

SINCE 1941

VANKOOLEN.COM



VAN KOOLEN BRAND - PRIVATE LABELS - PRIVATE RECIPES



OUR BELIEF

The group of consumers who prefer a day without or less meat and more vegetables increases. Our answer to this trend is a nice product range, based on mushrooms, fava beans and vegetables.

*Consumers are increasingly busy and want to know where their food is coming from. Nowadays, they want healthy food and they want to be surprised. Our products are **different** from others, but suitable for everyone!*

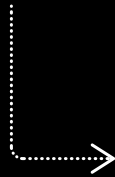
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Sustainability

*We have a unique combination of a mushroom company and an agricultural farm.
The soil of the mushrooms is re-used to fertilize the soil to grow potatoes, wheat and various vegetables.*

A great way to contribute to a sustainable food chain! Oyster mushrooms cultivation is done on coffee thick.

Who we are



Van Koolen

Family owned business
Founded in 2012

Fully controlled food chain by
van Koolen

Innovative convenience
concepts with added value

Healthy products with focus
on joy and vitality



How

Cooperation

Transparent

Entrepreneurship

New product development

Consumer focus

Integrated partnerships

Full service partner PL



Results

2012 New product
development in mushroom
convenience

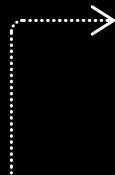
2013 Cooperation with Dalco
Food

2014 Introduction of
assortment mushroom burgers,
nationwide distribution in 1
year

2016 expanding product range
to full assortment

2017 Start with Fava Bean
project. The European source
for plant based protein.

What we do



Poldergoed

Founded in 1939
by Leen Koolen

Growing all sorts of fresh
vegetables
Fava beans
Potato's



Koolen Champignons

Founded in 1981
by Leo Koolen

For all sorts of mushrooms:
Growing
Processing
Merchandising



Koolen 1981

Founded in 2012
by Koen Koolen

State-of-art convenience
for mushrooms,
vegetables products and plant
based protein products



Clockless eating

Traditional eating patterns are changing. A growing amount of consumers prefer small portions, with an emphasis on convenience and easy-to-use. As a result, expectations and choices are changing 24/7

Global thinking – local acting

International inspiration translated into local solutions

Vitality

A growing focus on using healthy (fresh) products combined with moments of joy - vitality

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vegan assortment . .

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FALAFEL, 17 G

Ingredients

49% chickpeas, zucchini, carrot, flour (wheat), vegetable oil (sunflower), water, herbs, starch (potato), flavor (natural), thickener (E461), salt, spices, onion, raising agent (E500)



BEEF FLAVOURED STRIPS

Ingredients

water, gluten (wheat), starch (wheat), vegetable oil (sunflower), chickenegg protein, vegetable protein (soy protein isolate), pea protein isolate, barley malt extract, salt, soy sauce powder (soybean, salt, wheat, vegetable oil), natural flavor, vinegar, preservative (E270), pepper, maltodextrin, iron, vitamin (B12)



CHICKEN FLAVOURED STRIPS

Ingredients

water, gluten (wheat), starch (wheat), vegetable oil (sunflower), chickenegg protein, vegetable protein (soy protein isolate), pea protein isolate, salt, yeast extract, vinegar, preservative (E270), spices, maltodextrin, iron, vitamin (B12)



VEGETARIAN MINCED

Ingredients

Water, vegetable protein (21%) (soy, wheat gluten), sunflower oil, starch (potato, corn, wheat), chicken egg protein, aroma, modified starch, red beet powder, vegetable protein hydrolyzate (soya), salt, herbs and spices.



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VEGETABLE BALLS, 17 G

Ingredients

33% vegetables (carrot, corn, pea, bell pepper, onion), water, vegetable oil (sunflower), hydrolyzed protein (soya), vegetable protein (soya, pea), potato protein, starch (potato), gluten (wheat), flour (wheat), salt, soy protein isolate, spices, herbs.



KALE & PARSNIP BURGER, 80 G

Ingredients

61.0% vegetables (in varying quantities: kale, parsnip), 20.2%oats, water, sunflower oil,egg protein, garlic, sea salt



PUMPKIN BURGER 80 G

Ingredients

62.1% vegetables (in varying amounts: carrot, pumpkin, potato), 19.9%oats, water, sunflower oil, chickenegg protein, thickener: methylcellulose, salt, herbs, spices, herbs



BEETROOT BURGER W. CRANBERRY 80 G

Ingredients

48% beetroot, oats *, onion, raisins, sunflower oil, cranberries,egg protein, thickener: methylcellulose, sea salt, lemon juice, spices (paprika powder, coriander, black pepper, ginger), vitamin c



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JUICY VEGAN BURGER, 80 G

Ingredients

water, vegetables (mushroom, onion), vegetable oil (coconut, sunflower), textured pea protein (pea protein, pea extract), gluten (wheat), fava bean flour, dietary fiber (sugar cane), thickener (E461), spices, natural flavor, beetroot powder, vinegar, salt, preservative (E270), barley malt extract, maltodextrin, vitamin (B12)



