

SATURO®

READY TO DRINK FOOD



Saturo Foods GmbH

Hannes Feistenauer, Joerg Hauke
Jahngasse 4/9

1050 Vienna
Austria

press@saturo.eu

www.saturo.eu

Saturo

is a complete ready to drink meal. One bottle covers a substantial part of the daily needs of a human body. It includes the optimal amount of carbohydrates, proteins, fat, fibre, vitamins, minerals and satisfies one's hunger for more than three hours. It combines the increasing trend of demand for fast food while satisfying the desire for healthy nutrition at the same time. It's possible to live of Saturo only.

Saturo is designed for individuals who are valuing food mainly as fuel for their body. This includes people with a busy lifestyle who are always on the go (e.g. consultants, journalist, investment bankers), people who want to make healthier food choices easier as well as the every person who wants to **simplify and optimise daily food intake**.

Customers within over 31 countries in Europe are highly satisfied with the taste and quality of Saturo. We achieved four-figure daily sales within 50 days since the official launch. And, this is only the beginning.

Our product is the first step towards mass customized nutrition based on people's short- and long-term dietary needs analyzed with personal genomic data and application of state of the art health research.

Table of Contents

1. What is Saturo [Ready to drink food] and why drink it?	4
2. Who benefits the most from consuming Saturo?	4
3. What is the experience of consuming Saturo?	5
4. What makes Saturo unique?	5
5. About Saturo Foods GmbH	6
6. Plans for the future	7
7. Resources	7

1. What is Saturo [Ready to drink food] and why drink it?

Saturo is a convenient, healthy, and tasty drink that replaces a full meal. It contains the ideal level of micro and macro nutrients we need to be healthy and feel satisfied. One 500ml bottle covers 25% of our daily needs in carbohydrates, proteins, fat, fibre, vitamins & minerals. Four bottles (500kcal each) are enough for one day and it is possible to live solely on Saturo.

Due to Saturo's low glycemic index, food coma is a thing of the past and you won't feel hungry for at least 3 hours after consumption.

Saturo enables people to achieve a healthy and balanced nutrition even in very busy times. Just open a bottle and drink it, that is all it needs. You won't need to expend energy to think about what to eat, when to fit in time to do your grocery shopping, cooking and cleaning up. While cooling is not required Saturo does taste best slightly chilled.

Even athletes can benefit from Saturo's easy and fast digestability. It can be consumed just before working out or sports practice. It delivers immediate energy and is ideal for endurance activities.

Saturo enables you to focus on what truly matters to you and lets you pursue your dreams.

K Ysk UbhtrcsXYj Yfsh YsVYghdcggjV YsI dYfJYbWshrcsci fsMghca Yfgzk YsMtbghUbhinsj UH YfsXUHs UbXZYXVUMVtc VMUYk \Uhnai kJ`bYXtc VYghZ Zj`nai f`bi HJHcb`bYXgicZha cffck s

2. Who benefits the most from consuming Saturo?

Saturo is for everybody. But certain target groups have been predominant during the past:

- People with a high workload and little time to eat (e.g. in investment banking, entrepreneurship or consulting)
- Athletes requiring long lasting but also immediate energy (e.g. marathon runners or swimmers)
- People who are valuing food mainly as fuel for their body
- People who want to optimise their nutrition and replace unhealthy food choices (e.g. e-gamers)
- People who have to do especially much brainwork and who don't want to experience "soup coma" with decreased focus after their meals (e.g. scientists, students)

We are proud to have customers working at companies such as Google, Uber, McKinsey, a diverse set of startups, conferences like TED and top athletes. Saturo is for nearly everyone, who sees a use for its advantages in their life.

3. What is the experience of consuming Saturo?



Saturo Original

A subtle, fine and natural taste people don't get tired of without sugar, sweetener or artificial flavours.



Saturo Chocolate

Rich chocolate flavour from organic cacao combined with super-smooth texture makes Saturo Chocolate our current customer favorite.



Saturo Coffee

Saturo coffee is more than a meal. The extra boost in caffeine from organic fair trade coffee makes it a favourite to start the day.

4. What makes Saturo unique?

Saturo is the first and only meal replacement in a bottle in Europe boasting three flavours (Original, Chocolate, Coffee). We offer a product that is ready to drink instead of powder, it therefore requires no preparation except for short shaking before opening.

