

PRESS KIT



O LALA LALA!

A new generation of seafood, 100% plant-based!

PREAMBULE



WE'VE A HUNGER FOR MORE!

We want to dazzle with new products and fresh flavors.

The famous tuna rillettes, that gorgeous slice of smoked salmon, and the traditional breaded fish have graced every table in France for ages. And while we're the first to adore them, we can't ignore the fact that the current ecological situation no longer allows us to have them on our plates at every meal. OLALA! isn't offering just another plant-based alternative... Our products pave the way for a new category of seafood that is both indulgent and sustainable. After a year and a half of research and tastings, OLALA! has pulled off the feat of crafting recipes that are as mouthwatering as they are surprising, with a carbon footprint up to 11 times lower than traditional seafood products!

1

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When we first started exploring plant-based alternatives, we quickly realized that taste was often missing.

So, we set ourselves the challenge of primarily creating delicious recipes that are 100% plant-based, natural, and sustainable. Products with the power to make all consumers' mouths water: flexitarians, vegans, foodies, or just the curious!

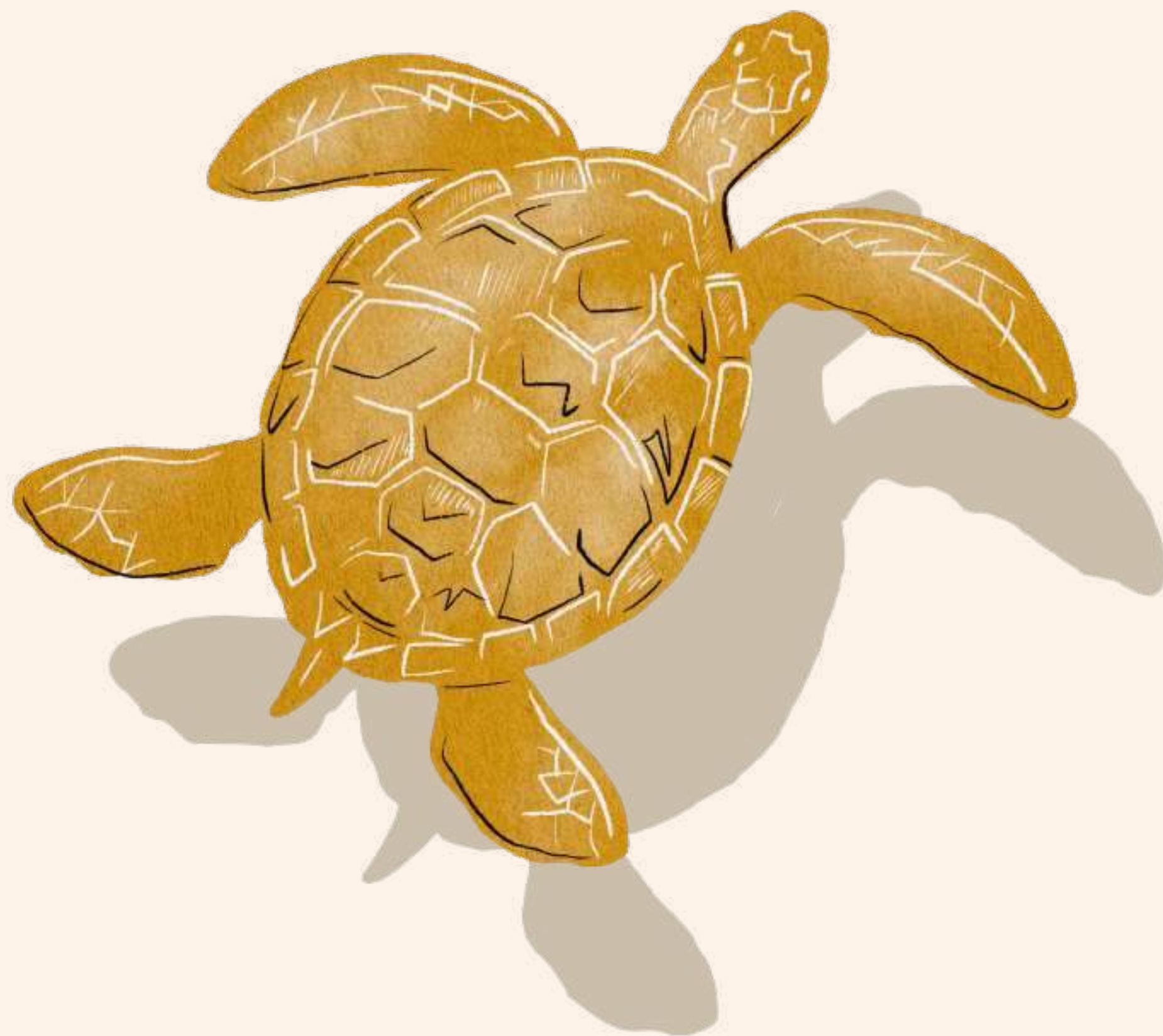
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SIMON FERNIOT, CO-FOUNDER & CEO OF OLALA!

