



## MEMORANDUM AGRASYS

Unique and highly attractive investment opportunity in the Agri-food / Health / Organic sector

*“towards feeding people better within the limits of our planet”* – EU goal

# AGRASYS AT A GLANCE

1

**Technology-based** company in the **Agri-food / functional foods** area developing and commercializing **new crops** with added value

4

Products are **developed from initial research** done at the **IAS-CSIC**, **licensed** with **exclusive rights for commercial exploitation**

7

**Investments** from the **venture capital** firms **Uninvest SGECR S.A.** (2008, 2011 and 2018) and **Inveready SCR S.A.** (2015 and 2018)

2

Crops **focussed** on specific **food and feed products** with opportunities in **fast-growing markets**

5

**Headquarters** in Barcelona, **R&D activities** in Córdoba

8

**Staff of 14 people** in the company; in addition several **external brokers / agents**

3

**Founded** by a group of **scientists** with extensive **experience** in **breeding** and the **Agri-food sector**

6

Main product: **Tritordeum** - a **new cereal for the food market**, launched in 2013

9

Currently **present in nine European countries** and **starting in Australia**; plans for further expansion

# Executive Summary

## INVESTMENT HIGHLIGHTS



**Excellent acceptance of the first product, Tritordeum, in European countries** since launch in the Spanish market in **2014**



Excellent **growth opportunities** given the **increasing demand** from its **diversified markets** and its **environmentally-friendly** and **responsible value-chain** approach



**Validated lucrative business model** based on sale and **licensing** of its products and application of **royalties** along the value chain



**Capacity** to continue **developing improved crop varieties** according to **market demands and opportunities**



**Highly skilled, and experienced management team** lead by the founders of the company



**Ambitious development strategy** focused on **consolidation** and **expansion** leads to a **highly attractive financial** profile

# MOST PRIZED CEREAL OF 2018

## FOOD MATTERS AWARDS 2018



1ST PRIZE  
BEST BETTER-FOR-YOU INGREDIENT  
OF THE YEAR



Low gluten high fiber wheat alternative swoops up Best Better-for-you Ingredient of the year

Tritordeum Wins Best Better-for-you Ingredient of the Year

Tritordeum Wins Award Better for you Ingredient in London

Mediterranean cereal awarded best better-for-you ingredient of

## SUSTAINABLE FOOD AWARDS 2018



1ST PRIZE  
SUSTAINABLE INGREDIENT 2018



Low gluten wheat alternative wins sustainable food awards

Tritordeum reconocido en los Sustainable Food-Awards

Graansoort Tritordeum wint Sustainability Awards

Tritordeum wint Sustainability Award in Categorie Ingredient

Une Cereale Primée pour sa Durabilité



elEconomista.es

BritishBAK

LA VANGUARDIA



Agrasys, finalista en el 'nutrition greenhouse'

Tritordeum cereal supplier secures pepsico funding

Agrasys, elegida para el programa de incubación de pepsico

Finaleplaats in de nutrition greenhouse contest

Cereal revolution

La startup española agrasys escogida en el programa nutrition greenhouse de pepsico

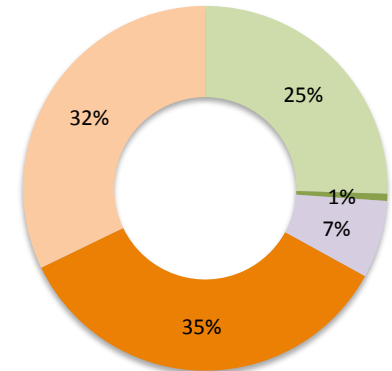
# Company Overview

## ACTIVITIES

- » **Technology-based** company dedicated to the **development of crops with added value** for human nutrition, animal feed / biomass production
- » Crops are **focussed on specific food and feed products** targeting the markets of seeds, functional / healthy / organic and conventional food and feed / biomass
- » The main activity is the **development and commercialization of Tritordeum**, a new cereal with agronomic, organoleptic and nutritional advantages, on the market since 2014. The product has excellent prospects for expansion of sales in receptive markets worldwide
- » Given its **R&D strength** and its **innovation capacity**, Agrasys is able to develop **new products** according to the **market opportunities** identified by the company and its business partners
- » Products sold by Agrasys are **developed in-house** from research done in collaborative European and national R&D projects with the Spanish research council (CSIC), other public organisms and private companies
- » The business model is based on the sale of products to manufacturers and **licensing** to business partners with the **application of royalties** at specific points along the value chain



