



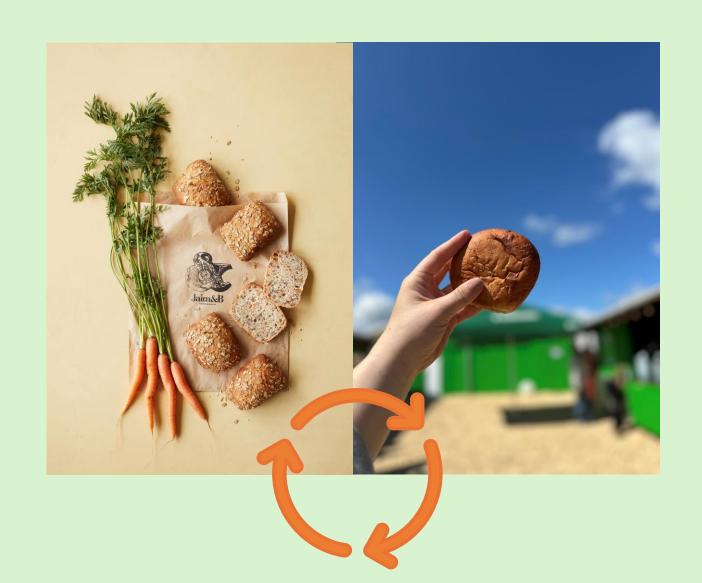
## Circularity as a natural ingredient

Flavor is always our number one priority

Responsibility as a key driver

Case specific product development

Not always a walk in the park to include side streams

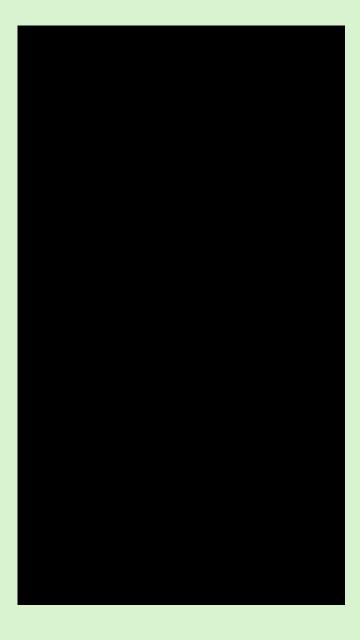






Anne Mette Lyngbakke

Marketing Manager Jalm&B







## THE BIG MICRO BAKERY











## Upcycling projects

















## Upcycling of side streams

A vital part of Jalm&B

Our waste is gold for others

Upcycled elements included alongside 'regular' ingredients in our bakery

Case-specific product development
No customers? More waste

Considerate communication



