



**Grower of Mushrooms**





# Who are we?

We are Koen and Teun, two brothers that live in North Holland.

The two brothers were brought up on a love for mushrooms as their father Leo has started the mushroom business.

In 1981 Leo started with the cultivation of mushrooms. Our passion for beautiful products started from here!

With Koolen1981 we introduced the most tasty products, based on ... mushrooms!

What do we prefer the most? Mushrooms. Every day!



L. A. KOOLEN  
HET WOODEN

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HET WOODEN



# Company profile

Family business

Founded in 1981 by Leo Koolen

3 specialized cultivation locations in the North of Holland

160 employees

Innovative harvesting system

Quality, maximum freshness and distinctive

85 different fresh end products which are daily produced

100,000 kg of end products per week

Retail, food service and industry

Private label or Koolen-brand

Rural logistics



NL-BIO-01





‘Quality and passion are the basis’ Family Koolen





# Sustainability

Koolen makes use of - unique combination - a mushroom- and arable farm.

The breeding ground of the mushrooms is re-used on the arable farm for potatoes, wheat and various vegetables. At the same time, the straw of the arable farm is used for the cultivation of the mushrooms.

A great way to contribute to a sustainable food chain!





# General insights



# Opportunities & threats

## Opportunities

Focus on convenience with fresh mushrooms: convenient products, ready meals and packaging

Positioning mushrooms from consumers' needs (see slide about trends)

Premium products

Transparent chain; where does my product come from? How is it produced?

What are the health benefits?

Joint promotions: for example steak with mushrooms

## Threats

Insufficient focus on concepts for the consumer

This will put significant pressure on volumes in traditional mushroom packaging



# General trends



## Instant satisfaction

We want more products that we can eat quickly and easily at any place and any time of the day. Traditional eating patterns are changing; we have less time for cooking, choices and expectations change 24/7!





# General trends



## Vitality

We want products that help us in making healthy (and tasty) choices. There is a need for 'good food' products that support our health, spirit and well-being; we want more self control over what we eat! Not only good for the body, but also for the environment. In 2016, 86% of the population is flexitarian and less than 31% vegetarian.





# General trends



## Going glocal

We need more transparency; we want a traceable story, where does my product come from, when is it harvested and which steps are taken within the supply chain?





# Trends within the category

## **Awareness of health aspects of mushrooms**

Organic products (or without additives) have many health benefits. Mushrooms consist of antioxidants and elements that are not found in any other food products. Until now, the entire industry has not convinced the consumer with this benefit, while the consumer is now – more than ever – paying attention to their health.

## **‘Blending’ trend popular with chefs**

Blending is a trend, even among chefs! A new trend is mixing mushrooms with beef. This has several advantages; taste improvement, reduction of fat and calories in the final product. The regular consumer sees this blending trend more and more often in foodservice; the expectation is that this trend will continue in retail.

*AGF, Highline Mushrooms (2017)*

## **Vega vs. ‘mushroom’**

It seems that mushroom products which are convenient in use are moving more towards the vegetarian shelf, instead of the regular fruit and vegetable category.

*Het Foodatelier (2018)*



# Growth

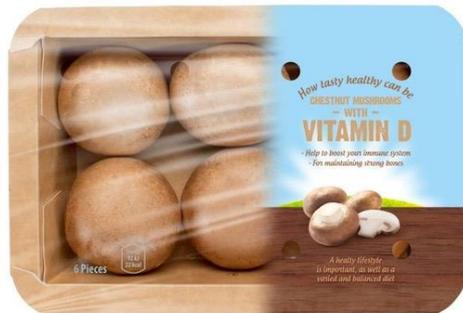
1,1% growth in unprocessed mushrooms\*

8,4% growth in convenience products (ready-to-cook and mixed mushrooms) \*

\*Nielsen

# Innovations in recent years

## Mushrooms with vitamin D



## Mushroom burger



## Ready to eat 'mushrooms' (UK)

Soja      Citroen dille      Tomaat basilicum

- Ready to eat
- Gemak
- Constante kwaliteit
- Constante bak & kook rendement
- Koelvers en diepvries beschikbaar
- Natuurlijke ingrediënten
- Hollands product

Koolen champignons BV  
Wierweg 3 - 1774 NH Slootdorp  
www.koolen1981.nl



# Expected innovations

Based on current trends:

**Convenience blending  
'Minced Mushrooms'  
Vegetarian schelf**





# Expected innovations





**Product**



# Cultivated mushrooms



Product: Button Mushrooms  
Size: baby, small, medium, giant



Product: Chestnut Mushrooms  
Size: baby, small, medium, giant



# Cultivated mushrooms



Product: Oyster mushrooms  
Size: baby, medium



Product: Shiitake Mushrooms  
Size: baby, medium, giant



# Cultivated mushrooms



Product: Pink Oyster  
Size: regular



Product: Yellow Oyster  
Size: regular



Product: Nameco  
Size: regular



# Cultivated mushrooms

Product: Pompom blanc  
Size: regular



Product: Shiimeji Brown/White  
Size: regular



Product: Coral mushroom  
Size: regular



# Cultivated mushrooms



Product: Maiitake  
Size: regular



Product: King Oyster  
Size: Small, Medium



# Wild mushrooms



Product: Cantharel Cibarius  
Size: regular



Product: Pied du Mouton  
Size: Small, Medium



# Contact

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Teun Koolen

