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THE LSG GROUP AND FOOD TECH PIONEER NOTCO ANNOUNCE COLLABORATION TO CREATE PLANT-BASED FOOD CONCEPTS FOR THE AIRLINE AND RETAIL INDUSTRIES

Hamburg, Germany/ New York, USA, June 15, 2022 – At this year’s WTCE trade show, the LSG Group is pleased to announce its exclusive collaboration with NotCo, the fast-growing food-tech company with a first-of-its-kind patented A.I. technology (named [Giuseppe](#)) that creates plant-based options that taste, feel, cook and function just like their animal-based counterparts.

Working with NotCo will allow the LSG Group to add plant-based menus to its portfolio, powered by ingredients and components from NotCo, that it can offer to its customers in the airline industry and food commerce sector, like convenience-retail stores and the home-delivery market.

"In terms of our sustainability approach, and in particular our Healthy Planet pillar, we have been looking for some time at ways in which we can contribute to animal welfare and offer our customers a real alternative to animal products," explained Simon Frischemeier, Head of Sustainability Management at the LSG Group. "Thanks to our new relationship with NotCo, we now have access to ingredients and specific know-how in the area of plant-based food, which we can now also pass on to our customers in the form of new food concepts."

The idea behind NotCo is both simple and ingenious: NotCo’s Giuseppe, its proprietary artificial intelligence technology, in combination with its team of chefs and food scientists allow the company to create true plant-based replacements faster, better and more accurately than anyone else in the industry. NotCo is the only company that has been able to disrupt three main animal-based protein categories simultaneously – dairy, eggs and meat – something no other competitor in the world has achieved so far.

"We were amazed by NotCo's expertise and the taste and texture of their products after our initial product tastings," said Bill Gillen, Director of Culinary Excellence at the LSG



Group in the Americas region. "My team and I are excited to now develop this idea further and translate it into the airline and retail worlds."

"We are super excited about our partnership with the LSG Group and look forward to our first plant-based concepts powered by NotCo together," said Matias Muchnick, co-founder and CEO at NotCo. "The collaboration with LSG Sky Chefs, the airline-catering market leader in the U.S. and Latin America allows us to reach a wider audience of customers in the airline industry, and continue our mission of removing the animal from the equation with delicious plant-based options."

Some NotCo products will be available for sampling at the LSG Group booth (Hall A, 1E20), and the staff there will be ready to provide more information to any interested customers.

About the LSG Group:

The LSG Group is the quality and technology leader in airline catering and related markets. It has two strong, independent expert brands: LSG Sky Chefs a global catering specialist with the highest hygiene and quality standards for airlines, the home delivery market and retail. Retail inMotion, which specializes in in-flight sales, product development and technology solutions, sets standards with its understanding of partnership and its innovative strength.

LSG Group (International) is headquartered in Neu-Isenburg near Frankfurt, Germany, and has an extensive network of joint ventures and partnerships around the globe. In the pandemic year 2021, its 15,500 employees at 140 locations in 40 countries worldwide generated consolidated revenue of 1,113 million euros. LSG Sky Chefs produced 131 million meals (excluding minority interests) during this period. www.lsg-group.com

About NotCo:

NotCo is an industry-changing food tech leader and the only global company simultaneously disrupting massive food and beverage segments, including dairy, eggs, and meat. The company's proprietary artificial intelligence technology, Giuseppe, matches animal proteins to their ideal replacements among thousands of plant-based ingredients. NotCo offers a robust portfolio of products, including NotMilk™, NotBurger™, NotMeat™, NotChicken™, NotIceCream™ and NotMayo™ and has operations in the U.S., Canada, Brazil, Argentina, Chile, Mexico, Peru and Colombia. In less than five years it has become the fastest-growing food tech company in Latin America, achieving a valuation of \$1.5 billion. In the U.S. NotMilk™ is currently available at more than 6,000 grocery stores across the U.S., including Whole Foods Market, Stop & Shop, Publix, HEB, Harris Teeter's, Sprouts, Costco, Wegmans, Veji, Fresh Direct and Amazon. For more information, please visit www.notco.com.