BUNGE™
PROCUISINE

aTrade

ATRADE GROUP

BUNGE PRO – OVERVIEW

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COMPANY OVERVIEW

Mission

WE GO BEYOND FOOD. We create success together with our partners. Our mission is to be the trusted partner you can rely on for accurate deliveries of best-in-class, quality products and customized solutions.

Vision

Our vision is to be the market leader and the go-to company for premium F&B products sourcing for the HoReCa industry and beyond, throughout Europe, Middle East and North Africa (EMEA).

Our Distribution & Trading Business

Food Distribution

Distribution of Food Products to the HORECA and Retail sector in Europe



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Bunge Distribution

Distribution of **Bunge Pro** Products in Greece, UAE, KSA

Trading

Worldwide Food Commodities Trading



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@Trade - HQs

- Slovakia, Bratislava
- Head Quarters

Atrade MENA

- UAE. Dubai
- Responsible for UAE & KSA Bunge Distribution
- MENA Region

Atrade Arabia

- KSA, Jeddah
- Responsible for KSA Bunge Distribution

Atrade Hellas

- Greece, Athens
- Responsible for Greece for Bunge Distribution
- Southeastern Europe

@trade Austria

- Central Europe

Bunge & @Trade

BUNGE

- #1 global seed oil producer
- Bunge ProCuisine – the leader in Professional Frying & Cooking oils
- Integrated Supply/Value Chain
  - Seed sourcing - Crushing - Refining - Bottling
  - Sourcing options & Flexibility
- Ensured Product Availability & Competitive Pricing

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- Commercial Partner of Bunge (Bunge Procuisine)
  - Official Distributor in UAE, & KSA
  - More than 8 years working with Bunge
  - Vesto – our own brand, produced by Bunge
- Why @Trade
  - Value Proposition... Not just products
  - Consultative Sales by our Chefs and Executives
  - Proven track record in true Market Development for Bunge in multiple territories
  - Added Value – leveraging our global sourcing/trading business unit for addressing further client needs

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PRODUCTS & VALUE PROPOSITION

BUNGE PRO CUISINE - Why



The answer to the industry requirement of:

"How we enhance frying efficiency without compromising on health or quality"

- High oleic sunflower oil was the main answer to this question
- Bunge Pro Cuisine F-series was developed as a unique formula for Professional Frying oils
- To serve the industrial, restaurant, hotel and catering markets, for achieving better quality and significant cost savings!

BUNGE PRO CUISINE - Why



- Bunge Pro Cuisine is a unique formula,
- Containing the ideal proportions of sunflower oil/rapeseed oil/high oleic sunflower oil and antifoaming agent, which drastically reduces the oxidation process during frying and foaming effects.
- Designed to follow the latest developments in terms of origin of materials, taste and nutritional impact.
- Made of the highest-quality materials, this unique formula was developed through close collaboration by expert Chefs and Bunge's leading R&D team.

Bunge ProCuisine F1

- 100% Highly Refined Sunflower Oil
- Antifoaming
- 30 hours of continuous frying.
- 3 -5 days lifespan
- High Omega-6 fatty acids
- Rich on heart friendly unsaturated fat
- Less than 1% trans-fatty acid content
- Can be filtered cold
- Recommended frying temperature 175°C
- Smoke point 225°C



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Bunge ProCuisine F5

- 50% High oleic sunflower oil, 50% Sunflower Oil
- Antifoaming
- 42 hours of continuous frying.
- 4 -7 days lifespan
- High Omega-6 fatty acids
- Rich on heart friendly unsaturated fat
- Less than 1% trans-fatty acid content
- Can be filtered cold
- Recommended frying temperature 175°C
- Smoke point 230°C



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Bunge ProCuisine F9

- 70% High oleic sunflower oil, 30% Rapeseed oil
- Antifoaming
- 60 hours of continuous frying
- 5 -10 days lifespan
- High Omega-6 fatty acids
- Rich on heart friendly unsaturated fat
- Less than 1% trans-fatty acid content
- Can be filtered cold
- Recommended frying temperature 180°C
- Smoke point 235°C



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Bunge ProCuisine F10

- 100% High oleic sunflower oil
- Antifoaming
- 72 hours of continuous frying
- 7 -12 days lifespan
- High Omega-6 and Omega 9 fatty acids
- Rich on heart friendly unsaturated fat
- Less than 1% trans-fatty acid content
- Can be filtered cold
- Recommended frying temperature 175°C
- Smoke point 240°C



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Bunge ProCuisine U2

- 100% Rapeseed oil
- Neutral & light taste
- Ideal for Bakery & Confectionery & Sauces
- Ideal for cold kitchen preparations
- Contains Omega 3 & 6 fatty acids
- Rich on heart friendly unsaturated fat
- Less than 1% trans-fatty acid content
- It is the non-GMO version of Canola Oil
- Recommended frying temperature 175°C
- Smoke point 230°C



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Bunge ProCuisine BF1

- 85% sunflower oil, 15% butter oil
- Natural and Exquisite Butter Flavouring
- Ideal for Bakery & Frying & Cooking & Sauces
- Goes well with with fish, seafood, meats, poultry
- Goes well with vegetables, eggs, and sweets
- Contains Omega 6 fatty acids
- Less saturated fatty acids VS clarified butter
- Effective replacement for clarified butter
- Recommended frying temperature 175°C
- Smoke point 210°C