## SHAREHOLDER STRUCTURE

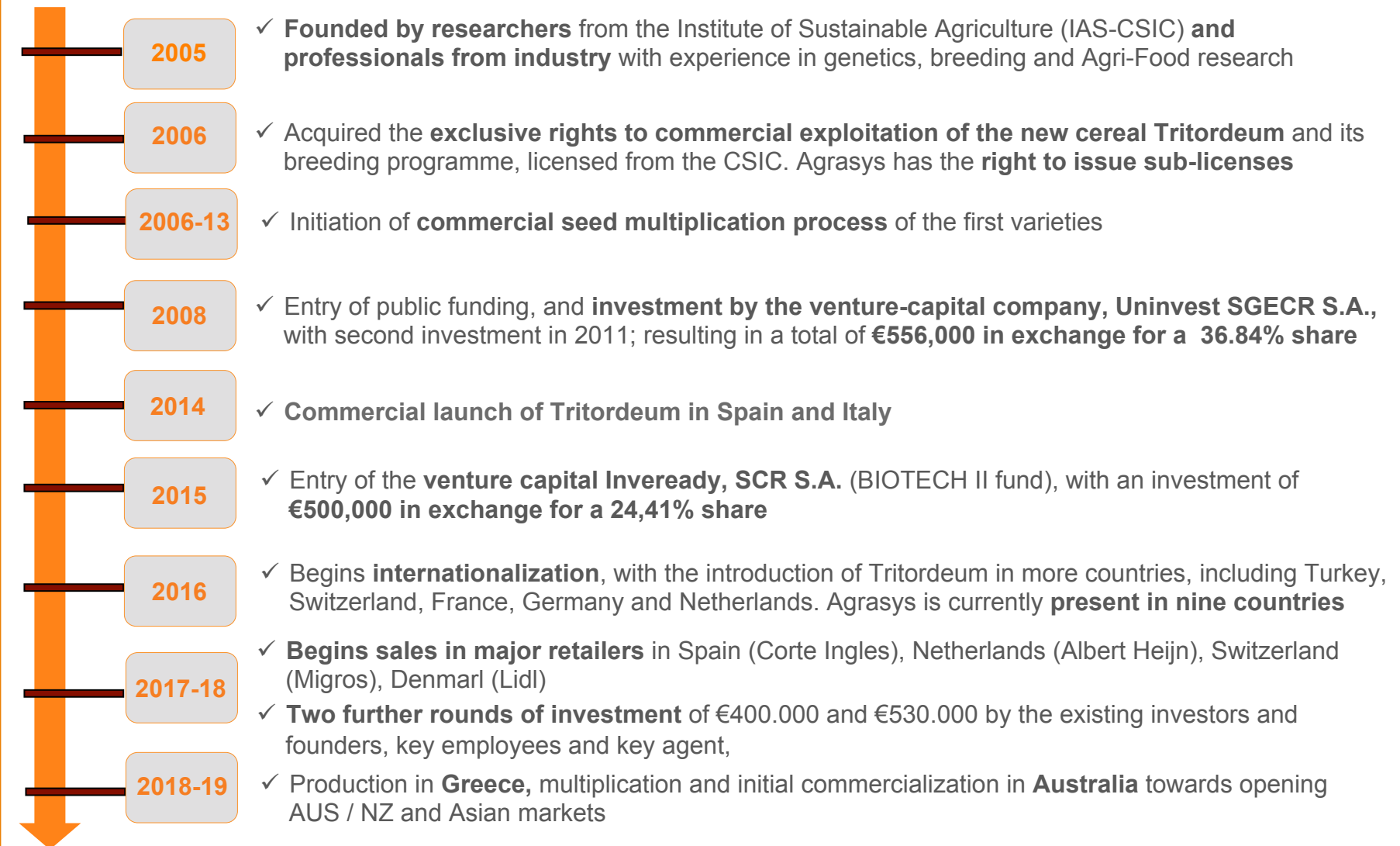


■ PROMOTERS (25%) ■ EMPLOYEES (1%) ■ OTHERS (7%)  
■ UNINVEST (35%) ■ INVEREADY (32%)

- » Shareholders include **seven founders (combined share 32%)** and **venture capital firms Uninvest and Inveready (35% and 32% respectively)**.
- » Among the founders, the promoters hold a 25% share, while the other founders hold a 7%.
- » Key employees and the agent for the Benelux market have entered the company recently and hold 1% of the shares.

# Company Overview

## KEY MILESTONES



# Company Overview

## PRODUCT PORTFOLIO

### Tritordeum

**New natural cereal (non-GMO) resulting from a cross between durum wheat and a wild barley**

- » Agronomic and nutritional benefits
- » Ideally for food sectors like:
  - » Functional foods
  - » Healthy eating
  - » Organic products
  - » Gourmet and artisanal bakery products
  - » Low-gluten and digestible foods
  - » Beer-making
- » To date produced in Mediterranean regions
- » Sold in nine countries - expanding into non-EU markets



Brought to market in 2014; well positioned as a new, healthy cereal with clear fast-growing business opportunities

### DDRR

**New biomass / forage crop produced by hybridization between rye (genome RR) and an ancestral wheat species (genome DD)**

- » Related to the cereal triticale
- » DDRR first developed at the IAS-CSIC
- » Exclusive license for its exploitation
  - » Exceptional capacity for biomass production, good digestibility - has high potential as an alternative forage crop
- » Collection of some 50 different DDRR lines available



Completing the development stage and being brought to market; high commercial potential

