



**ALGREEN**  
Eat differently





# OUR ACTIVITY

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ALGREEN is a group specialized in multi-activity agribusiness, created in July 2022. Its strategy is to integrate companies, industries and brands within the same group while favouring traditional and innovative SMEs.

Our ambition is to become a major player in the food industry in Europe while respecting the environment, health and Made in Local Europe.



# THE GROUP

**AlGreen Group (ALBGM FR0011668821)**  
Président : Patrick MARCHÉ  
General Manager : Tan Hieu HA

100%

100%

50%

Les Toques Blanches du Monde

**Alain CASTELLANO**  
General Manager

UFF

**Romuald RAUSA**  
General Manager

Naka

**Yan DECOCK**  
General Manager

■ Food    ■ Drinks



## OUR GROUP

### OUR ACTIVITY

ALGreen group is a multi-activity food processing company established in July 2022. Its strategy is to integrate companies, industries and brands within the same group, while focusing on traditional and innovative SMEs.

Our ambition is to become a major player in the food industry in Europe all by respecting the environment, health and Made in Local.



## OUR STRUCTURES AND ACTIVITES

### LES TOQUES BLANCHES DU MONDE

Les Toques Blanches du Monde is a French brand of food products, founded in 2011, distributed in France to mass retailers.

A range of authentic products with a unique taste and an incredible history. Our goal is to preserve the culinary heritage of the world, the artisanal Europe. Simple and magical products that tell the story of their birth with every bite. Products that have a soul. Let's taste the soul of things.

### UNIS FISH FOOD

Unis Fish Food, funded en 1989, is a company productif smoked salmon, caviar and crab that we offer to private labels in France.

For more than 30 years, our vocation has been the manufacture of high-end products. Our company relies on a quality manufacturing and a selection of its materials without concessions which makes it a reference on the market.

### NAKA

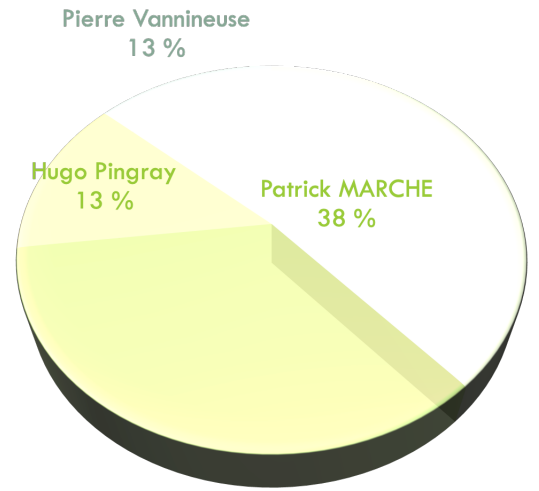
Founded in Octobre 2020, Naka is a company producing functional fizzy drinks based on CBD. Our drink is distributed in France, in GMS, RHF, and CHR.

Bold, creative and even impertinent, Naka is the drink of those who allow themselves all the freedom. By combining the virtues of a thousand year old plant with a strong and intoxicating visual code, Naka plunges us into an immersive journey that awakens the senses. Beyond an experience, we have found our vocation : to relax the body and soothe the mind.

## KEY INFORMATION

**Creation date :** 09/11/2011  
**Headquarters :** Lyon 69003 FRANCE  
**Chairman of the Board of Directors :** Patrick MARCHÉ  
**General Manager :** Tan Hieu HA  
**Sector :** Agro-food  
**Staff :** 32  
**Geographic presence :** France and International  
**Clients :** GMS, RHF, CHR, MDD  
**Site web :** www.algreen.fr

## CAPITAL ALLOCATION



**Actionnaires**  
35 %



## OUR PROJECT

### OUR ACTIVITY

Les Toques Blanches du Monde is a French brand of premium food products founded in 2011. Our distribution network : in France and abroad, in supermarkets and department stores.

### OUR CONCEPT

In an era where eating has become a militant act, we are convinced that it is necessary to understand the history of the product, to share it, in order to choose better and therefore to eat better. By selecting authentic products, we are committed to preserving the world's culinary heritage. Simple and magical products that tell the story of their birth with every bite. Products that have a soul. Let's taste the soul of things.

### ACTOR OF CHANGE

Our company wants to be a prosecutor in the redesign of the model of mass distribution : by proposing an innovative concept of gastronomic corner. A real cabinet of curiosities that shares all the richness of the product, and immerses you in a total immersive experience. Signed by our emblematic Toques Blanches du Monde. Our vision of food allows a total immersion, omnichannel and phygital, a dive into the world's culinary wealth from the point of sale to digital.

