

# Pioneers of Great Taste

Plant based meat products for food professionals



★ HESPROFOODS ★



# Great Food is Great Mood

The VEKE® vegetable protein based products of Hes-Pro Foods are the **most delicious and easy-to-use solution on the market** for

- fast food restaurants
- personnel restaurants
- the tables of consumer cooking at home

The advantages of using VEKE® products include

- taste and convenience
- first-class quality
- meat-like appearance and texture
- cost-efficiency of the most modern production plant in Europe

This unparalleled combination makes the VEKE® product line the most attractive option on the B2B market.

VEKE® is a registered trademark.

★ **HESPROFOODS** ★  
PIONEERS OF GREAT TASTE



# VEKE® Vegetable Protein Products

## BROAD BEAN AND PEA BASED PRE-SEASONED FROZEN PRODUCTS



### VEKE® VEGGIE BURGER PATTIES

- cooked
- pre-seasoned
- IQF-frozen
- shelf life 1 year
- package size 1100 g



### VEKE® VEGGIEBALLS

- cooked
- pre-seasoned
- IQF-frozen
- shelf life 1 year
- package size 1100 g



### VEKE® NUGGETS

- cooked
- pre-seasoned
- IQF-frozen
- shelf life 1 year
- package size 1100 g

## SOY BASED PRE-SEASONED FROZEN PRODUCTS



### VEKE® SOY FINGERS

- cooked
- pre-seasoned
- IQF-frozen
- shelf life 1 year
- package size 1100 g



### VEKE® PULLED SOY TEX-MEX

- cooked
- pre-seasoned
- IQF-frozen
- shelf life 1 year
- package size 250 - 1100 g

## SOY BASED UNSEASONED DRY PRODUCTS



### VEKE® SOY STRIPS

- uncooked
- unseasoned
- dry
- shelf life 2 years
- package size 5000 g

**ALL  
PRODUCTS  
VEGAN**

**Products  
are  
Halal & Kosher  
certified.**

## PACKAGE SOLUTIONS:

- plastic bag  
(single unit)  
in a carton box  
(sales unit)
- possibility  
to use  
customer's  
own brand



# In the Core of Great Taste

Hes-Pro and its trademark Hes-Pro Foods are part of the same corporate group with Hesburger, the largest fast food chain in Finland and the Baltics. The story of the family-owned company dates back to the 1970s when the young entrepreneurs **Heikki and Kirsti Salmela** started their own grill kiosk in Naantali, Finland. Their mouth-watering products, innovation and friendly service captured the hearts and taste buds of the customers, and the chain started growing in Finland and internationally.

Today, Hesburger operates in nine countries, serving over 190 000 customers every day. Hes-Pro operates as the production plant and logistics center, having produced and sold mayonnaises, salad dressings, and other sauces for decades. The delicious flavour of our mayonnaises is familiar to many, as they are the heart of products served at Hesburger restaurants. Hes-Pro Foods salad dressings and sauces can be found in well-stocked supermarkets all over Finland and abroad.



## Hes-Pro invests in the plant based trend

Years ago, we noticed more and more people choosing a vegetarian diet. We made a bold decision to invest in our own vegetable protein factory. Having a state-of-the-art production facility enables us to develop and produce our own exquisite vegetable protein products at an excellent price to meet the market's demand.

Today, we are paving the way in easy and delicious plant based eating in the world: **One of our many goals is that half of the products sold at Hesburger restaurants in Finland will be meat-free by 2030.** We provide our customers worldwide with vegetarian products so tasty that choosing a vegetarian option is a no-brainer!

The secret to developing supreme flavours is honestly tasting – and we know what tastes great!