# Company Overview

## MARKETS AND COMPETITORS

### TARGET MARKETS

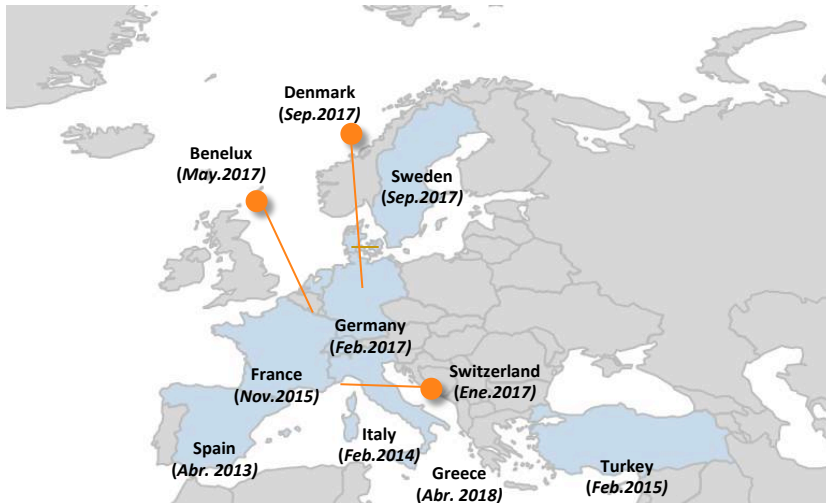
#### Priority A

- Spain
- Italy
- Benelux
- Switzerland
- Germany

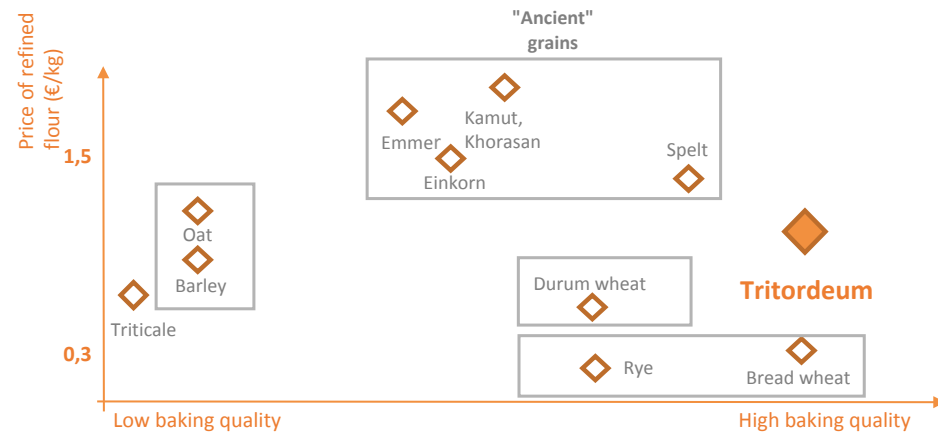
#### Priority B

- Scandinavia
- France
- Turkey
- Greece
- Australia

### MARKET PRESENCE



### PRICE POSITIONING AND COMPETITORS



### KEY BENEFITS

- Health / Nutritional
- Agronomic / sustainability
- Sensorial
- Product diversity



# Company Overview

## TRITORDEUM - KEY SELLING POINTS

» Tritordeum is a **new cereal** which fits well with current interest in **premium alternatives to wheat** (e.g. spelt, ancestral wheats, Kamut)

» **Superior nutritional, agronomic and organoleptic characteristics** – ideal to fulfill demand for healthy food products.

» Agrasys holds exclusive rights to **commercial exploitation** and

has **full control** over the breeding program, the varieties of the crop and the production chain

» Suited to **conventional and organic production** and is currently being produced in Spain, Italy and France.

Value-Chain	Health and Nutrition	Sensorial Experience
<b>Traceability</b> <ul style="list-style-type: none"><li>• Full traceability from seed to flour</li><li>• Production under licensing with local farmers</li><li>• Repurchase of 100% of grain at pre-defined price and quality standards</li></ul>	<b>Gluten</b> <ul style="list-style-type: none"><li>• Lower level of gluten proteins associated with intolerance than wheat</li><li>• Differences observed between Tritordeum and wheat were -41% in flour and -49% in bread, respectively</li><li>• Alternative for those who wish to reduce their intake of gluten</li></ul>	<b>Colour</b> <ul style="list-style-type: none"><li>• Golden yellow colour of flour and finished goods thanks to presence of lutein</li><li>• Distinctive colour helps consumers to recognize Tritordeum among other cereals</li></ul>
<b>Sustainability</b> <ul style="list-style-type: none"><li>• Robust crop, best adapted to durum wheat areas</li><li>• Resistance to fungi e.g. <i>Septoria</i> and rusts</li><li>• Tolerance of drought, high temperatures and waterlogging</li></ul>	<b>Fibre</b> <ul style="list-style-type: none"><li>• Source of dietary fibre</li><li>• Arabinoxylans predominate</li><li>• Insoluble fibre contributes to gut health and digestion</li></ul>	<b>Taste</b> <ul style="list-style-type: none"><li>• Toasted flavour due to increased caramelization of product</li><li>• Slightly sweet taste due to higher level of free sugars in flour</li><li>• Nutty notes</li></ul>
<b>Fair trade</b> <ul style="list-style-type: none"><li>• Revenue model with fair margins for all actors in value chain</li><li>• Full transparency of revenue model</li><li>• Long-term relationships with partners</li></ul>	<b>Lutein</b> <ul style="list-style-type: none"><li>• Ten times more lutein than in wheat</li><li>• Lutein is an essential pigment in the retina protecting against damage by sunlight and macular degeneration.</li></ul>	<b>Texture</b> <ul style="list-style-type: none"><li>• Flour has a rich texture</li><li>• Bread crust is very crispy</li><li>• Bread crumb is soft, resilient and short-bite</li></ul>

# Company Overview

## TRITORDEUM PRODUCT APPLICATIONS

### GRAIN, FLOURS, MALT, FLAKES

#### BREAD

##### PRODUCT BENEFITS

- Attractive colour of crust/crumb
- Very crisp crust
- Short-bite crumb
- Distinctive taste profile

