



The Plantly Butchers:

One year of vegan delight: Young start-up conquers the market

The Plantly Butchers (TPB) is a corporate start-up within the InFamily Foods group of companies and specialises in the production of high-quality vegan food products based on plant protein. Since launching its first five products on September 5th of 2022, the dynamic company has exceeded all expectations with its Billie Green brand. Within its first year of business, it already cracked the sales mark of 10 million euros, making The Plantly Butchers one of the strongest newcomers in the German food segment in recent years. High repurchase rates for the Billie Green range as well as market leadership for their Vegan Ham in Cubes brought The Plantly Butchers to 5th place among the most successful manufacturers of vegetarian and vegan meat alternatives in Germany after a very short time. With Billie Green, the company offers a diverse range of vegan deli meat, snacks and cooking ingredients. The products convince with their unique taste and texture, a short ingredient list and a high protein content.

The best of two worlds combined

TPB has the spirit and freedom of a flexible and innovative start-up and at the same time the backing and many years of experience of the InFamily Foods group of companies in the sausage and ham market. As the second biggest sausage and deli meat producer in Germany, the holding company has in-depth product know-how and extensive practical knowledge of a wide range of production processes, which is also used in the production of meat alternatives. At TPB, this expertise meets the professional competence of experienced product developers for vegetable protein sources. It has been possible to develop an innovative process through which the properties of plant proteins can be changed and optimised in a targeted manner. This leads to new possibilities for the taste and texture experience and leaves room for lots of inspiration and innovation. With a highly motivated team led by the managing director duo Sven Wieken and Georg Achterkamp, as well as its own research and product development at the Osnabrück site, TPB is optimally positioned for the creation of new innovations and further growth.



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Photo: The managing directors of The Plantly Butchers: Georg Achterkamp (left) and Sven Wieken.

Sven Wieken: *"Despite a challenging market situation, we not only did very well in our first year on the market, we also exceeded our expectations. Having already established ourselves well in our home market, we are now planning our expansion into the new food market in other European countries."*

Georg Achterkamp: *"The overall sensory experience, from the delicious taste to the perfect bite, as well as the innovative spirit of our products, are what have made our Billie Green brand such a success. That's why our focus in the future is clearly on research and innovation to take the vegan meat alternatives segment to a new level."*



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Company Profile

Name:	The Plantly Butchers GmbH & Co. KG
Corporate group:	InFamily Foods Holding GmbH & Co. KG
Founding:	2021
Segment:	Vegan plant-based foods with high protein content
Brand:	Billie Green
Number of employees:	39 (Production excluded)
Forecast turnover 2023:	12 to 14 million Euros
Headquarters:	The Plantly Butchers GmbH & Co. KG Lise-Meitner-Straße 3 49074 Osnabrück, Germany
Management:	Sven Wieken Georg Achterkamp
Websites:	www.the-plantly-butchers.com www.billie-green.com



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Press contact

impact Agentur für Kommunikation GmbH
Nadine Stritzke
Bartelsstr. 12
20357 Hamburg (Germany)
Phone +49 40 4313023-6
E-Mail n.stritzke@impact.ag