


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** Grade A

 SEDEX Member, SAQ complete

 **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

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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: 5-30%** (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

Bynda™ 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, Bynda™ 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