##### PROCESS ADVANTAGES

- Less kneading
- Faster proofing
- Higher hydration

#### PIZZA

##### PRODUCT BENEFITS

- Attractive colour of crust
- Reduced "burnt bubbles" on crust
- Softer yet crisp crust
- Short-bite crumb

##### PROCESS ADVANTAGES

- Extensibility of dough
- Faster proofing

#### BISCUITS

##### PRODUCT BENEFITS

- Attractive colour
- Enhances butter / egg taste
- Allows reduced butter / egg content

##### PROCESS ADVANTAGES

- Potential savings in ingredients

#### PASTA

##### PRODUCT BENEFITS

- Attractive intense yellow colour
- Texture similar to durum wheat
- Less breakage in filled pasta
- Better taste in fresh pasta

##### PROCESS ADVANTAGES

- To be determined

#### CAKES / BRIOCHE

##### PRODUCT BENEFITS

- Attractive crumb colour
- Possibility to reduce butter / egg
- Improved moistness
- Distinctive taste profile
- Longer shelf life ?

##### PROCESS ADVANTAGES

- Higher level of liquids in recipes
- Potential savings in ingredients

#### BEER

##### PRODUCT BENEFITS

- Novel source of malt - particularly appealing to craft and artisanal brewers
- Distinctive new taste

##### PROCESS ADVANTAGES

- Higher diastatic power

#### PEARLED GRAIN

##### PRODUCT BENEFITS

- Better absorption of liquids upon cooking

##### PROCESS ADVANTAGES

- To be determined

#### TOASTED BREAD

##### PRODUCT BENEFITS

- Attractive colour of crust/crumb
- Less breakage of product
- Longer shelf life

##### PROCESS ADVANTAGES

- Same advantages in bread-making (above)

► **Unique product:** clear opportunity to exploit properties and position as an alternative healthy cereal offering nutritional, functional and organoleptic benefits, with stable prices and 100% traceability

# Company Overview

## TRITORDEUM SWOT ANALYSIS

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"><li>▲ New cereal with nutritional benefits</li><li>▲ Viable alternative to wheat</li><li>▲ More sustainable environmental and socially</li><li>▲ Traceable - control over grain production</li><li>▲ Availability as conventional and organic</li><li>▲ Versatile - apt for use in a wide range of products</li><li>▲ Excellent taste, attractive texture and appearance</li><li>▲ Stable price with no fluctuations</li></ul>	<ul style="list-style-type: none"><li>▼ Limited awareness of product in some markets</li><li>▼ Grain quality may vary depending upon location of cultivation</li><li>▼ Quality of final product does not depend on Agrasys</li><li>▼ Agrasys does not control marketing of final products</li></ul>
TRITORDEUM	
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"><li>▲ Ideally placed to be the “next-generation” cereal</li><li>▲ Increasing demand from customers in several markets:<ul style="list-style-type: none"><li>■ Gourmet cereals</li><li>■ Healthy products</li><li>■ Organic products</li></ul></li><li>▲ Fits with the new “healthy bread culture”</li><li>▲ Cereal growers looking for new crops and alternatives to wheat</li></ul>	<ul style="list-style-type: none"><li>▼ Dependence on third parties: growers, millers, manufacturers</li><li>▼ Sector with companies with poor communication skills</li><li>▼ Misunderstanding / fear of hybrid cereals</li><li>▼ Restrictive legislation from EFSA on communication of health benefits of food ingredients</li></ul>

# Company Overview

## BUSINESS MODEL - MARKETS OF FOCUS

### DISRUPTIVE POSITION OF TRITORDEUM IN THE AGRI FOOD MARKET

- » The target market in which Tritordeum is commercialized is that of **cereals for human consumption**, a market with **extremely high volumes**, dominated by wheat (world wide production ca. 700 million tons).
- » Agrasys and its partners commercialize Tritordeum in two sectors of the cereals market – the **Agricultural** sector, where the products are seed and grain and the **Food** sector, where products are flour and ingredients (e.g. flakes, sourdough, malt) and finished food products.
- » The main markets are **very large, mature and stable**, typified by high volumes and low margins, but they contain very **dynamic sub-sectors which show sustained growth**, driven by **strong trends in consumer demand** for innovative, healthy foods, produced by transparent and environmentally-friendly methods.

Agricultural market: seed and grain products – conventional and **healthy / specialist** cereals

Food market: flours and ingredients, **functional / health** products, **organic foods** sector

- » Products in these subsectors are marketed in terms of providing **added value** and are targeted at specific demands / needs, they command higher prices and have much **higher profit margins** than commodity products.
- » In the **initial stage** of entry into a target market, Agrasys' focus is on identifying partners at the early stages of the value chain, i.e. **grain producers, millers and distributors**.
- » In the **following stages** of business development the company partners with its licensees to work with both **manufacturers and retailers**, selected for their good fit with the positioning of Tritordeum and their market share / opportunities
- » Since **market launch in Spain in 2014**, Tritordeum has been introduced into **eight other countries**: Italy, Netherlands, Switzerland, Germany, Denmark, France, Turkey and Greece.

