



**Jalm&B**  
KØBENHAVN

# 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





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Marketing Manager Jalm&B



# Jalm&B

KØBENHAVN

## 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