★ **HESPROFOODS** ★

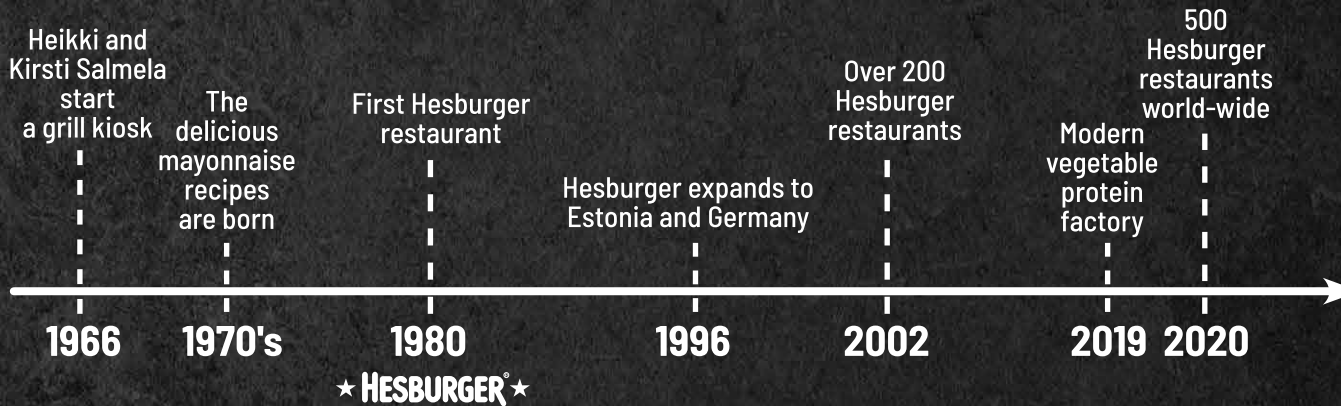


# Facts and Figures

- Hesburger serves over 30 million hamburgers and tortillas every year.
- The Hesburger mobile app has been downloaded over 2 million times, making it one of the most popular apps in Finland.
- Hesburger's taxable sales in 2019: 347 MEUR

- In 2019, Hes-Pro
- delivered 2,3 million kilos of beef
  - produced 4,5 million kilos of different products
  - exported over 1 million kilos of mayonnaise
  - employed around 80 people
  - 24/7 monitoring and surveillance of the facility and production

## Timeline



## We think green!

Our modern factory with state-of-the-art technology ensures that the carbon footprint of the vegetable protein production is 90 % smaller than in similar older factories.

- 860 solar panels produce around 10 % of Hes-Pro's overall electricity consumption
- EPD certified wind energy
- recycling 88 % of all waste
- raw material loss 0,14 %