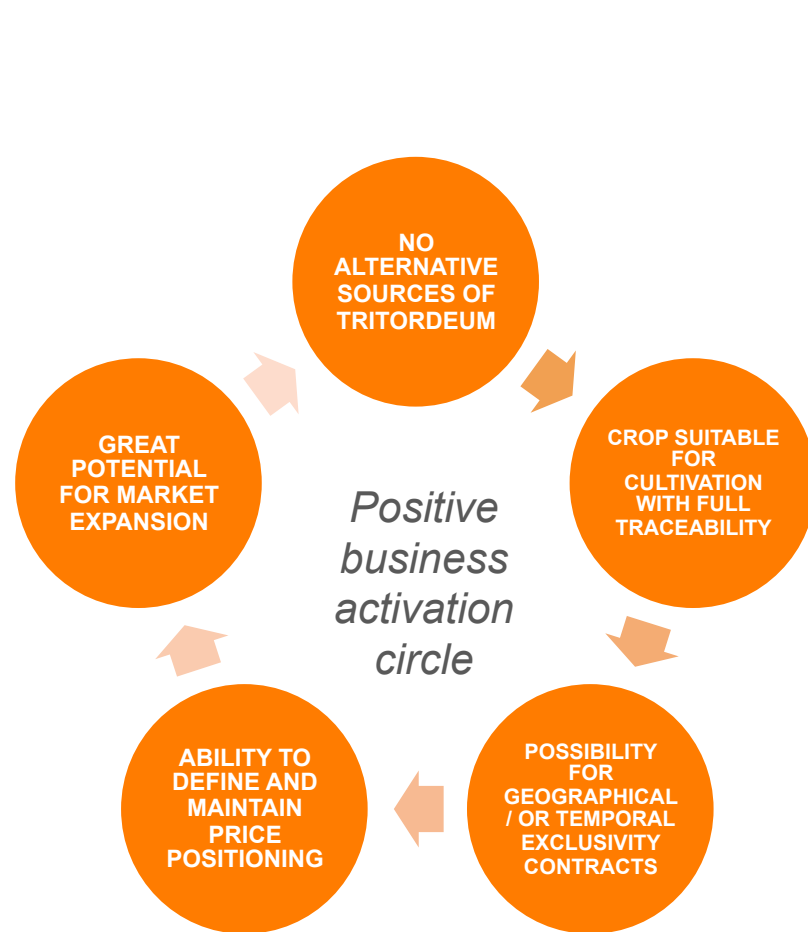
# Company Overview

## BUSINESS MODEL - COMPETITORS

- » The positioning of Tritordeum as an **added-value specialty cereal** means that it does not compete directly with standard wheat, although it aims to take market share within the general cereals market.
- » Tritordeum is fully controlled by Agrasys and there are no alternative sources of the crop, so the company **does not have direct competition for the production or commercialization of the crop.**
- » The most **direct competitors** for Tritordeum are other **speciality cereals** such as **spelt, einkorn** (ancient wheats), **Kamut** (a durum wheat) and **historical wheat varieties**, which are marketed as having added value for nutritional benefits or organoleptic qualities. It also competes with controlled value chains like **Agri-ethique** or brands like **Banette**.
- » Specialist cereals currently occupy only a very small proportion of the gigantic conventional wheat market but the sector of **premium cereals is clearly in expansion, driven by strong consumer demand.**
- » In this expanding sector, the different specialist cereals can have a **“reinforcing” effect on each other rather than competing** as they offer alternatives within the sector and assist in the consolidation and recognition of the sector.
- » **At the crop level**, Tritordeum, as a specialty cereal, grown only under contract, occupies a **unique position**. Its potential competitors would be other specialist cereals such as spelt or ancient wheats. However, the pool of growers for cereal production is very large and crops grown under contract are attractive for farmers, so limited competitive effects operate.

# Company Overview

## BUSINESS MODEL



Revenues from sales  
Revenues from licences

Seed Price	Grain Price	Flour Price	Malt Price	Royalty Licensees
700	454-705	1050-1600	1350	100-140 (€/ton)

Margin 24% sales, plus royalty

We are activating demand .....



... and helping other companies to create healthy and sustainable Tritordeum products to meet consumers demand

# Company Overview

## BUSINESS MODEL

### AGRASY

#### Seed producers

#### Grain producers

#### Food transformers

- Millers, maltsters,
- Ingredient makers

#### Food manufacturers and sellers

- Manufacturers
- Distributors
- Retailers
- Horeca

#### Consumers

## AGRASY SELL



AGRASY RECEIVES ROYALTIES FROM THESE ACTORS IN THE VALUE CHAIN

- AGRASY carries out germplasm development, business development and commercialisation and marketing & communication
- Companies which multiply seed for growers which produce grain
- Grain producers or independent growers which buy seed to produce grain under contract
- Grain milling / processing companies who buy grain to make flour, malt and ingredients (mixes) for sale to manufacturers
- Companies manufacturing cereal products and selling them to the consumers via different channels

# Company Overview

## BUSINESS MODEL

### A VALIDATED BUSINESS MODEL...

Agrasys holds **full and exclusive rights** of commercial exploitation of Tritordeum



The company **controls development and commercialization of the product**, so that companies without a licence cannot enter the market



The firm **works directly with different actors from the value chain** for the agreement of production and sales licenses



Agrasys **receives royalties based on volumes of production**, following an agreed pricing structure for seed, grain or flour



The **royalty model** has been **well received by cereal crop producers and processors** in Spain and other European markets

### ...BASED ON ROYALTIES FOLLOWING AN AGREED PRICING STRUCTURE

» General royalty model is adapted to specific markets and partners depending on the business activities of the customer and whether or not Tritordeum can be cultivated in the partner's country:

- » In Spain, royalties are applied separately to seed, grain and flour production.
- » In countries where grain is produced (Italy and France) a combined royalty is applied to total seed and grain production.
- » In countries where grain production is not possible, royalties are included in the price of grain or flour supplied from Spain.