WE ALL SHARE THE SAME SEA.

Good for you and for the oceans.

The shift toward a more plant-based diet is now an urgent necessity in the fight against climate change. For several years, consumers have been educated on the importance of reducing their meat consumption and gradually replacing it with plant-based alternatives. There's no need to introduce the plant-based substitutes, the soy steaks, or the "fauxmages" that are popping up on supermarket shelves and restaurant menus. All of that is already fantastic news! But what about the oceans, the overconsumption of fish, and alternatives to salmon, tuna, or seafood...?



POLLUTION, INDUSTRIAL FISHING, AND OVERCONSUMPTION OF FISH ARE ENDANGERING OUR OCEANS AND OUR PLANET:

2050²

is the year when it's predicted that there will be no more fish left in the oceans if we don't drastically reduce our fishing practices and consumption.

50%³

of the oxygen we breathe comes from the oceans. It's crucial to preserve them.

90%⁴

of the fish stock has already been consumed or is overexploited, and our fishing practices have a real impact on our ecosystems.³

The findings are frightening, yet if we were to cut our meat and fish consumption by just half, our carbon footprint could be reduced by 25%.

⁵

According to climate experts, moving toward a less meat-centric diet is the most effective individual decision we can make to instantly reduce our carbon footprint. We're not here to tell you to stop eating meat or fish altogether, but rather to help each of us consume a little less without compromising the joy we find in dining.

THE TASTE OF THE SEA, WITHOUT THE CATCH.

Taste above all else!

Far from us the desire to create just another substitute that one buys to ease one's conscience. Our number one goal: to delight the food lovers and blow their taste buds away. Recipes so delicious that the plant-based angle becomes secondary. So, OLALA! offers food aficionados ultra-flavorful recipes, crafted in partnership with chefs and culinary enthusiasts.

100% Plant-Based

Our recipes are produced in Boulogne-Sur-Mer, using plants and algae. They lead the way for a new generation of seafood products—akin to fish but without the fish.

A list of ingredients that one understands, from 7 to 77 years old.

In our products, every ingredient has been carefully selected. The aim: 100% natural ingredients, short and easily understandable lists, with nutritional values comparable to those of fish.

OLALA! for Everyone!

The goal is for everyone to at least once taste OLALA! products. To offer as many people as possible the opportunity to try a plant-based alternative that's explosive in flavor and pleases both gourmet palates and those who are vegan or flexitarian.

OLALA!'S MANTRAS

3 RECIPES FROM THE SEA, 100% PLANT-BASED AND MADE IN FRANCE!

Change Takes "Tuna"

Eighteen months of tastings were needed for OLALA! to perfect its first three plant-based recipes made from natural ingredients and algae. While their appearance might remind you of their fished cousins, their taste remains unique, featuring that little touch of iodine. The entire OLALA! recipe range is made in France in our little factory in Boulogne-sur-Mer. For now, the products are exclusively available to professionals in the restaurant industry. A little patience... Food lovers will soon find them on the shelves as well!

THE SECRET INGREDIENT OF OLALA!

Algae!

Enter our secret powerhouse: seaweed. The future's ultimate superfood. An organic veggie bursting with vitality. Leveraging its magic, our culinary maestros have conjured up recipes that are both innovative and bursting with a tantalizing touch of the sea.

While it's subtly infused in our current lineup, we're on a mission to catapult it to superstar status in all our recipes, and that future is just around the corner!



SMOKED SALMONDERFUL

This SalmOnderful, plant-based and smoked with beechwood, is so revolutionary in its taste experience that it's been patented. A wave of flavors with the authentic taste of the sea, best enjoyed fresh—it's perfect for jazzing up your favorite bagel or delighting your appetizers.

✓ 100% Plant-Based

✓ Smoked with Beechwood

✓ Rich in Omega-3 Fatty Acids



TORAMAZING

For aficionados of mezze, this creamy and smooth plant-based spread has a "can't get enough" flavor. Slather it generously on blinis, use it as a base in a salad, or include it in a sandwich.

Velvety, creamy, indulgent, and with a delectable hint of brine. It's love at first bite.