*Gourçons l'âme des choses*

## OUR MARKET AND DEVELOPMENT

### PREMIUM FOOD IN SUPERMARKETS, A SAFE BET

In an unprecedented health context, which has led to the collapse of entire sectors of the economy, premium food in supermarkets has become a safe haven : both as an alternative to a stalled restaurant industry, and as a source of pleasure in basic purchases. We are proud to announce a growth of +55% in 2020 and +10% in 2021.

### OUR ACCELERATIONS

Our strategy of deploying fresh products via centralized distribution centers has enabled us to significantly increase our sales (Monoprix, Carrefour, Intermarché, Système U, Auchan, Casino). The last two years have seen a solid partnership with 7 sales agencies that have strengthened our sales force and given us extensive national coverage. Product innovations played in exclusivity by renowned brands (truffled salmon, ceviche, foie-gras with Jurançon...)

## KEY INFORMATION

**Creation date** : 03/04/2022

**Headquarters** : Lyon 69003 FRANCE

**General Manager** : Alain CASTELLANO

**Sector**: Agro-food

**Number of employees** : 6

**Geographic presence** : France and International

**Customers** : GMS

**Number of outlets** : about 400 stores

**Number of references** : 30 groceries et 40 fresh

**Website** = [www.les-toques-blanches-du-monde.fr](http://www.les-toques-blanches-du-monde.fr)



## OUR PROJECT

### OUR ACTIVITY

Unis Fish Food, founded in 1989, is a production company of smoked salmon, caviar, crab and salmon eggs. We offer our products to private labels or distribute them under our own brand. Our distribution network : in France and abroad, in supermarkets, in restaurants and catering and in department stores.

### OUR CONCEPT.

For more than 30 years, our vocation has been the manufacture of high quality products. Our company relies on a quality manufacturing and a selection of raw materials without concessions which makes it a reference on the market.

### OUR COMPETITIVE ADVANTAGES

Our company perfectly masters the traditional smoking and slicing, using a unique know-how in France. Our production teams are seasoned professionals who perfectly master the smoking and slicing by hand.

Through its commitment, without compromise to quality, UFF selects the finest fresh salmon from Norway, Scotland and Iceland. Our caviar is selected from the best farms where the best sturgeon are found.

Our production tool is extensive, well equipped, and with possible extensions to support business accelerations.

## OUR MARKET AND DEVELOPMENT

### SMOKED SALMON, A DYNAMIC MARKET

In France, smoked salmon is the must-have dish during holidays especially Christmas period. Also, French people are the most important consumers of smoked salmon in Europe.

This market is growing rapidly on a worldwide and becoming more premium, with + 4% in value in 2020 in France.

### A DISTRIBUTION NETWORK

Given the excellent reputation of smoked salmon among the French consumers, our products have been positioned as a quality reference under renowned brands such as Monoprix Gourmet and Grand Frais. Our teams, well versed in commercial negotiations, have positioned our products in white labels, in department stores such as Galeries Lafayette and La Grande Epicerie de Paris, and in the restaurant and catering networks.

## KEY INFORMATION

**Date of creation :** 22/02/1989

**Head office :** Villefranche 69400 France

**General Director :** Romuald RAUSA

**Sector :** Agro-food

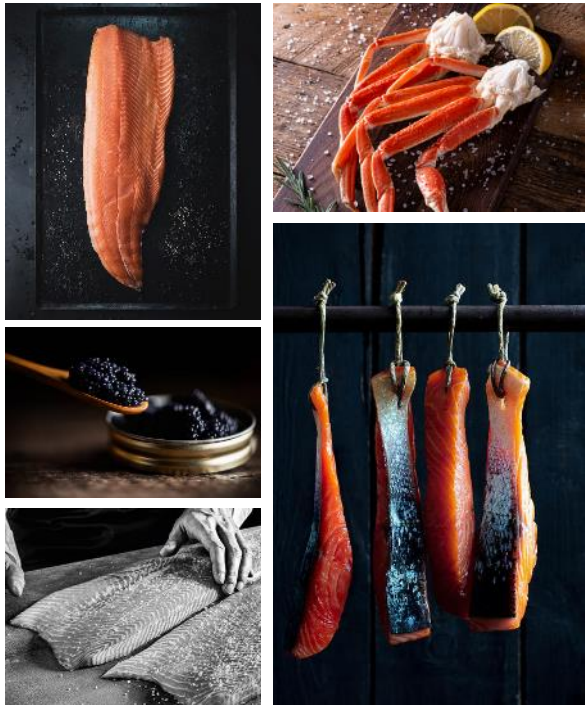
**Effectifs :** 24

**Volume :** 350 tons

**Geographic presence :** France and International

**Customers :** SUPERMARKETS, PRIVATE LABELS.

**Website :** [www.uff.fr](http://www.uff.fr)



The logo for 'naka' is displayed in a white, lowercase, sans-serif font inside a pink rectangular box. This box is centered within a larger white circle that is part of a vertical line on the left side of the page.

