

THE

FOOD

REPORT



MORE ON
PAGE
2/3

FIBER WILL BE THE NEXT PROTEIN

Ramon Laguarta,
CEO, PepsiCo





Ramon Laguarta
CEO, PepsiCo

Q3 Earnings Call,
October 2025



‘I think fiber will be the next protein. Consumers are starting to understand that fiber is the benefit that they need. It’s actually a deficiency in U.S. consumers’ diets, and that will be elevated.’

THE LEADING MINDS OF THE FOOD WORLD KNOW WHAT'S COMING.

‘NUMBER 01: FIBER IS GOING TO BE BIG.’

Chris Kempczinski
CEO, McDonald's, World's largest QSR Chain,
January 2026

‘2026 THE YEAR OF THE FIBER FRENZY.’

Sonya Gafsi Oblisk
CMO, Whole Foods Market (Amazon)
October 2025



‘Fiber is on track to be the next big health trend following on the heels of protein.’

DATASSENTIAL
2026 Trends Report
December 2025



‘Fiber is finally getting a spotlight. It’s a nutrient that people need.’

Stephanie Mattucci
Principal Strategist, Mintel
December 2025

‘PROTEIN + FIBER SYNERGY.’

Protein reigned as a top trend in 2025, this year it will find its perfect pair with fiber.’

Ann Reed
Group VP Our Brands, Kroger
January 2026

+++ INVESTMENT-NEWS +++ INVESTMENT-NEWS +++

That’s why the industry’s big players are investing billions.

\$1.95 Billion—PepsiCo Acquires Poppi (Prebiotic Soda). The deal was closed in May 2025.

Poppi revenues 2024: ~500 Mio. USD (approximately 5 times the growth of the previous year). 2-3 g fiber per can.

Coca-Cola launches Simply Pop in February 2025.

This prebiotic soda contains 6 g of prebiotic fiber per 12 oz can and contains no added sugar.

Nestlé is developing GLP-1 fiber products.

Vital Pursuit (Q4 2024, frozen meals, high fiber). Boost Pre-Meal Hunger Support (Dec. 2024, 4 g prebiotic fiber).

PepsiCo fiber portfolio expansion 2025–2026:

Pepsi Prebiotic Cola (3 g fiber), Smartfood Fiber Pop (6 g), SunChips Fiber, Propel Fiber (for GLP-1 users).

But what actually is FIBER?

FIBER =
KOMPLEX CARBOHYDRATE
FOUND IN PLANT-BASED FOODS

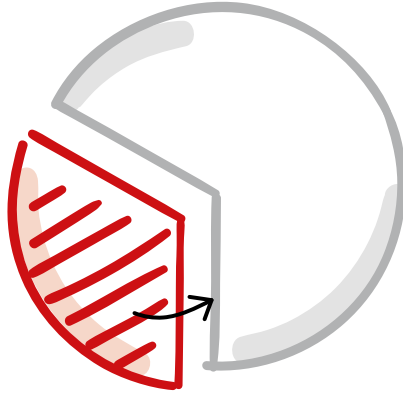
EUROPE, WE GOT A FIBER PROBLEM.

THE GERMAN NUTRITION SOCIETY (DGE) RECOMMENDS A DAILY INTAKE OF 30 G OF FIBER.

We are 1/3 short in fiber!

The world is spinning faster. Our diet is suffering as a result. It is almost impossible to consume enough fiber. Studies clearly show: young adults consume 15.72 g in average. Older Britons hit 18 g. Across all age groups, intake ranges between 19–22 g of fiber.

This difference is known as the FIBER GAP.



Fiber is important for gut health:



- Promotes regular digestion
- Proven to reduce the risk of colorectal cancer
- Lowers cholesterol and protects the cardiovascular system
- Increases satiety and helps with weight loss
- Stabilizes blood sugar and minimizes cravings

Without fiber, both mood and health are effected negatively.

A deficiency in dietary fiber can lead to a disrupted gut microbiome. A sluggish gut is prone to constipation, which, according to studies, increases depressive symptoms. This is no surprise, as 90% of the body's serotonin is produced in the gut. Furthermore, the risk of cardiovascular diseases and type 2 diabetes increases significantly.

How can we close this 'Fiber Gap'?



ASK DR. FIBER!
 Would you like to learn more about FIBER?



Scan the QR code and learn all about the food trend of 2026.



FIBER CHAMPS

The Answer to the Fiber Gap.

Closing the FIBER GAP deliciously.

Fast food has finally evolved, offering the taste you love with the natural fiber you need. Just one serving of Fiber Champs can close the daily fiber gap.