JUICY VEGAN BURGER, 113 G

Ingredients

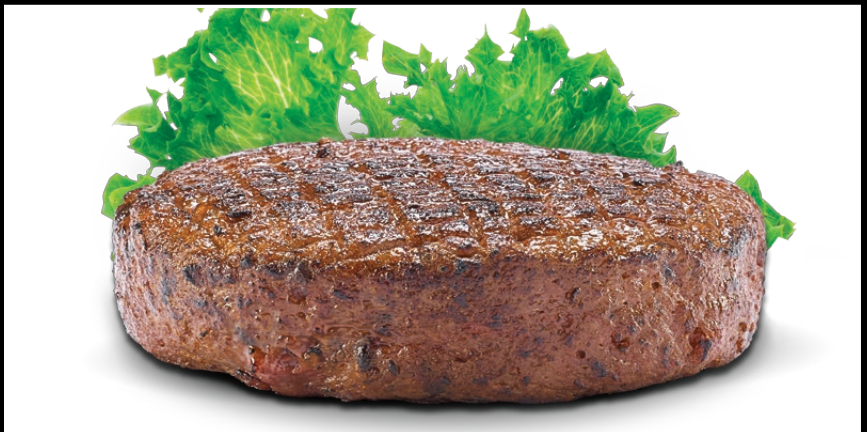
water, vegetables (mushroom, onion), vegetable oil (coconut, sunflower), textured pea protein (pea protein, pea extract), gluten (wheat), fava bean flour, dietary fiber (sugar cane), thickener (E461), spices, natural flavor, beetroot powder, vinegar, salt, preservative (E270), barley malt extract, maltodextrin, vitamin (B12)



JUICY VEGAN BURGER, 170 G

Ingredients

water, vegetables (mushroom, onion), vegetable oil (coconut, sunflower), textured pea protein (pea protein, pea extract), gluten (wheat), fava bean flour, dietary fiber (sugar cane), thickener (E461), spices, natural flavor, beetroot powder, vinegar, salt, preservative (E270), barley malt extract, maltodextrin, vitamin (B12)



JUICY VEGAN BALLS, 17 G

Ingredients

water, vegetable (mushroom, onion, beetroot), vegetable oil (coconut, sunflower), gluten (wheat), fava bean protein, flour (wheat), vegetable fibres, vegetable protein (pea), salt, thickener (E461), natural flavouring, barley malt extract, spices, herbs, lemon juice, acid (E300)



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MUSHROOM BURGER WITH PINE NUTS AND THYME, 80 G

Ingredients

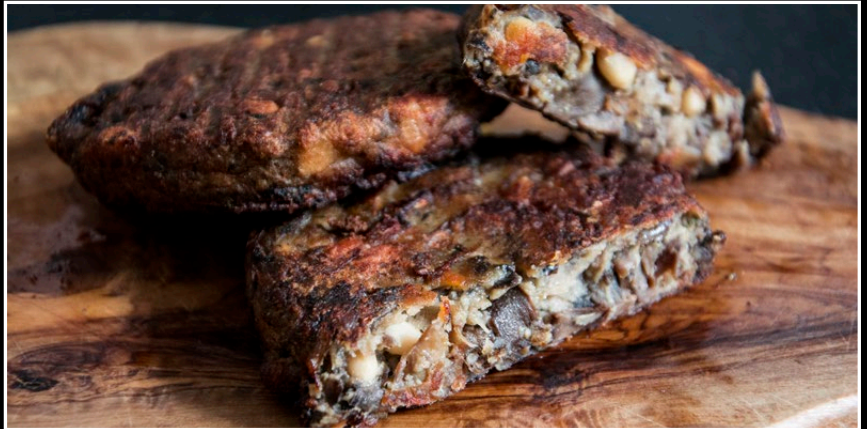
74% mushroom, 5% pine kernels, dietary fiber (wheat), chicken egg protein, starch (corn, potato), potato, vegetable oil (sunflower), honey, onion, <1% thyme, vegetable protein (soy), salt, herbs, hydrolyzed protein (soy) citrus fiber



MUSHROOM BURGER, ITALIAN CHEESE, 80 G

Ingredients

66% mushroom, 12% vegetarian Italian cheese (milk , rennet, salt), vegetable oil (sunflower), chickenegg protein, starch (corn, potato), fiber, pinenuts, onion, potato, <1% oregano, salt, pea protein, pea fiber, vinegar, preservative (E270), herbs, citrus fiber



MUSHROOM BURGER WITH GOAT CHEESE, 80 G

Ingredients

61% mushroom, 12% goatcheese (pasteurized goatmilk , salt, starter, microbial rennet, preservative (E251)), 6%walnuts , dietary fiber (wheat), starch (corn, potato), chicken egg - protein, potato, vegetable oil (sunflower), 1% honey, onion, <1% thyme, vegetable protein (soy), salt, herbs, hydrolysed protein (soy), citrus fiber.



ORGANIC MUSHROOM BURGER 80 G

Ingredients

63.5% vegetables (in various proportions: mushrooms*, red onion*),oats*, potato flakes*, sunflower oil*,egg protein*, sea salt, pepper*. * = 100% organic farming



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MUSHROOM BURGER, GARLIC & PARSLEY, 80 G

Ingredients

76% mushroom, dietary fiber (oats , bamboo), vegetables (onion), herbs (2% garlic, 2% parsley), starch (corn, potato), vegetable oil (sunflower), chickenegg protein, potato, salt, pea protein, pea fiber



VEGAN CHORIZO, HOT, 60 G

Ingredients

Hydrated favabean protein, sunflower oil, mushrooms, free range chicken-eggprotein, natural flavor, spices, salt, corn flour, oat fiber, isolated pea protein, bellpeper extract



VEGAN CHORIZO, MILD, 60 G

Ingredients

Hydrated favabean protein, sunflower oil, mushrooms, free range chicken-eggprotein, natural flavor, spices, salt, corn flour, oat fiber, isolated pea protein, bellpeper extract



FAVA BEAN SCHNITZEL

Ingredients

48% hydrated vegetable protein (43% fava bean, pea), vegetable oil (sunflower), fava bean flour; flour (wheat), chickenegg protein, starch (potato), rice flour, dextrose, gluten (wheat), salt, spices



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packaging examples

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FOODSERVICE PACKS

**3,00 KG BOXES STANDARD /
2,70 KG (JUICY VEGAN BURGERS)**