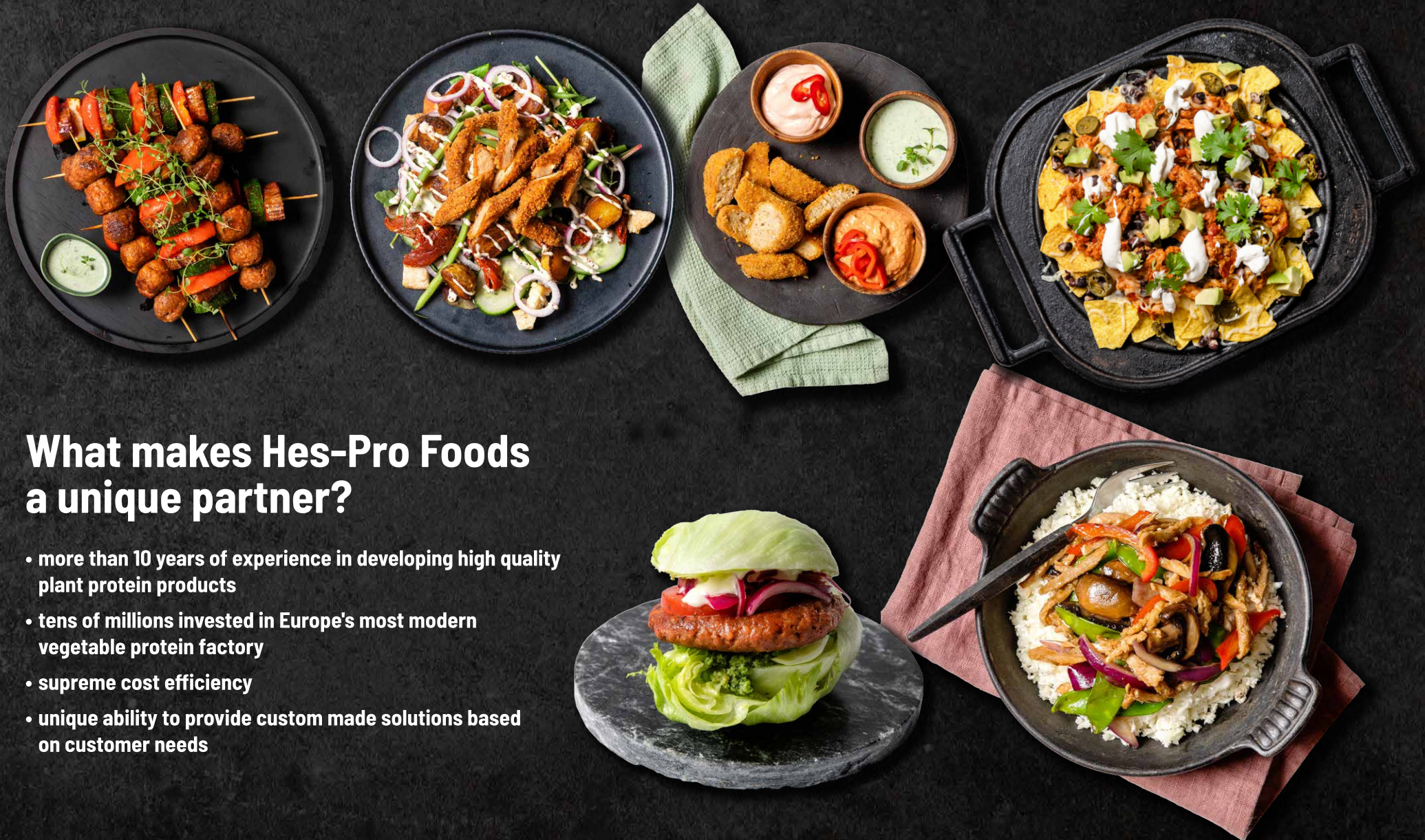
**COOL FACT!** The factory's cooling units use environmentally friendly natural refrigerant (CO<sub>2</sub>) that has around 3000 times smaller impact on the environment than the traditional refrigerants. Moreover, the heat that the cooling unit produces is recovered and used in the heating system and process water heating.

Hes-Pro (Finland) Oy has the FSSC 22000 certificate. The vegetable protein factory was audited in 2020.





# Meet Our Veggie Protein Superstars



## What makes Hes-Pro Foods a unique partner?

- more than 10 years of experience in developing high quality plant protein products
- tens of millions invested in Europe's most modern vegetable protein factory
- supreme cost efficiency
- unique ability to provide custom made solutions based on customer needs



# VEKE® Veggie Burger Patties á 90 g

The VEKE® Veggie Burger Patty is a world-class vegan alternative to the conventional hamburger patty. Its hearty and meat-like mouthfeel appeals to vegetarians as well as meat eaters. VEKE® Veggie Burger Patties are also easy to use for the main course of a variety of vegetarian meals.

## Preparation:

- fry in a pan for approx. 3 minutes per side
- in the oven at 170 °C for 7 - 10 minutes

**Ingredients:** Water, vegetable proteins (wheat, pea, broad bean), vegetable oils (coconut, canola), fibres (bamboo, pea), methylcellulose, modified potato starch, iodized salt, sugar, spirit vinegar, seasonings (black and green peppers, garlic), natural flavouring, lemon, beet juice concentrate, caramelised sugar.



