

## Corporate Innovation Challenge

<b>Challenge Name: How to expand business through new channels</b>
<b>Code Name: BIOECONOMYVENTURES-2022-OC1-TB_1</b>
<b>Challenge Domain:</b> Food, Feed and Ingredients
<b>Description of the Corporate innovation Challenge</b>
<p>Consumer patterns are shifting. You can no longer buy food only at the supermarket or at your local business, you can buy all your groceries online, buy meal boxes for a whole week or even get frozen meals delivered to your door. The consumer want's it all and want's is now. Ter Beke wants to distribute their own range of products as well via the new trending channels and beyond.</p> <p>Ter Beke is investigating opportunities to offer their current product portfolio of chilled ready meals (ready to heat) through new distribution channels like smart fridges, vending machines, online subscription, etc. Ter Beke is looking into innovative options for their own products as well as solutions that bring together products from multiple players.</p>
<b>Expected results</b>
<ul style="list-style-type: none"> <li>● Increased sales</li> <li>● New innovative market expansion</li> <li>● Novel processes for sales</li> <li>● To optimize sales chain based on consumer preferences</li> </ul>
<b>Types of Collaboration</b>
<ol style="list-style-type: none"> <li>1. Product testing</li> <li>2. R&amp;D opportunity</li> <li>3. Corporate Venturing</li> <li>4. New business model exploration (i.e. exclusive distribution, profit sharing, IP sharing ...)</li> <li>5. Knowledge sharing and Tech Transfer</li> </ol>

### Company Information

## Corporate Innovation Challenge

**Company Name: Ter Beke**

### Company information:



Ter Beke is an innovative Belgian fresh food group with a wide range of high-quality fresh food products and associated services operating commercially in many European countries. We manufacture ready meals and processed meats for its own brand and for private labels.

The range of ready meals is divided into the following product groups: lasagnes, pasta meals, pizzas, other meals and quiches. Each is available in various recipes, formats and packaging and produced for the entire European market. Ter Beke is market leader in chilled lasagne in many European countries. The company markets its own brands Come a casa<sup>®</sup>, Vamos<sup>®</sup> and Stefano Toselli and numerous private labels.

The processed meats range contains dry sausage, poultry, cooked ham etc., and increasingly also vegetarian and vegan alternatives. These processed meat products are produced for the Benelux, the United Kingdom and Germany. We are the largest slicer and pre-packager of meat products in the Benelux, the inventor of the freshpack packaging and a constant innovator in the segment for pre-packages meat products. We distribute our products under private labels as well as our own brands, including including Pluma<sup>®</sup>, Daniël Coopman<sup>®</sup>, Zonnenberg<sup>®</sup>, Kraak-Vers<sup>®</sup> and FairBeleg<sup>®</sup>.

Ter Beke prepares these ready meals and processed meat products in our 12 industrial locations in Belgium, the Netherlands, France, Poland and the United Kingdom. We have some 2650 employees, have been listed on Euronext Brussels since 1986 and in 2021 realised a turnover of EUR 696,9 million.

Ter Beke strives to embed innovation and creativity in all aspects of our business. Innovation must be the driving force of our strategy and our organization. New products, processes and services are an absolute prerequisite for growth. We also work on the execution of a long-term strategic plan in which sustainability will play a key role.