- 1 Serving Fiber Balls → 10 g Fiber
- 1 Serving Fiber Nuggets → 10 g Fiber
- 1 Serving Fiber Schnitzel → 10 g Fiber
- 1 Serving Fiber Burger Patty → 10 g Fiber
- 1 Serving Fiber Minced Patty → 10 g Fiber

FIBER CHAMPS

The first fast food that kids love and adults can buy with good mood.

Well, to be honest: adults love it too. And no wonder, it tastes exactly like fast food should, while providing everything you need to bridge the Fiber Gap with ease.

Fiber Champs

Quick to prepare, easy to digest, perfectly nourished. **Real champions from nature.**

OUR GOODS



NATURAL FIBER

We are the first fiber-rich fast food made from real food.



VEGAN

No one has to suffer with us. Neither animals nor the soil—thanks to vertical farming.



SUPERTASTY

We bring umami to the fast food experience. This 'fifth taste' is usually only found in meat, parmesan, or soy sauce.



REAL FAST

Truly quick to prepare. Besides the taste, that's the only similarity to fast food.



REAL FOOD

Real button mushrooms from nature. No protein isolates from a lab.

Natural born Fiber

THE GOOD FAST FOOD



FIBER CHAMPS: The new category on the shelf.

There is fast food. And then there is **FIBER CHAMPS**. The difference: **Natural fiber.**

Naturally Grown. Existing within the cell walls of our mushrooms, whole-grain spelt, chickpeas, and rolled oats.

The best dietary fiber in the fast food segment.

Fiber derived from natural ingredients, such as whole-grain spelt, is far more effective than added fiber, like bran.

Science calls this the food matrix: Nutrients within their natural food matrix are better processed by the body. This is exactly how FIBER CHAMPS works.

Studies prove: When fiber is extracted from its natural matrix, its digestive benefits are either diminished or accelerated in undesirable ways.

OUR PRODUCTS

The FIBER CHAMPS range.



FIBER NUGGETS, BREADED

Ingredients: 21% mushroom, cornflakes (corn, sugar, salt, BARLEY MALT EXTRACT, WHEAT FLOUR, salt, yeast, turmeric), water, whole WHEAT breadcrumbs (WHOLE WHEAT FLOUR, yeast, salt), vegetable oils (sunflower, rapeseed; in variable proportions by weight), sunflower protein, WHOLEMEAL SPELT MEAL, WHEAT FLOUR, chickpeas, potato starch, WHEAT GLUTEN, OATMEAL, thickening agent: methylcellulose; salt, spices, spice extract, acidifier: ascorbic acid

Average Nutritional Values per 100 g

Energy	947 kJ / 226 kcal
Fat	10 g
of which saturates	1,1 g
Carbonhydrate	24 g
of which sugar	1,4 g
Fiber	6,0 g
Protein	7,5 g
Salt	1,4 g

Shelf life: At least 6 months from date of delivery.

FIBER SCHNITZEL, BREADED

Ingredients: 24% mushroom, breadcrumbs (WHEAT FLOUR, yeast, salt, spices), water, whole WHEAT breadcrumbs (WHOLE WHEAT FLOUR, yeast, salt), vegetable oils (sunflower, rapeseed; in variable proportions by weight), sunflower protein, WHOLEMEAL SPELT MEAL, chickpeas, potato starch, WHEAT GLUTEN, WHEAT FLOUR, OATMEAL, thickening agent: methylcellulose; salt, spices, spice extract, acidifier: ascorbic acid

Average Nutritional Values per 100 g

Energy	957 kJ / 229 kcal
Fat	11 g
of which saturates	1,2 g
Carbonhydrate	21 g
of which sugar	1,0 g
Fiber	6,0 g
Protein	8,4 g
Salt	1,5 g

Shelf life: At least 6 months from date of delivery.



FIBER BURGER, BREADED

Ingredients: 23% mushroom, cornflakes (corn, sugar, salt, BARLEY MALT EXTRACT, WHEAT FLOUR, salt, yeast, turmeric), water, whole WHEAT breadcrumbs (WHOLE WHEAT FLOUR, yeast, salt), vegetable oils (sunflower, rapeseed; in variable proportions by weight), sunflower protein, WHOLEMEAL SPELT MEAL, chickpeas, potato starch, WHEAT GLUTEN, WHEAT FLOUR, OATMEAL, thickening agent: methylcellulose; salt, spices, spice extract, acidifier: ascorbic acid

Average Nutritional Values per 100 g

Energy	953 kJ / 228 kcal
Fat	11 g
of which saturates	1,1 g
Carbonhydrate	22 g
of which sugar	1,3 g
Fiber	6,0 g
Protein	7,9 g
Salt	1,5 g

Shelf life: At least 6 months from date of delivery.