# Company Overview

## DEVELOPMENT STRATEGY

### FUTURE BUSINESS STRATEGY

» With its lead product Tritordeum, Agrasys has excellent prospects for expansion into worldwide markets. In the short - medium term, the Company has the following business development goals:

**1. Expand and consolidate business in key European markets**


» **Spanish, Benelux, Italian and German markets** will be the **main focus** of attention during **2018-2020**

» **Support market expansion** in Switzerland, Greece and Turkey

» **Market development in Scandinavia.** UK and Eastern EU countries will initially be developed via external agents in 2020

**2. Enter into selected non-European markets/ regions such as: Australia and Asia, via partnerships with licensed agents / representatives and distributors**

**3. Prepare for entry into specific international markets of strategic importance such as USA and Canada.**



» In **strategic markets / regions**, the long term goal is to establish platforms for Tritordeum seed and grain production to serve processors and manufactures in these markets

» The **development / marketing programme outside Europe** is to obtain regulatory clearance for Tritordeum at seed and food levels, and initiate cultivation of the crop, developing partnerships with processors and distributors

# Company Overview

## MARKETING PLAN

» Increasing market penetration in those countries where Tritordeum is already present requires a global strategy, combining **direct commercial prospection** activities with **B2B & B2C communication** actions. Focus will be on activities in mainstream products (bread, biscuits, pizza, pasta and beer) and organic markets.

### Spain & Germany

- » Increase milling capacity and consolidate presence in the conventional and organic sector
- » Create consumer demand via B2C communication and launch digital marketing campaign
- » Develop social networks and relationships with bloggers and journalists

### Benelux

- » Strengthen relationships with existing industrial producer and supermarket and increase number of outlets
- » Add new manufacturers
- » Initiate organic market

### Italy

- » Develop organic market
- » Maintain commercial support for conventional market
- » Increase milling capacity
- » Support licensees in B2C communication to create demand

### Switzerland

- » Support licensee in B2C and B2B communication and marketing
- » Focus on both conventional and organic markets
- » Initiate grain production for the Swiss market to full filled demand