BUNGE PROCUISINE

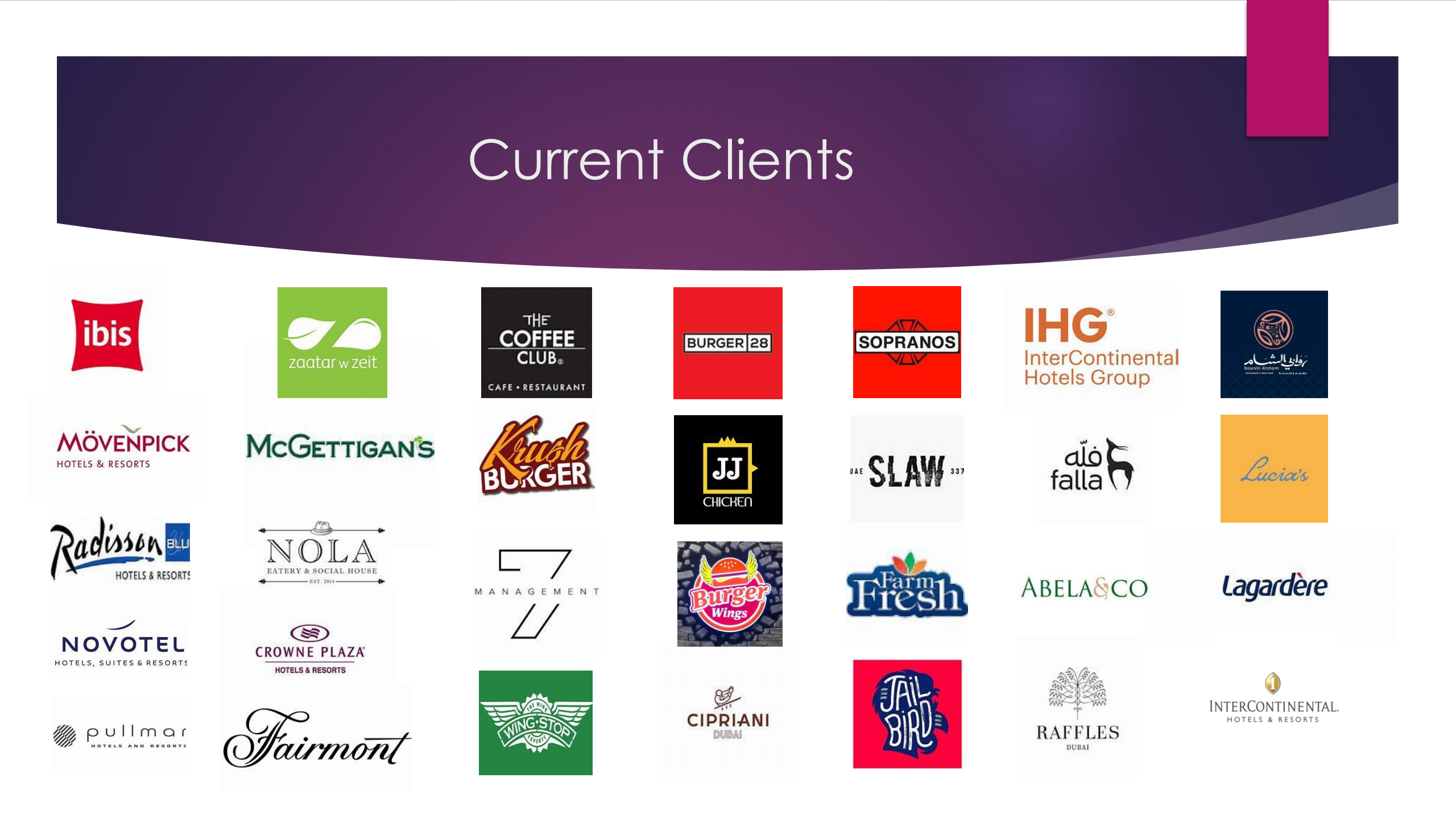
TYPES OF OIL (VS. Bunge Procuisine Frying Oils)	*Approx % Savings*		
	F1	F5	F10
SOYA SHORTENING (Supplier A)	47%	53%	58%
SOYA SHORTENING (Supplier B)	26%	34%	41%
SOYA SHORTENING (Supplier C)	24%	33%	40%
PALMOLIEN	24%	31%	38%
VEGETABLE OIL	22%	31%	39%
PREMIUM VEGETABLE OIL	40%	45%	51%
PREMIUM SUNFLOWER	22%	27%	37%
CANOLA SHORTENING (Supplier A)	42%	47%	53%
CANOLA SHORTENING (Supplier B)	27%	34%	41%
CANOLA SHORTENING (Supplier C)	25%	32%	39%

BUNGE PRO CUISINE – Sales Approach



- Consultative Sales on the Value Proposition:
  - Elevate your cooking & frying outcomes
  - While enjoying substantial cost savings (from oil consumption reduction)
- Business Development Chefs to profile the client, position the right product(s) and convey oil usage best practices
- Samples & Testing (supported by our Chefs) – Proof of Value
- Tools to calculate cost savings based on test results
- Final negotiations and identifying the right price point to close the deal

Current Clients





CREATED FOR CHEFS TESTED BY

YOUR SUCCESS IS OUR BUSINESS

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