## STREET FOOD

### Vegan Umami Burger

This burger is a real umami bomb, containing a rich VEKE® Veggie Burger Patty, fried button mushrooms and mayonnaise seasoned with truffle oil. You can bet the shoestring potatoes are crispy and they make a nice alternative for fries, too!



## HOME COOKING

### Veggie Mushroom Sandwich

A VEKE® Veggie Burger Patty served on some crispy country bread tastes delicious with mushroom sauce seasoned with thyme.

## HEALTHY EATING

### Burger Protein Style

Build your protein burger between two lettuce leaves! Top it off with fresh pumpkin seed pesto and lemon yoghurt for a tasty serving.





# VEKE® Veggieballs á 25 g

This vegan alternative to meatballs has a texture that is sure to please not only vegetarians and semi-vegetarians, but meat eaters as well. Serve as is, or couple with a sauce. VEKE® Veggieballs withstand warm storage well.

## Preparation:

- fry in a pan for 3 - 5 minutes
- bake in the oven at 170 °C for 10 - 12 minutes
- deep-fry at 178 °C for 2 - 3 minutes

**Ingredients:** Water, vegetable proteins (wheat, pea, broad bean), vegetable oils (coconut, canola), fibres (bamboo, pea), methylcellulose, modified potato starch, iodized salt, sugar, spirit vinegar, seasonings (black and green peppers, allspice, garlic), onion, natural flavouring, lemon, beet juice concentrate, caramelised sugar.



## STREET FOOD Veggieball Sub

VEKE® Veggieballs and tomato sauce are your ideal filling for a bun. Top the serving off with some fresh herbs and your tasty street food is ready!



## HEALTHY EATING Grilled Veggieball Skewers and Vegetables

These hot and sweet VEKE® Veggieballs and vegetables on a skewer are your barbecue at its best. You can get a vegan version of the serving by substituting agave syrup for the honey.

## HOME COOKING Garlic Mash, Rosemary Cream Sauce and Veggieballs

This traditional Scandinavian serving is easy to turn into a vegan version. The mashed potatoes are spiced up with garlic.





# VEKE® Nuggets á 30 g

Vegan and breaded VEKE® Nuggets can be served as finger food together with various dips or as part of a whole meal. The crispy crust keeps the nuggets juicy on the inside. Prepare like you would prepare chicken nuggets.

## Preparation:

- using plenty of oil, fry in a pan for 3 – 5 minutes
- bake in the oven at 170 °C for 10 – 12 minutes
- deep-fry at 178 °C for 2 – 3 minutes

**Ingredients:** Water, vegetable proteins (wheat, pea, broad bean), vegetable oils (coconut, canola), fibres (bamboo, pea), wheat flour, wheat starch, wheat gluten, emulsifiers (methylcellulose), modified starch (potato, maize), iodized salt, sugar, spirit vinegar, seasonings (black and green peppers, garlic, chili), natural flavouring, lemon, yeast.

## HEALTHY EATING

### 3 Healthy Dips:

Green Goddess Dip  
Roasted Pepper Hummus  
Sriracha Yoghurt

You can make these easy and healthy dips quickly and easily! Serve with VEKE® Nuggets as a snack or a light evening meal.



## STREET FOOD

### Vege Nugget Pitas

Complete your tasty pita bread with a variety of fillings, such as crispy VEKE® Nuggets, fresh couscous salad, vegan yoghurt and hummus.

## HOME COOKING

### Vege Nugget Dip Platter

Make a fresh and crisp dip platter to share with friends for lunch. VEKE® Nuggets are a perfect substitute for chicken nuggets.





# VEKE® Soy Fingers á 40 g

Vegan, easy-to-use, breaded VEKE® Soy Fingers make the perfect filling for various sandwiches, wraps, etc. The product is also excellent as is, together with a dip. The meat-like consistency of the VEKE® Soy Fingers also brings a very nice mouthfeel to creamy soups, etc.

