



## Freeze-dried strawberries / Product Teaser

### About Dehidra

Dehidra was established by DAO FAMILY Group in 2015 to develop a vertically integrated food processing business. This type of business model creates powerful synergies, allows to optimize costs and control high quality standards during the whole production process.

After running a 1-ha R&D site for two years, in 2018 Dehidra acquired a 65-ha industrial and agricultural land lot near Vilnius, Lithuania. It will take 3-4 years to develop full-scale vertically integrated strawberry processing business. In the meantime, Dehidra will be able to supply its production in smaller - although rapidly growing - quantities.

### Product

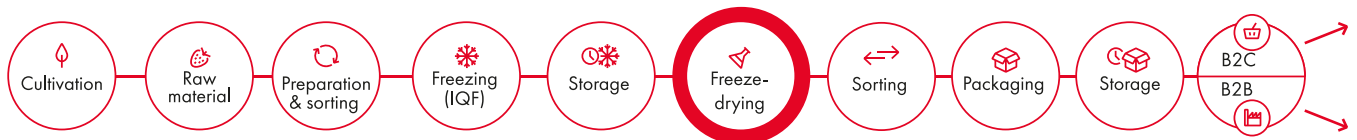
Freeze-dried strawberries are made of 100 % ripe, freshly frozen aromatic strawberries which are grown locally by Dehidra. Freeze-drying process reduces moisture to 3-5%, preserves high nutritional qualities and increases shelf-life if stored in dry conditions.

The product is natural – does not contain any additives and is free from foreign odors. Dehidra's product is GMO-free. The amount of antibiotic residues, pesticides, heavy metals and other contaminants does not exceed the permissible norms issued by the European Regulation.

### Freeze-drying process

Dehidra controls the quality of the freeze-dried product throughout the entire process chain, including cultivation, selection of raw-material, freezing, freeze-drying and packaging. During freeze-drying 95-97% of water is

removed in vacuum conditions, whereby the structure and nutritional qualities of the product are preserved. Dehidra ensures product traceability as it controls all stages of production and processing, from field to fork.



### Global trends

Global trends are favorable which creates ample opportunities for high quality food products.

- Rapid urbanization increases the need for processed, ready-to-use food.
- Higher and still rising income of population globally determines the increasing need for healthy and quality products.
- Current food industry infrastructure is not able to meet the shifting nutritional needs as generations change.
- Consumers demand more product tiers and better quality as they are prepared to spend more on what matters to them the most.

### Market

- Global freeze-dried fruit market is 1.5 Bn EUR.
- Expected to grow at 5-8% for the next 5 years.
- Market is dominated by B2B segment, but B2C segment is developing faster.
- Largest markets are in the US, UK and Germany.
- Asian B2C is rapidly evolving, but the region still is a B2B supplier for US and Europe.
- Freeze dried berries constitute 52%, fruit and vegetable – 48% of the market.
- Strawberries are the most popular freeze-dried berries with 20-25% market share.

### Production

2019 2020 2021 2022 2023

Premium FD strawberry, t	19	61	123	211	211
Other FD strawberry, t	6	88	176	127	127
Other FD fruit production, t (raspberry, apple, blueberry, black currant, etc.)	9	136	272	195	195



Whole



Sliced



Pieces



Powder

### Grown & produced in EU, Lithuania

