



**BEER GRAIN.
THE INGREDIENT
OF OUR FUTURE**

MaGie Creations B.V.

An introduction to beer grain upcycling

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28% of the world's agricultural area is used to produce food that is lost or wasted (FAO).

Food loss and waste contribute heavily to climate change, making up 8-10% of total greenhouse gas emissions (IPCC).

In most European countries fibre intake remains well below recommended levels increasing chances of colon cancer, unhealthy cholesterol levels and diverticulosis (Lancet).

Facts don't lie. Our planet is in danger. Our health is at risk.

And we have a solution.



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Introducing the ingredient of the future.

Tasty. Healthy. Sustainable.

Introducing beer grain.





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What we do

Tasty. We turn beer grain into rich, highly versatile ingredients for the food industry.

Healthy. Beer grain is naturally healthy. It contains high levels of dietary fiber and protein. And few calories.

Sustainable. By turning beer grain into ingredients we keep beer grain in the food value chain. Introducing new high quality ingredients that lower our need for farm land.

The facts

- ✓ Tasty, trendy clean label ingredients
- ✓ Locally sourced and produced
- ✓ Affordable price level
- ✓ Long ambient temperature shelf life
- ✓ Easy to use in wide application range – from bread to smoothies and meat replacers



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What they do



No parties in Europe realise large-scale upcycling of beer grain for a destination in the food industry.

We do.

Beer grain upcycled by us will be kept in the food value chain. **All of it.**

The facts

- The Netherlands produces ca. 560 kton of beer grain annually
- All of which is used as feed, for milk cattle primarily
- We ensure complete usage of the grain kernel
- Keeping beer grain in the food chain reduces CO2 emissions by 0,19 kg per kg of PowerFlour consumed
- No less than 2m2 of farm land is structurally freed up for each kg of PowerFlour we eat



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Why it matters

World Hunger is on the rise, yet an estimated 1/3 of all food produced globally is lost or goes to waste (FAO).

A high dietary fibre intake decreases the chance of death, heart and vascular disease, type 2 diabetes and colon cancer by 15-30% (WHO).

The facts

- Beer grain contains 55% fiber and 25% protein
- Beer grain is abundant in essential amino acids such as lysine and leucine
- Using beer grain as food ingredient increases the nutritional value of foods substantially



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Our approach to beer grain upcycling

We develop the market for beer grain step by step:

- 1) Brewlicious – branded consumer products based on beer grain
- 2) Beer grain based functional ingredients for the food industry
- 3) Long term research, f.e. enzymatic conversion of beer grain

BREWLIcious



CHEERS TO THE PLANET!

BREWLICIOUS BAR

is available in three delicious flavours.

From familiar to cosmopolitan:

- Apple Cinnamon
- Choco Cranberry
- Apricot Ginger



Brewlicious



**Good food from the
brew bakery!**

**A unique, positive,
front-runner concept
based on upcycling.**



BREWLIIOUS BITES

Brewlicious Bites are available in three flavours:

- Old Gouda Cheese - Nutmeg
- Goat Cheese – Black Pepper
- Cheddar - Chili



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Beer grain as functional ingredient



In apple pie and
frikandelbroodjes:

- CO₂ emission reduction
- Improved nutritional values
- Simply delicious

Who we are



Our core team is supported by a pool of 5 talented interns on average.

Ellen van der Starre. More than ten years of experience in the development of functional food ingredients. With an exceptional fascination for sustainable innovative food resources.

Madeleine Gielens. An entrepreneur in heart and soul, with over 9 years of experience in new business development, procurement and sales.

Jeroen Jacobs. More than ten years of experience in change and organisational development. Highly apt in transforming complex situations into coherent stories.



Bert van Lammeren. A highly motivated technician with a passion for sustainable start-ups. Bert holds 35+ years of experience in food engineering, process automation and mechanical construction and engineering. Hands on experience in the design and build of the Protix and Peel Pioneers facilities.

Let's be the change.
TOGETHER.



Making sustainable and healthy food ingredients from food waste

Supported by:



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