**Our Mission**
AT QUORN WE HAVE A SIMPLE MISSION – TO HELP CONSUMERS EAT LESS MEAT

**A Healthy Protein**
QUORN’S MAIN INGREDIENT IS MYCOPROTEIN, A NATURALLY HEALTHY PROTEIN SOURCE

**GOOD FOR YOUR HEALTH:**
- Weight Management
- Vegetarian Lifestyle
- Health Management
- Meat Reduction

Switching from using ground beef to Quorn Grounds in a Spaghetti Bolognese once a week is equivalent to running 4 marathons a year.

1 PORTION OF SPAGHETTI BOLOGNESE:

<table>
<thead>
<tr>
<th></th>
<th>MEAT</th>
<th>QUORN</th>
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</thead>
<tbody>
<tr>
<td><strong>CALORIES</strong></td>
<td>516</td>
<td>314</td>
</tr>
<tr>
<td><strong>FAT %</strong></td>
<td>26.65</td>
<td>8.5</td>
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<tr>
<td><strong>SATURATED FAT %</strong></td>
<td>10.1</td>
<td>1.4</td>
</tr>
<tr>
<td><strong>CHOLESTEROL</strong></td>
<td>2</td>
<td>0</td>
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- 200 LESS CALORIES
- 85% LESS SATURATED FAT
- NO CHOLESTEROL
- STILL PROVIDES PROTEIN AND MICRO-NUTRIENTS

Ounce for ounce, Quorn has as much protein as an egg and as much fiber as broccoli.
Our Origins
Our origins go back to the 1960s, a period when there were genuine concerns about our ability to feed the world. As a response to this Lord Rank, our founder, set up a project to find a new source of protein. This was deemed by many to be the search for the first new food since the potato.

THE WATER FOOTPRINT OF QUORN GROUNDS - 15 TIMES SMALLER THAN THAT OF GROUND BEEF

OF CONSUMERS THAT PURCHASE MEAT SUBSTITUTES:

34% I’m concerned about food safety issues related to meat
32% I’m concerned about genetically modified organisms (GMOs)
26% For environmental reasons

COMPARATIVE CARBON EMISSIONS:

QUORN’S CARBON FOOTPRINT IS AT LEAST 5X LESS THAN BEEF AND 1.5X LESS THAN CHICKEN

QUORN CARBON FOOTPRINT CO₂E/KG:

With over 70% of agricultural land currently used for livestock production, the growing demand for meat is going to mean that more efficient solutions are needed as land becomes scarcer.

The simple elegance of the Quorn process lies not only in its ability to create protein efficiently, but also in its ability to deliver a taste and texture that people enjoy, making it easy to ‘make the change’.

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