RTD (ready to drink) tastes better than powder. A household blender simply can't provide the same smooth and uniform taste, texture, and viscosity created in a professional filling process.

Three flavours using high quality ingredients, such as organic fair trade coffee, makes us stand out from the crowd.

Saturo Original is the only RTD available on the market that uses natural flavours only and has no sweeteners or sugars.

Customers are loving our product. Reviews on Facebook and Reddit show that we created an exciting product with exceptional product-market fit. Comments from our customers [\[Link\]](#) range from:

*7cbj Yb]Ybłżbi hf]h]ci gżVtghYZVMij Y'UbX'a cgh]a dcfUbhintUghYg[fYUł' s
to h Y'VYghFYUXntc'8f]b_]b'9 fcdY s
and h Jgż'UX]YgUbX[YbhYa Ybż]głfi`mł Y'ZccX'cZł Y'Zł h fY' 's*

Recently, Saturo was ranked Top 2 trend on Trendhunter [\[Link\]](#), one of the world's largest websites on trends & innovation.

Bridge2Food Award 2017 selected Saturo as one of the three finalists in the category "Best New Sports Nutrition Beverage" and awarded it to be the winner in June 2017 as the best product of the category! [\[Link\]](#)

5. About Saturo Foods GmbH

We started the official company in March 2017. Since the end of April, we are delivering to customers in 22 countries within Europe. We achieved four-figure daily sales within 50 days since the official launch. Our monthly growth rate is around 25%.

It is our mission to *dfcj]XYsdYcd`Ysk]h s]s]Vbj Yb]Ybłżs YUł' nsUbXstUghnsa YU'scs]Uns]bšł Ys
Zck 'sk YsZYsdYcd`YsZca s']ZYfjsYj YfntXUnsWU`Yb[Ygsgcsh YnsVłbsfY'YbhYgg]nsdi fgj Ysh Y]fs
]bX]j]Xi U' a]gg]cb'k \ Ył Yf']hVY'Vłbei Yf]b['A Ufgcf XYg][b]b['ł Y'był hV]['ł]b[" s*

The world's accelerated lifestyle strongly influences our eating habits. The two major (currently conflicting) trends visible in recent years are: growing demand for fast food and healthy nutrition. We see a gap in the marketplace for convenience food as it's typically either unhealthy or expensive. The whole process around eating (planning, buying, preparing, eating, cleaning) takes up a lot of time and energy every single day. We're offering a healthy option for busy times.

Initially, Saturo started experimenting with DIY (Do it yourself) powdered meal replacements like other startups in our segment. After we reached a high quality of our powder, we lived on it for weeks during exceptionally busy times. Powder is not truly convenient though and messy. This drove our singular focus to develop the best Ready to Drink on the market. The development for our RTD started in early 2016. Saturo's texture and flavor have been optimized iteratively leveraging multiple tasting panels during 2016. Today, you can grab a bottle of RTD Saturo and you're good to go. That's about as convenient as it gets.

We produce in Austria at one of the most renowned producers in Europe using our proprietary recipe which is safely hidden in a vault.

Our team includes experts in food technology, online marketing, IT, business strategy and we have an angel investor on board who started this exciting adventure with us.

6. Plans for the future

In the *byUfS7 hi fY*, we have both fruity and savory flavours in the pipeline. We're also working on food bars that contain all the nutrients recommended for a healthy and balanced nutrition.

Currently we start expanding in other distribution channels such as Amazon or Retail.

A JX!stcs`cb[!Hfya we're going to provide mass customized nutrition based on people's short- and long-term dietary needs as well as performance goals using their personal genomic data and current state of health research. We are creating our products of tomorrow in constant feedback exchange with our customers, which we take very seriously.

7. Resources

Impactcee: [Saturo is a meal replacement perfect for busy days](#)

Trendhunter: [Saturo's Meal Replacement Drink Fights Decision Fatigue](#)

Startus Magazine: [Austrian Food Startup Saturo Claims It Is Possible To Live Solely On Their Drink](#)

DerStandard: [Essen aus der Flasche: Vom Online-Hype zum Milliardenmarkt](#)

- **3Sat NZZ Dokumentation:** [Unsere Zukunft - Werden wir noch satt? \(3/4\)](#)

Independent customer review: [Imgur](#), [Reddit](#)