

## Supply you can scale with confidence



**Year-round** production with multi-tonne daily capacity



**UK-based** production using non-commodity feedstocks (UK/Spain origin)



**HACCP** implemented



**BRCGS** imminent



**Pack format:**  
sealed 10kg bags



**MOQ:** 500kg (wet) / 200kg (dry) for commercial production; 50kg for test



**Lead time:** typically two weeks for standard SKUs within agreed call-off

## Make your next line upgrade easy

Request a sample, spec sheet, or an applications call to identify the fastest path to better margins, lower Scope 3 and unchanged consumer acceptance.

**upp™ freya™**

B2B INGREDIENTS



info@upp.farm



+44 1952 327 357

upp.farm freya.food



**fibra™**

**Broccoli-derived  
functional fibre for  
tier 1 food producers**



Low-friction  
reformulation

Predictable  
supply

Margin and  
Scope 3 impact

## The food producer challenge

Commodity volatility, supply disruption, and rising compliance and sustainability pressure are squeezing margins – while consumers still expect the same taste, texture, and value.

## The drop-in answer: Fiba™

Fiba™ is a broccoli-derived, specification-grade functional fibre ingredient designed to integrate into existing formulations with minimal processing change – helping you reduce cost and Scope 3 emissions while maintaining consumer-loved eating quality.

## Why tier 1 teams choose Fiba™

- **Drop-in ingredient formats** designed for mainstream manufacturing workflows
- **Benign cooking behaviour** with strong processing stability
- **Typical inclusion rates: 4–20%** (application dependent)
- **Clean, familiar positioning** (plant-based fibre ingredient; “invisible ingredient” approach)

## Typical applications

Hybrid & plant-forward meat:  
burgers, sausages, sausage  
rolls, ready meals

Bakery: breads, rolls,  
pastries, cakes

Wet systems: soups,  
sauces, stews

Fibre enrichment where  
structure and moisture  
retention are critical

Pet food  
(where suitable)

The patty, bread and sauce  
featured here are all made using  
UPP/Freya ingredients.

## Functional performance your formulators can use

Fiba™ has a naturally high water-holding capacity that supports effective moisture management, while also contributing viscosity, body, mouthfeel, and a desirable texture or “bite,” with particle size options available.

In addition, Fiba™ performs well across both structured and dispersed systems, ranging from fine dispersions to more structured applications.

## Commercial outcomes that matter

1. **Displace higher-cost inputs** without a full re-platform
2. **Stable, local supply** reduces import/FX exposure and supply-chain complexity
3. **Enables Scope 3 reduction** at scale while preserving taste and mouthfeel

