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Warsaw, Poland

## Hello Day! – health and quality from Agus at Anuga 2023

**The natural composition and excellent taste of Hello Day! are two key elements that make smoothies and honey nut bars so popular. Consumers are also interested in numerous research results that confirm that plant-based food positively affects health and well-being and have a great impact on the planet. This makes them want to integrate this category into their diet. Anuga is an excellent opportunity to present Hello Day! brand.**

Agus is an innovative food and beverage company with an international reach, providing high-quality dairy products, beverages and snacks. It has been successively developing its portfolio and improving recipes, all to meet consumers expectations. At Anuga, it will be possible to get to know with Agus offer at 2 booths: 8.1 B70/B78 (drinks & snacks), and 10.1 H20 (dairy).

### **Beverages & snacks as core present categories**

The theme of Anuga 2023 is sustainability, which for Hello Day! has special significance. The brand's flagship category is smoothie. The combination of a desirable natural composition and a unique taste makes this form of beverage well-received. Hello Day! Smoothie is delicious snack in a bottle, made from natural, non-concentrated purees and juices and coconut cream. It is free from added sugars and comes in 3 delicious flavours: passion fruit, pineapple and mango. They are vegan certified by V-Label. In the context of ongoing changes focused on ecology, the product meets all modern requirements, including recyclable packaging.

Smoothie is a super category for Agus. That's why the firm plans to expand its smoothie portfolio in different packaging options: pouches, bowls, bars & bites. The way it is served determines the different consumption occasions, different shopping missions and fulfilling consumer versatile needs. Consumers will find a different use for a smoothie in



a bottle, which they will treat as a filling, refreshing drink, while they will reach for a bowl as a spoonable snack, e.g. for a light meal. In this simple way, the company is responding to current consumer needs, including the increased pace of life and the need to access food on-the-go. This new Agus' offer will also be commercialized at Anuga.

In Cologne, Agus will also promote Hello Day! Honey Nut Bars, which fit perfectly within philosophy of Hello Day! brand, as they contain tasty, yet simple, low-processed ingredients, such as high-quality roasted nuts and natural blossom honey. Ideal for vegetarians, it is available in 3 flavours: sea salt, cranberry and dark chocolate. With a crunchy texture, the bars are ideal for a quick snack during the day.

As if that were not enough, Agus is following the needs of consumers by seeking innovative solutions, not only in terms of packaging form, but also in terms of the origin of ingredients. This is why, plant-based products will soon be part of the Agus portfolio.

### **Plant-based food and beverages – the right future direction**

Agus focus on plant-based products comes from close observation of the market and the results of scientific research. A plant-based diet is not just a hype passing hype among consumers, but also for the planet. The latest research, conducted by Harvard University scientists and presented at the annual meeting of the American Society for Nutrition 2023\* (July 2023), showed, among other things, that a plant-based diet significantly affects the body's immunity and its ability to cope with even very serious diseases. A team from the Harvard Department of Nutrition developed the Planetary Health Diet Index (PHDI), to evaluate whether this diet has a positive impact on the environment. More than 100,000 results from studies, conducted in the US over 30 years, were evaluated. The conclusions of this analysis showed that by following a planet-friendly diet with a high PHDI level, the risk of illness and even death, for example from cardiovascular and respiratory diseases, was reduced by 25%.

*- We cannot remain indifferent to the analysis and data in the field of nutrition, provided to us by scientists. Further studies prove that a plant-based diet is not only beneficial to our consumers, but also has a significant impact on environmental protection. Market data are also relevant on this topic. The growth of the global market for e.g. plant-based snacks is forecast by consumer reports. By 2029 it could be worth about \$80 billion, which is an increase of nearly 230% over a decade\*\*. This motivates Agus to develop the category of plant-based products,"* says Jarosław Bańda, Communications Director.



## Agus Silver Jubilee

2023 marks Agus Silver Jubilee. It is 25 years in business and established position in international markets that allow Agus to constantly looking for new opportunities for growth. It manifests itself in attention to the high-quality products, using the latest technological developments or working with a team of top professionals. Knowledge of the latest trends and customer needs allows Agus to determine the directions for the future.

*- From the very beginning of our business, Agus has had ambitious development plans and a clear vision. 25 years of activity in the industry confirms that we have chosen the right path of action and we are very glad that, in view of the changes in the market, our products are becoming more and more trusted by the consumers," says Jarosław Bańda. However, this satisfaction with achievements is always accompanied by a sense of responsibility - for the consumer and natural environment. We never compromise on the quality of our products, because our food must be tasty and nutritious, and at the same time I have the least possible impact on the environment," adds Bańda.*

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Agus is the food and beverage company, leading in dairy, beverages, snacks and many more on the radar. We want to bring food and beverages to all people. Our DNA is to win hearts of our customers around the world by innovating and creating food and beverage products that meet their everyday needs and desires. Our recognized international and regional brands include Royal Milk, Olimp Milk, Diamond Milk, Imperial, Pride, Majestic, Milmo, Milky and Hello Day!. Operating areas are Africa, Central America, the Middle East and Europe. More at [AgusGlobal.com](https://AgusGlobal.com).

\*<https://nutrition.org/these-foods-can-help-you-live-longer-and-protect-the-planet>

\*\* "Insights on the food and beverage market" – Statista for Agus, February 2023 r.