✓ 100% Plant-Based

✓ Rich in Omega-3 Fatty Acids

✓ Low in Fat



CRUMBLES OF TUNALICIOUS

A plant-based crumble that evokes its distant canned cousin. Subtly briny and tender on the palate, it's superb served fresh in salads or sushi, or featured in hot dishes—think atop a delicious pizza or in a seasonal quiche!

✓ 100% Plant-Based

✓ Rich in Protein

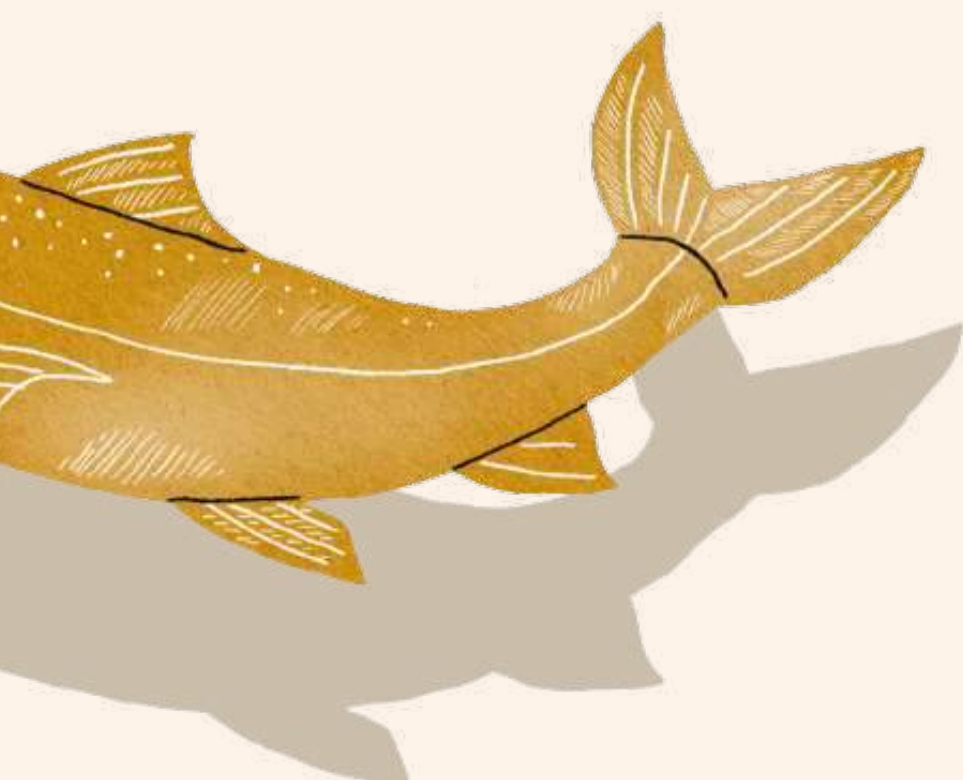
✓ A Source of Omega-3 Fatty Acids

GOOD CATCH: 3 NEW PRODUCTS IN OUR NETS!

Less than 6 months after the official launch of OLALA! and its first 3 products, 3 new sea treasures are joining this 100% plant-based range.

The success of the initial 3 recipes sparked even wilder ideas from our chefs and restaurant partners. That's how our newcomers were born: alternatives to raw salmon and tuna to satisfy your cravings for oceanic freshness in your favorite pokés or makis, along with 'salmon' flakes that will comfort your winter recipes and hearts.

These recipes are exclusively available in B2B, supporting you in your food revolution!



RAW SALMONDERFUL

We're introducing our plant-based alternative to the Europeans' favorite fish. You'll be able to whip up your finest gravlax or homemade sushi rolls without any fish.

✓ 100% plant-based

✓ Rich in Omega-3s



RAW TUNALICIOUS

The first 100% plant-based raw tuna crafted in France. Subtly briny and wonderfully tender, it melts in your mouth and takes you straight to a Hawaiian beach or a Japanese restaurant. The choice is yours, we'll take care of the rest.

✓ 100% plant-based

✓ Rich in Omega-3s



FLAKES OF SALMONDERFUL

A sudden craving for a delicious dish? Our 'flakes' are on point for adding some comfort to your recipes. For a maximum generosity, we recommend sprinkling a big handful on top of your pasta or in your favorite quiche.

✓ 100% Végétal

✓ Rich in protein

✓ Rich in Omega-3s

FISHING FOR THE INGREDIENTS

If you've been wondering how our recipes come to life, let us give you a glimpse with our favorite TunaliciOus. Unbelievably tasty, it boasts a mere 6 ingredients.