FIBER BALLS

Ingredients: 37% mushroom, vegetable oils (sunflower, rapeseed; in variable proportions by weight), water, sunflower protein, WHOLEMEAL SPELT MEAL, chickpeas, potato starch, OAT FLAKES, thickening agent: methylcellulose; spice extract, salt, tomato powder, spirit vinegar, spices



7 g
FIBER
per 100 g

Average Nutritional Values per 100 g

Energy	982 kJ / 237 kcal
Fat	17 g
of which saturates	1,7 g
Carbohydrate	13 g
of which sugar	0,7 g
Fiber	7,0 g
Protein	6,2 g
Salt	1,4 g

Shelf life: At least 6 months from date of delivery.



6 g
FIBER
per 100 g

FIBER BURGER

Ingredients: 36% mushroom, vegetable oils (sunflower, rapeseed; in variable proportions by weight), water, sunflower protein, WHOLEMEAL SPELT MEAL, chickpeas, potato starch, WHEAT GLUTEN, OAT FLAKES, thickening agent: methylcellulose; spice extract, salt, spirit vinegar, spices

Average Nutritional Values per 100 g

Energy	1,032 kJ / 248 kcal
Fat	17 g
of which saturates	1,8 g
Carbohydrate	13 g
of which sugar	0,7 g
Fiber	6,0 g
Protein	9,3 g
Salt	1,3 g

Shelf life: At least 6 months from date of delivery.

FIBER MINCED PATTY

Ingredients: 37% mushroom, vegetable oils (sunflower, rapeseed; in variable proportions by weight), water, sunflower protein, WHOLEMEAL SPELT MEAL, chickpeas, potato starch, OAT FLAKES, thickening agent: methylcellulose; salt, spice extract, sugar, spices, dextrose, spices, spirit vinegar, tomato powder

Average Nutritional Values per 100 g

Energy	985 kJ / 237 kcal
Fat	17 g
of which saturates	1,7 g
Carbohydrate	13 g
of which sugar	1,0 g
Fiber	7,0 g
Protein	6,1 g
Salt	1,3 g

Shelf life: At least 6 months from date of delivery.



7 g
FIBER
per 100 g

<h1>Frozen</h1> <p>Cardboard</p>	
VARIETIES: FIBER NUGGETS, BREADED FIBER BURGER, BREADED FIBER BURGER FIBER BALLS FIBER SCHNITZEL FIBER MINCED PATTY	PACKAGING UNIT: ~250 g
	FREEZING: ❄️ ❄️ ❄️



RETAIL

Packaging Formats



<h1>Fresh</h1> <p>MAP Tray</p>	
VARIETIES: FIBER NUGGETS, BREADED FIBER BURGER, BREADED FIBER BURGER FIBER BALLS FIBER SCHNITZEL FIBER MINCED PATTY	PACKAGING UNIT: ~150 g
	FREEZING: ❄️

<h1>Frozen</h1> <p>Flowbag</p>



VARIETIES: FIBER NUGGETS, BREADED FIBER BURGER, BREADED FIBER BURGER FIBER BALLS FIBER SCHNITZEL FIBER MINCED PATTY	PACKAGING UNIT: ~1,000 g
	FREEZING: ❄️ ❄️ ❄️

C Real Champs from Nature

Our most popular edible mushroom has a lot under its cap.

H

01 Surprisingly meaty texture.
Mushrooms have natural similarities to meat—in texture, bite, and mouthfeel.

A

02 More Joy—with fewer calories.
Studies show: Mushroom-based meals are more satisfying and keep you full longer than comparable meat dishes—at significantly fewer calories. Only 22 kcal per 100 g of fresh mushrooms.

M

03 Real Champs for gut health.
Mushroom fibers promote gut health more effectively than inulin (the industry standard). The unique, natural complex has a prebiotic effect.

04 Longevity!
Mushrooms are the richest natural source of ergothioneine, which is often discussed as the 'longevity vitamin'.

05 The internal value counts.
Vitamin B2: 24% DV/100 g. Vitamin B3: 18%.
Selenium: 22–26%. Potassium: 10%.

P



King of Sustainability.

