



## Press Release

Oberreute, March 2019

### **E.V.A. GmbH: Start-up Company with Outstanding Know-how**

**The young company develops plant-based products that can be used like cheese – Streichgenuss, Genießerscheiben, Reibegenuss und brand new Pastagenuss set standards in this segment – awards from consumers and experts underline the quality**

Four years ago, a company was founded in the Allgäu that offers planted-based products that can be used like cheese: under the brand name Simply V, E.V.A. GmbH develops, produces and markets vegan delicacies products that meet the highest standards. After the introduction of Simply V Streichgenuss (“Vegan Spread”) in 2015, the Simply V Genießerscheiben (“Vegan Slices”) and Simply V Reibegenuss (“Vegan Grated”) soon followed. Since March 2019, Simply V Pastagenuss is part of the portfolio of E.V.A. GmbH.

“More and more people are changing their dietary habits and increasingly turning to planted-based products. Cheese lovers in particular have been faced with the dilemma of not having a really tasty alternative to cheese, though. This is exactly what we want to offer with Simply V,” says Caroline Zimmer, Managing Director of E. V. A. GmbH, summing up the motivation of her team. And E. V. A. GmbH has succeeded in doing so: Simply V products have set standards in this segment. As a planted-based alternative, all Simply V products also make a valuable contribution to a varied, balanced diet.





## Press Release

- 2 -

This pioneering achievement is clearly being recognized by more and more consumers who appreciate the taste and uses of Simply V. The most recent example: winning the Good Food Award 2019 from the magazines Men's Health and Women's Health, which honored the Simply V Streichgenuss Natur ("Pure"). The list can be continued: in the readers' choice of the trade magazine "Milk Marketing" the Genießerscheiben were awarded a silver medal in the category Vegan/Vegetarian as Product of the Year 2018/2019. Just how enthusiastic trade and industry are about Simply V, is demonstrated by awards such as the Vegan Innovation Award for Streichgenuss and Genießerscheiben and the German Excellence Award for the brand as a whole. Simply V has also convinced trained palates: an international jury of 140 top chefs and sommeliers awarded the Simply V Genießerscheiben Würzig ("Aromatic") with the Superior Taste Award with two stars.

Simply V products are made with a few, selected ingredients. "When we started developing Simply V, we first experimented with various basic ingredients, such as oats, rice and almonds. The almonds finally convinced us in combination with coconut oil, both in terms of taste, but also in terms of consistency and mouthfeel," explains Caroline Zimmer this decision.

Therefore, each Simply V product contains coconut oil and almonds. The almond content is precisely balanced so that the products taste really good and can also be used like cheese. This meticulous and thoughtful composition of each Simply V product reflects the high quality standards of E.V.A. GmbH: the brand makes no compromises, neither in taste nor in use.