WATER

exactly like what pours from your tap

PEA PROTEIN

packing similar nutritious goodness to traditional fish, but without the fishy business

RAPESEED OIL

for that rich, luscious, and mouth-watering texture

FLAVORINGS

a unique blend of ingredients for riding a wave of flavors!

SEA SALT

seasoned by our chefs, salted by the sea.

ALGAE OIL

derived from microalgae, this oil is packed with essential Omega-3 fatty acids (EPA and DHA), providing everything we need for a healthy brain and a happy heart!

ALL IN THE SAME BOAT

SOCIAL AND ENVIRONMENTAL COMMITMENTS

The sea-inspired products we've dreamed up are just the first step in tomorrow's culinary revolution. They pave the way for a myriad of other ideas, products, and innovations that we'll soon introduce to diversify the flavor spectrum, contribute to a lasting change in our eating habits, and make a positive impact on the environment. We must deeply rethink our diets, without compromising on taste or pleasure. By successfully harmonizing taste with plant-based options, we can create a new virtuous cycle on our plates.

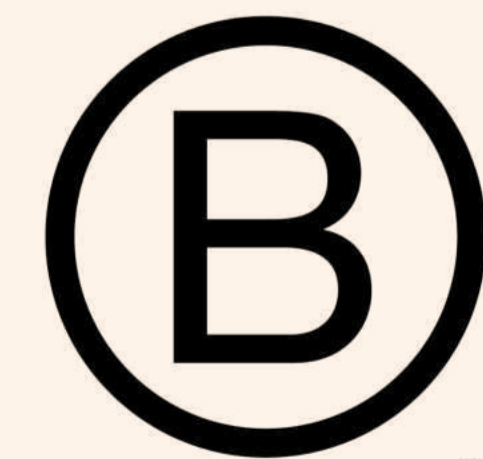
And because it's only by working together that we can go faster and further, OLALA! decided from day one to support and encourage two associations that share our values and our desire to swim against the current. We decided to support BlueObserver, an oceanographic platform aiming to develop innovative projects to better understand, decarbonize and protect the oceans. They take action by exploring the world's oceans, in particular little-studied maritime zones, using their specialized sailboat. Their aim is to better understand how the oceans work and monitor their preservation, by collaborating with scientists and collecting valuable data. OLALA! has joined WWF France's Club Entreprendre pour la Planète for the Mediterranean project. This project expresses itself through the fight against ghost nets, the study of local species and the development of sustainable fishing. A sponsorship alongside committed companies, to preserve the environment and the richness of the Mediterranean Sea.

PROUD TO BE PENDING B-CORP

The cherry on top—or should we say, the crowning glory of our ship—we're thrilled to have received Pending B-Corp certification for OLALA! in November 2022! It's both proof and reward for the social, societal, and environmental commitments of our fledgling journey.

This B Corp certification is not an end in itself, but rather a long-term path, a continuous journey to make our business and its practices increasingly responsible. Fully aware that we're just at the beginning of this voyage, we're committed to continuing to uphold our high standards and pledges.

Certified



Corporation
PENDING



OLALA! was born in October 2021 from the meeting of François BLUM (Executive Chairman) and Simon FERNIOT (CEO). Between François's "impact entrepreneur" profile and Simon's "food entrepreneur" profile, it's a match made in "food heaven."

"To successfully execute this project, we quickly surrounded ourselves with individuals whose skills complement our own—experts in their fields. We've leaned into experience to move quickly and efficiently on this ambitious launch. Today, it's with a team of 20 people, who share our passion and convictions, that we're living the OLALA! adventure, with undiminished ambitions!"

FRANÇOIS BLUM
EXECUTIVE CHAIRMAN



SOME KEY NUMBERS

1 R&D LAB

in the Paris region and a team of 7 food engineers with complementary specialities.

1 PRODUCTION WORKSHOP

in Hauts-de-France

A team of

20 FOOD LOVERS

In May 2022, OLALA! - then known as Seafood-Reboot - raised over

3,2 M€

to finalize its scrumptious recipes and support the market launch of its new generation of 100% plant-based seafood products.



FUTURE PROJECTIONS AND OUTLOOK



1

In France, OLALA! aims to expand its partnerships with restaurant chains and eventually make its way onto the shelves of retail stores to delight people at home

2

The start-up is currently working on developing its range by crafting new plant-based alternatives to seafood products. Stay tuned!

3

To support its growth and maintain a local commitment, OLALA! has built its own 100% plant-based factory in Hauts-de-France.

4

After winning over French taste buds, OLALA! also has ambitions to speed up its expansion in Northern Europe, particularly in Belgium, the Netherlands, Germany, and the United Kingdom.

Let's keep in touch!

CONTACT

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OLALA!

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