



# **HYBRID SALMON FILLET**

**54% SALMON – 46% PLANTS**



# THE PRODUCT

“Hybrid the best of both worlds!”

Really? Yes, we believe that sometimes the step to plant-based can be quite big, which is why we are introducing hybrid alongside plant-based. A mix of plant-based and animal-based, with which we serve a target group that still finds the step to plant-based too big. In this way, we can still make an impact together.

“How?!”

Together with Tiptop, who work with people who are distanced from the labor market, we ensure that after filleting the salmon, we remove the remaining salmon from the grade. This is the basis for our hybrid fish products. We extract all our ingredients and flavor from this high-quality residual flow in a natural way without additives!

We add our hypoallergenic rice grain (NON-GMO), which also proved to be the ideal candidate for the metamorphosis we dreamed of and became the plant-based part of the hybrid transformation. This magical plant-based source takes on the characteristics of fish like no other!

# INGREDIENTS & NUTRITIONAL VALUES

## Ingrediënten:

ASC Norwegian Salmon, Textured Mycoprotein, Textured Rice flour, Starch (Potato), Fibre (Bamboo), Vegetable Oil (Rapeseed), Salt, Paprika-extract

Nutritional value:		
Energy	KJ	751,29
	Kcal	176,14
Protein	gr./100 gr.	13,87
Carbohydrates	gr./100 gr.	5,91
Of which Sugar	gr./100 gr.	0,08
Fat	gr./100 gr.	10,39
Of which Saturated	gr./100 gr.	1,95
Fibres	gr./100 gr.	2,46
Salt	gr./100 gr.	0,81
Sodium	gr./100 gr.	0,33

Nutritional values are calculated based on theoretical values.



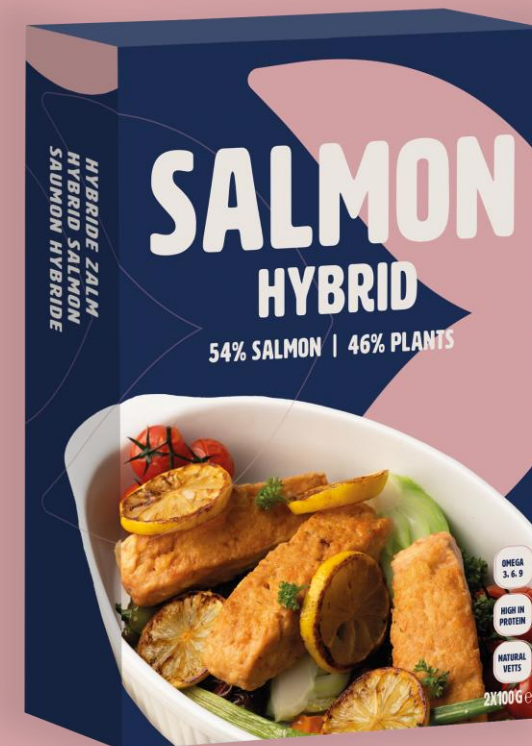
»» HYBRID FISHERMAN



MINERALS LIKE SELENIUM,  
MAGNESIUM AND  
POTASSIUM

# HYBRID SALMON

54% SALMON | 46% PLANTS



ALSO AVAILABLE IN 5 KG BOXES

## »»» TARGET GROUP

The “convenience generation” is the future: health, sustainability, and food safety are more important than ever before. This generation is growing up with plant-based alternatives and is very conscious about making informed choices.

However, for a large group of people, the step to plant-based is a big one. That is why we believe that by using a hybrid mix of animal and plant-based products, we can make this step possible.

By combining the best of both worlds, we retain the authentic taste and nutritional value while still taking a step towards plant-based.

We appeal to a broader target group: flexitarians, environmentally conscious consumers, and traditional fish lovers. The taste is authentic, the origin local, and the footprint minimal.



# FISH YOU CAN EAT WITH A CLEAN CONSCIOUSNESS & A HAPPY, HEALTHY HEART

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HYBRID FISHERMAN IS BRAND OF:



**VEGAN  
FISHERMAN**