



SavorEat successfully concludes consumers tasting tests: majority of tasters would order the product at a restaurant

As part of the milestones set by the company, SavorEat conducted professional tasting tests and attained customer approval for the product's quality and taste. 75% of tasters stated that they would order the product at restaurants. This tasting test marks another completed step in the company's development process.

SavorEat, developer of a unique technology for meat substitutes production, combines innovative formulation with a smart robot chef that digitally produces the dish, has completed another milestone, and concluded extensive tasting tests. The company conducted tasting tests for its first developed product (plant-based burger patty), using the services of New Sense research company. The tasting tests indicate the Satisfaction of majority of respondents (end consumer), with majority of respondents indicating that they would order the SavorEat dish at a restaurant (75%). A 7.7 score indicates a high standard in the meat substitutes industry. The score given to SavorEat, which stands at 8.2, proves the quality and taste of the product developed by the company and the public interest in the SavorEat dish.

"One of the company's main goals is to offer a unique dining experience for consumers seeking to reduce meat consumption," emphasized **Racheli Vizman, Co-founder and CEO of SavorEat**. For this reason, alongside the product's quality and taste, the company declared that the consumer could personalize the composition of their dish. "Our goal is to develop a burger patty that is as similar as possible to the taste, texture, appearance, and smell of real meat, and provide the customer with a wholesome experience that is as close as you can get to the experience of eating meat. This comes alongside our efforts to provide the end consumers with a personalized experience tailored to their needs."

As part of the milestones laid down by the company, and ahead of the scheduled pilot with Israel's leading hamburger chain, BBB, SavorEat conducted professional sensory research with the end consumer to confirm compliance with these goals and test the product's suitability for the target audience. The research was a blind study (without exposing the name of the manufacturer or brand), including a complete meal portion using a Monadic test (evaluation of product attractiveness in isolation) among consumers who define themselves as reducing meat consumption (Flexitarians) and eat meat substitutes at least once a month. The study respondents were asked to eat a hamburger dish with the patty developed by the company and rate their evaluation and preference for the various characteristics of the burger patty.

As mentioned, the overall rating awarded to SavorEat's product in the research (overall attractiveness) was 8.2, and the willingness to order in a restaurant was 75% (sure I will buy, I will probably buy).

The taste test is another step in the company's roadmap. As reported, the company recently conducted an industrial scaleup trial with a sub-supplier and is currently in the production phase of the robot-chef that will be used in the planned pilot with the BBB burger chain.

SavorEat, the first portfolio company of the R&D Partnership Millennium Food-Tech, was established in 2018. The company was founded by Racheli Vizman, Prof. Oded Shoseyov, who serves as the Company's Chief Scientist, and Prof. Ido Braslavsky. In November 2020, SavorEat went public on the Tel Aviv Stock Exchange (TASE) and raised approximately 40 million NIS from institutional anchor investors. As part of the company's future goals, SavorEat aims to digitally produce plant-based meat substitutes for beef, pork, lamb, fish, and seafood. At the same time, the company plans to install additional systems in additional territory, prioritizing the US customer.