## Preparation:

- deep-fry at 178 °C for 1 – 2 minutes

**Ingredients:** Water, soy protein concentrate 14%, breading (wheat flour, wheat starch, modified maize starch), wheat gluten, salt, yeast, yeast extract, paprika extract, seasonings (black and white peppers, garlic, cayenne, chili).

**Origin of soy:** Europe.



## STREET FOOD

### Vegan Soy Taco Dogs

Spicy VEKE® Soy Fingers take the spotlight in these Mexican-style dot dogs. Make your own salsa fresca to add the freshness of tomatoes to the serving!



## HEALTHY EATING

### Creamy Vegan Tomato Soup

Coconut cream gives lovely richness and sweetness to your tomato soup. Dip your VEKE® Soy Fingers in this soup and you may wonder if this is what they were originally created for!

## HOME COOKING

### Farmer's Salad

This filling farmer's salad has sweetness, hotness and texture, plus some hearty sauce. The seasoned VEKE® Soy Fingers are ideal as the main source of protein in this salad.





# VEKE® Pulled Soy Tex-Mex

This vegan, pre-seasoned version of VEKE® Pulled Soy does not require soaking since it is ready to use after thawing. VEKE® Pulled Soy Tex-Mex is especially suitable for Mexican foods and various salads or bowl foods to bring them richness and make them more filling.

## Preparation:

- fry in a pan for 3 – 5 minutes, turning every so often

**Ingredients:** Soy crisps, water, rapeseed oil, tomato purée, cane sugar, sugar, green bell pepper, modified starch, citrus fibre, seasonings (garlic, black pepper, chili, oregano, thyme, cumin, paprika, onion powder, ginger, cinnamon, rosemary), vinegar, salt, preservatives (E202, E211), thickening agent (pectin).

**Origin of soy:** Europe.



## HEALTHY EATING Pulled Soy Bowl

Hot VEKE® Pulled Soy Tex-Mex and some apple and fennel salad complement this Mexican-style rice bowl beautifully. This quick and delicious meal is great, for instance, to serve for lunch.

## HOME COOKING Pulled Soy Nacho Platter

This is a vegan version of a family favourite and it works really well! You can create the serving easily together with seasoned VEKE® Pulled Soy Tex-Mex.



## STREET FOOD Pulled Soy Ramen

You can make a Japanese noodle soup base from just a few ingredients. Serve with seasoned VEKE® Pulled Soy Tex-Mex and fresh vegetables.





# VEKE® Soy Strips

The vegan VEKE® Soy Strips are easy to season to your own liking. Prepare them like you would prepare chicken fillet strips. VEKE® Soy Strips are very suitable for Asian foods, etc.

## Preparation:

- soak/cook in water for approx. 2 minutes
- fry in a pan for 3 – 5 minutes, turning every so often
- season

Ingredients: Soy protein concentrate, water.

Origin of soy: Europe.



## STREET FOOD Fried Rice

Fried rice is like the Oriental version of Scandinavian pyttipanna. To make it, you can use whatever raw ingredients you find in the cupboard. If you want to keep the serving vegan, substitute fried tofu strips for the fried egg.



## HEALTHY EATING

### Teriyaki Soy Wok and Cauliflower Rice

If you are tired of rice, try some quick and easy cauliflower rice! VEKE® Soy Strips are a great protein supplement to add to your wok together with some snappy vegetables.



## HOME COOKING

### Vegan Pasta with Roasted Tomatoes and Broccoli Pesto

Broccoli gives a new dimension to your traditional pesto. For a vegan serving, substitute brewer's yeast powder and roasted nuts for the Parmesan cheese.





# Plant based meat professionals at your service



Let's discuss how we at Hes-Pro Foods can support your business.  
Don't hesitate to contact Hes-Pro Foods' European business development team for further information.

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