## OUR PROJECT

### OUR ACTIVITY

Founded in October 2020, Naka is a Lyon-based start-up in the food industry that markets a functional fizzy drink made with CBD. Our drink will be distributed in France in supermarkets, cafés, hotel, restaurants (CHR) and outlets catering (RHF) from October 2021.

### OUR CONCEPT

In a daily life punctuated by stress and an anxious context of health crisis, we are committed to bringing more lightness. Convinced of the relaxing virtues of cannabidiol (CBD), we are committed to democratize this fascinating molecule through an attractive and accessible product : the drink. By creating Naka, we set ourselves a simple objective : to offer a unique and sensory experience, a delicious moment of floating.

### OUR PHILOSOPHY

Naka is a caring brand that humbly participates at its own level in a more peaceful society. Bold, creative and even impertinent, Naka is the drink of two who allow themselves every freedom. By combining the virtues of a thousand-year-old plant with a strong and intoxicating visual code, Naka plunges us into an immersive journey that awakens the senses. Beyond an experience, we have found our vocation : to relax the body and soothe the mind.

## OUR MARKET AND DEVELOPMENT

### CBD : THE DIZZYING GROWTH OF A BOOMING MARKET

Estimated at 300 million euros in 2020 and 1 billion euros by 2023, the CBD market in France is experiencing undeniable growth. Little by little, CBD shops and specialized outlets are springing up in all five corners of France, which is ranked as the leading producer and consumer of hemp in Europe. Visionary and avant-garde, our young brand is surfing on this trend and shows the will to popularize the molecule. Following the example of the United States where the phenomenon of CBD drinks is already well established, Naka is committed to a promising market and distinguishes itself by its Made in France manufacturing and its High concentration of CBD (30 mg), the most generous of the market.

### THE TREND OF CARBONATED BSA AND NOLO

With the emergence of the healthy trend in recent years the healthy and sugar-free beverage market is experiencing unprecedented levels of growth : +56 % between 2017 and 2019. In the same vein, carbonated non alcoholic beverages (NASDs) are growing by 2.1% in value and volume in 2020. Driven by the NOLO (No Alcohol Low Alcohol) trend, Naka is establishing itself as the perfect alternative to alcoholic beverages and is clearly displaying its ambition. To establish itself as the leader in its category and boost the premium functional and shooting beverage segment.

### A STRONG DEVELOPMENT STRATEGY

Our deployment strategy is based on 3 main distribution networks : CHR, RHF, GMS. In line with our brand positioning, we target high end establishments as a priority.

The HF network will act as a showcase, and will increase our reputation and legitimacy by associating us with emblematic establishments such as La Grande Epicerie de Paris or Galeries Lafayette. We will then address the transport networks (airports, train stations, ferries).

As regards the supermarket network, the premium Monoprix brand will be set up on an exclusive basis in order to reach our target customers. A gradual rollout in other centralized chains (Franprix, Super U, Leclerc, Intermarché) will be initiated in 2022. Finally, export to Europe is also anticipated, notably to Switzerland and Luxembourg.

## KEY DATA

**Creation date** : 23/10/2020

**Headquarters**: Champagne-au-Mont-d'Or  
69410 FRANCE

**General Manager** : Yan DECOCK

**Sector** : Food industry,

**Employees** : 3

**Geographic presence** : France and Europe.

**Customers** : GMS, CHR, RHF

Website : [www.naka-drink.fr](http://www.naka-drink.fr)





# RSE COMMITMENTS



**SOURCING RESPONSIBLE**

To ensure 100% transparent traceability, to give preference to environmentally certified raw materials, to support and pay our suppliers at the right price.



**REASONED AND SUSTAINABLE PRODUCTS**

Selection of organic products, from fair trade fisheries, or from sustainable fish farming, to promote short supply chains, and to improve animal welfare.



**CONTROL OF THE ENVIRONMENTAL IMPACT**

ZERO waste policy at UFF with reprocessing of organic waste into PET Food. Offer our customers 100% recyclable packaging and cardboard from FSC forests.



**RESPONSIBLE LOGISTICS AND TRAVEL**

Rationalize transport as much as possible, pool orders, reduce pollutant emissions, control energy consumption, optimize operating resources and recycle.



**WELL-BEING, ETHICS AND DEVELOPMENT OF OUR TEAMS**

Accompanying our employees in their career plan, implementing telecommuting, organizing team building, preventing risks at work.



**ECONOMIC AND SOCIAL LOCAL CONTRIBUTION**

Supporting the local economic fabric by favoring local labor and engaging in entrepreneurship.



THANK  
YOU



*Goutons l'Âme des Choses*

