRUIT, BROKEN NUTS
AND SEEDS



OUR PROMISE

50% RESCUED FOOD*

CONTAINS LESS THAN 10%
SUGAR

BAKED BY A MASTER
BAKER



* MINIMAL 50% OF THE INGREDIENTS ARE FROM RESCUED FOOD.
THIS MEANS THAT THE INGREDIENTS WOULD NOT BE USED FOR HUMAN CONSUMPTION OTHERWISE.

HMMMMMMMM

4 FLAVOURS

APPLE & WALNUT

PEANUT BUTTER & BANANA

BEET & GINGER

SWEET POTATO & COCONUT



PACKAGING

CUPS; 65 GRAM

BOXES; 400 GRAM & 1 KG

BAGS; 4KG



QUALITY

FSSC 22000

ORGANOLEPTIC,
MICROBIOLOGICAL AND AW-
VALUE TESTS ARE CARRIED
OUT IN BOTH THE
INGREDIENTS AND END
PRODUCTS

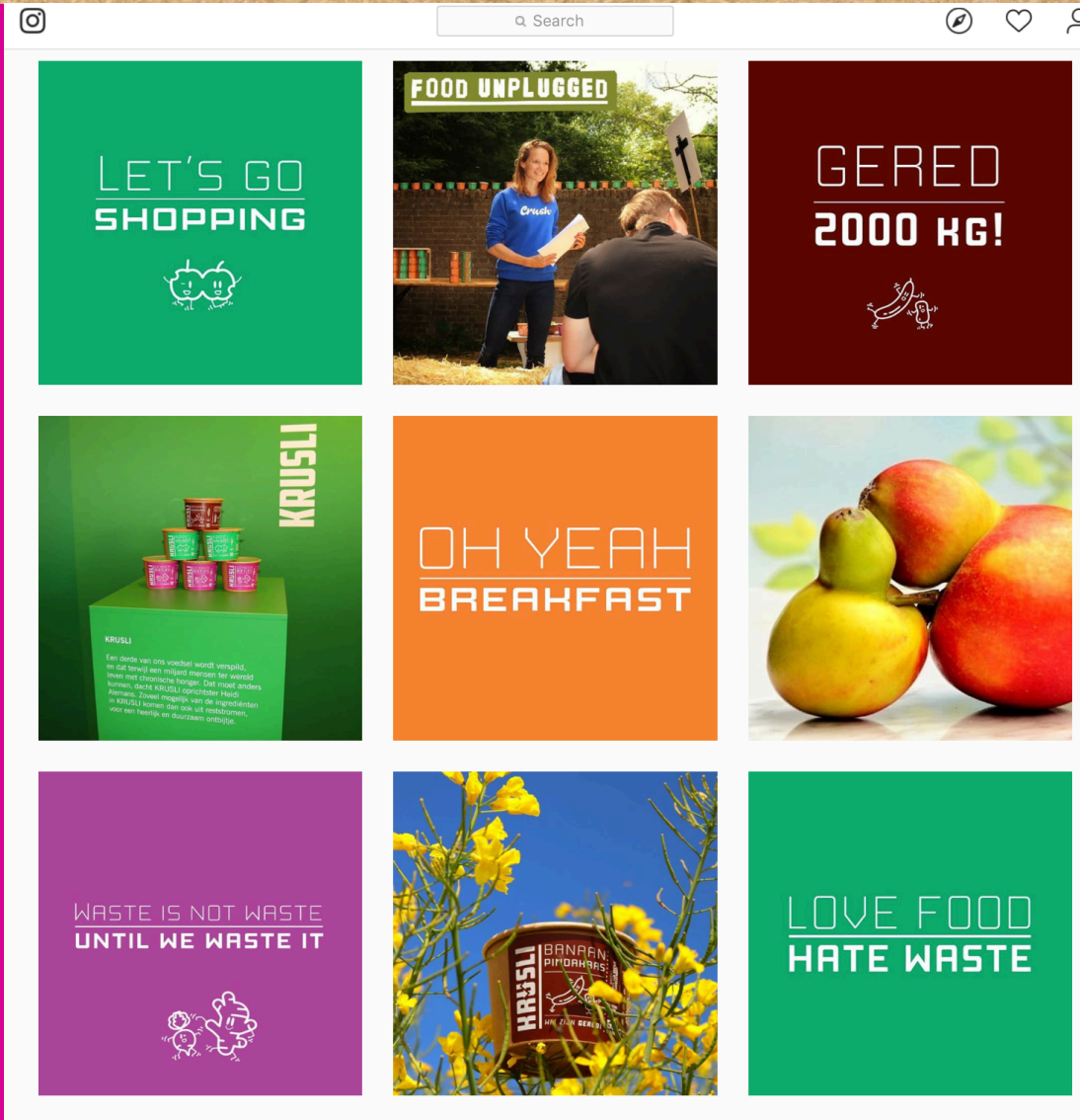
ALL RESCUED FOOD IS
CERTIFIED



MARKETING

EVERY DAY MORE
FOLLOWERS WHO HELP US
TO RESCUE FOOD:)

GREAT PR MOMENTS;



PRODUCTION

KRUSLI IS PRODUCED BY THE
MEESTERS VAN DE HALM!

THEY MAKE THE BEST
BAKERY PRODUCTS SINCE
1977.



NEXT...

RESCUE MORE FOOD
TOGETHER, BY OFFERING
TASTY, SUSTAINABLE AND
HEALTHY BREAKFAST
PRODUCTS