A life in a closed-loop cycle:

- 3–4 weeks from cultivation to harvest
- Substrate made from agricultural residual side material
- Post-harvest: Spent Mushroom Substrate used as natural soil enhancer (SMS)
- Available year-round, no pesticides
- Approx. 0.7 kg CO₂ per kg of mushrooms (cultivation)*

S

*according to American Mushroom Institute (AMI)

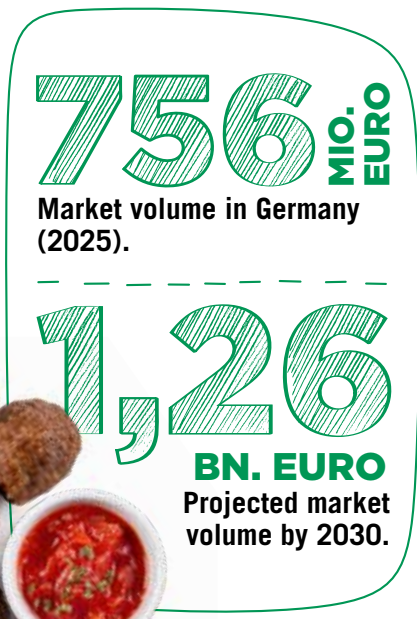
A PROMISING LOOK INTO THE FUTURE

POTENTIAL ANALYSIS:

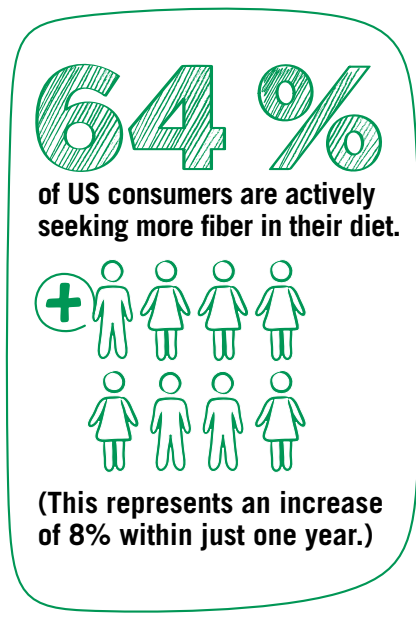
Retailers listing FIBER CHAMPS enter successfully into three major growth markets simultaneously, more than any other meat alternative on the shelf.



01 MEAT ALTERNATIVES CONTINUE TO GROW



02 FIBER IS THE NEXT MEGATREND



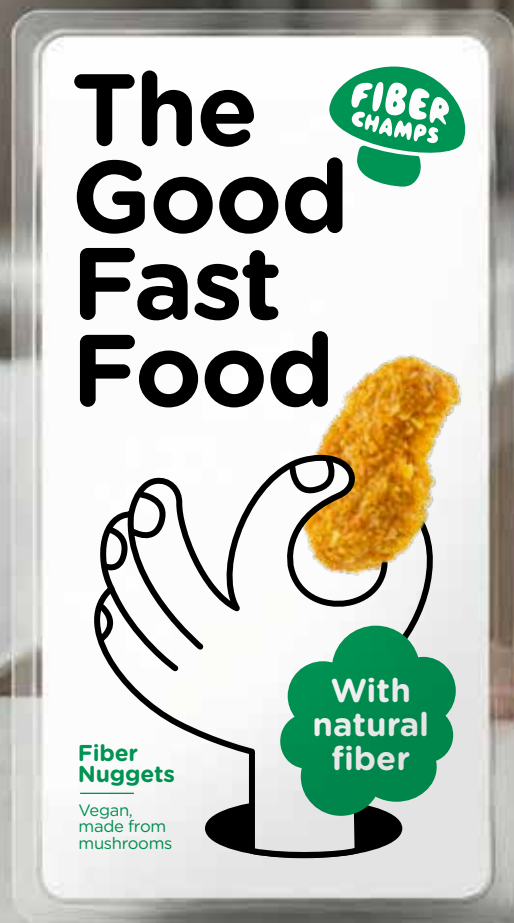
03 RESOURCE EFFICIENCY & SUSTAINABILITY



BE THE FIRST.

The first
fast food that
kids love and
adults can buy with
good mood.

GET THE **CHAMPS!**



fiber-champs.at



THE NEXT GENERATION OF NEUBURGER

**For a new generation
of fast food.**

Today, the Neuburger is Austria's most famous specialty meat.

However, as a responsible manufacturer, doubts began to rise—and with them, a true CHANGE began.

The new meat for a better world.

What if we developed a product that is like meat, but better for everyone? Hermann and his son Thomas spent years searching for alternatives—and they found mushroom. They invested €50 million into the project, and today, Thomas is considered one of the leading mushroom cultivation experts in Europe.

Higher, faster, Fiber.

Mushrooms are the natural source. And FIBER is the new trend. The idea for a new generation of fast food was born. With FIBER CHAMPS, Hermann and Thomas developed a completely new fastfood format that perfectly fits our times needs.

The right food at the right time. It's unique.
It's simply Neuburger.



THE GOOD  FAST FOOD

GET THE CHAMPS!

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fiber-champs.at