# Company Overview

## AGRASYS IN NUMBERS

CORTE INGLES  
ES

ALBERT HEIJN  
NL

LIDL  
DK

MIGROS  
CH

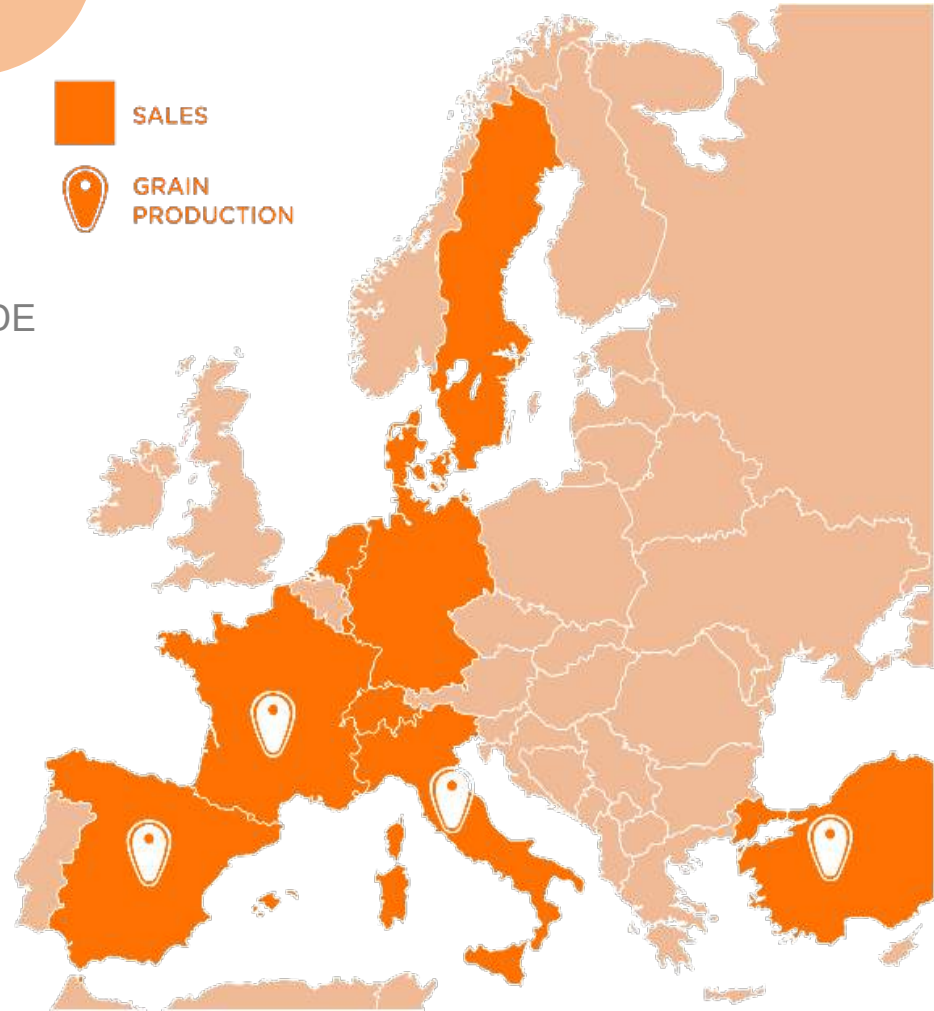
MAJOR  
RETAILER  
LAUNCHES



MIGROS

## KEY MARKET INDICATORS

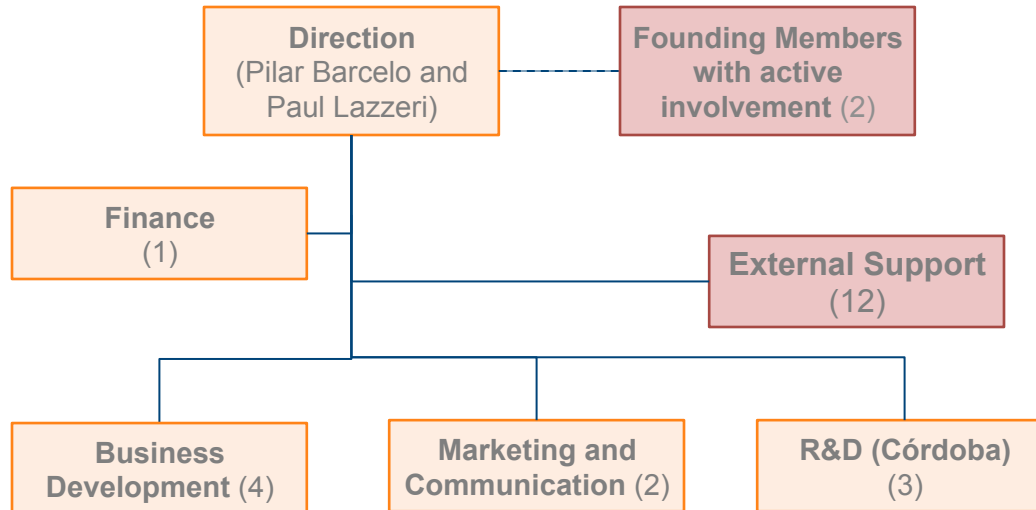
- ✓ 9 COUNTRIES: ES, IT, FR, TR, CH, NL, DK, SE, DE
- ✓ 4 SEED PRODUCERS
- ✓ 50 GRAIN PRODUCERS / GROWERS
- ✓ 20 MILLING & MALTING COMPANIES
- ✓ 1.000 ARTISANS & MANUFACTURERS
- ✓ 5 RETAILERS



# Company Overview

## TEAM

### AGRASYS HUMAN CAPITAL



» **Fourteen people involved** in the activities and management of the company

» **Twelve** are staff of the company, while two founding members have active R&D involvement

» All employees are based in **Barcelona**, except for the R&D team, based in **Córdoba** at the IAS (laboratory installations) and Almodóvar de Río (Agrasys seed laboratory)

### EXTERNAL SUPPORT

» Complementing Agrasys personnel, there is a **group of external brokers and agents** (ten brokers and two consultants)

» These external agents have **contractual relationships with the company**, which are defined by market sectors or geographical regions

» These agents collaborate in **business development, commercialization or distribution of Tritordeum grain, flour or finished products**

» They earn **commissions based on the income generated** by their activities

# FOUNDERS



Dr Pilar Barcelo  
Biologist, MSc, PhD in  
Plant Genetics  
**CEO**

- 33 years experience in R&D and management
  - Ex Max-Planck, DuPont – Wheat Research team
- ✧ Business strategy and investor relations



Dr Paul Lazzeri  
Botanist, PhD in  
Biotechnology  
**CTO**

- 35 years experience in R&D with 15+ research grants
  - Ex Max-Planck, DuPont Cereal Biotech director
- ✧ Direction and funding of Agrasys' R&D



Prof Francisco Barro  
Biologist, PhD in plant  
physiology  
**External Advisor**

- 33 years experience in cereal proteins and functionality
  - Research Professor at CSIC
- ✧ Advisor for grain quality and health functionality



Cristobal Martinez  
Agronomist  
**External Advisor**

- 34 years experience in breeding and crop management
  - Field trials director at IFAPA
- ✧ Advisor for breeding and agronomy

# THE TEAM

And we count with a very multidisciplinary, international and committed team of professionals



**Silvia Rosell**  
**Business and Financial**  
**Management**  
**CFO**

- 15 years experience in financial management in R&D organisations
  - Ex IMPPC, Institut Josep Carreras as Finance Manager
- ✧ Financial direction and securing funding for the company



**Alba Martinez**  
**Agronomist, MSc in**  
**Plant Breeding**  
**Breeding Program**  
**Director**

- 8 years experience in plant breeding
  - Ex CSIC researcher in cereal molecular breeding
- ✧ Responsible for the breeding program
- ✧ Directs a team of 3



**Etienne Vassiliadis**  
**Food Technology,**  
**Business Development**  
**Business**  
**Development**  
**Director**

- 10 years experience in R&D in major industrial bread manufacturers
  - Ex CSM Bakery Solutions R&D director
- ✧ Overseas business development in Europe and Australia
- ✧ Directs a team of 4



**Veronica Guerra**  
**Journalist, MSc in**  
**Digital Marketing**  
**Marketing &**  
**Communication**  
**Director**

- 8 years experience in communications and marketing
  - Ex Deloitte communications group
- ✧ External communication and marketing - B2B and B2C strategy
- ✧ Directs a team of 2

# TRITORDEUM successes in Europe





# SUCCESSFUL PRODUCT LAUNCH



Albert Heijn



- The largest Dutch supermarket chain
- Launch Feb 2018
- Product range: “Love & Passion”
- 725 shops
- More than 1 million breads sold
- Other products in development for 2019





# SUCCESSFUL PRODUCT LAUNCH



- The leading Spanish department store
- Launch Oct 2016
- Breads from REBOLA
- In 135 Corte Inglés stores



# SUCCESS STORIES – MIGROS - BLÉVITA



Launch of Tritordeum biscuits by Blévita in the leading Swiss retailer MIGROS in January 2019



# SUCCESSFUL PRODUCT LAUNCH



- LiDL Denmark
- Flour for home bread-makers
- Launch Nov 2018
- In 115 LiDL stores





# SUCCESSFUL PRODUCT LAUNCHES - ITALY



## GRUPPO CASILLO



FARINA DI FARRO



FARINA DI GRANO KHORASAN  
KAMUT® BIO



FARINA DI TRITORDEUM

## GEOVITA



## MOLINO DALLAGIOVANNA



## CORTE DE RIBALTA (GRUPPO GAVIO)



# SUCCESS STORIES – NEW PRODUCTS (BEERS) ENTERING THE MARKET



MALNOMBRE



CASTREÑA



LA SITGETANA



LA MILANA



LA MILANA

# WHAT THE MEDIA SAYS ABOUT TRITORDEUM

+ 900 IMPACTS ACROSS EUROPE

## Tritordeum, il cereale del futuro per una farina innovativa e 100% naturale

Pubblicato il 05 Maggio 2017 | 10:54

**Ricco di benefici nutrizionali e ambientali, a basso contenuto di glutine e ad alta digeribilità, il Tritordeum è una cultivar esclusiva di Molino Dallagiovanna, che la utilizza per realizzare la farina UNIQUA Verde**

È un incrocio naturale fra un grano duro (Triticum durum) e un tipo di orzo selvatico (Hordeum chilense), ottenuto secondo metodi e tecnologie tradizionali in 30 anni di studi e coltivato in filiera controllata, secondo un rigido disciplinare. Definito "il cereale del futuro", il Tritordeum è una cultivar totalmente innovativa e allo stesso tempo al 100% naturale, ricca di benefici nutrizionali e ambientali. È un'esclusiva di Molino Dallagiovanna, che la utilizza per realizzare la farina UNIQUA Verde.



### TOP HEADLINES

Tuesday 06 June 2017

## Spanish scientists roll out low gluten wheat alternative onto new markets

Tritordeum is a trademarked commercial brand developed from durum wheat (Triticum durum) and a wild barley (Hordeum chilense) that is being introduced into the UK and other countries around the world.



## Team LottoNL-Jumbo ontdekt brood van Tritordeum



De wielrenners van Team LottoNL-Jumbo ontdekten tijdens de Clásica d'Alfoa een brood dat Tritordeum bevat. Het brood is gemaakt van een mix van durumwheat en wild barley. Het brood is gemaakt van een mix van durumwheat en wild barley. Het brood is gemaakt van een mix van durumwheat en wild barley.

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gluten. Ook het hoge gehalte aan voedingsvezel is een voordeel van dit brood. Het brood is gemaakt van een mix van durumwheat en wild barley. Het brood is gemaakt van een mix van durumwheat en wild barley.

More information on Tritordeum at [www.comercialmolinodg.com](http://www.comercialmolinodg.com)

alvertoh  
San Feliu De Guixols, Catalunya, Spain



40 Me gusta  
#gazebo\_pizzeria\_artigianale forever young, eternal  
Polpa di pomodoro degli Agricoltori Riuniti Piacentini  
Mozzarella di Bufala campana DOP caseificio Valcollette  
Basilico fresco italiano  
Olio EVO  
Impasto super maturo di oltre 96 ore

#italiancheese #pizzaruotadicarro #bufalacampanadop  
#gazebo\_pizzeria\_artigianale  
#italianstyle #madeinitaly  
#pizzaaddict #pizzalover #pizzawhatelse #pizzatellers  
#pizzagram #foodaddict #instafood #foodies #foodporn  
#italianfoodporn #italianfood #italyfoodporn #food  
#instafood #cibo #foodgasm #oldschoolpizza #tritordeum

Le gusta a [forndelpasseig](#) y 37 personas más  
alvertoh Barra de tritordeum.  
Me declaro fan absoluto del @tritordeum  
Mi pan favorito a partir de ahora.

#artesanal #artisan #pan #pandeverdad #panarras #pa #pan  
#bread #pão #tritordeum #tritordeumlovers #tritordeumbread  
#sanfeliudeguixols #griona #food #foodlovers #ecologico

cervezamalnobre • Siguiendo  
Málaga, Spain



Le gusta a [instabirras](#), [yoquierocerveza](#) y 47 personas más  
cervamazalnobre Hoy es viernes de... Sour Teresa!!  
#cervamazalnobre #cervamazilana #tritordeum #sourale  
#kombuchabeer #fruitbeer #sour #cervazartesanal #craftbeer  
#beergeek

INTENSE ACTIVITY –  
STRONG RECOGNITION  
THROUGHOUT THE  
SOCIAL NETWORKS



# TRI TOR DE UM

THANK YOU

