



**Israeli high-tech will soon be able to enjoy the taste of SavorEat:**

## **SavorEat continues to progress towards commercialization of the robot chef - it is to join forces with the premium dining services group Yarzin-Sella**

**Yarzin-Sella is one of the most established and distinguished catering groups and a leading high-end food service company, responsible for providing dining services to the leading technological giants in Israel. As part of this joint venture, the companies are initially due to launch a pilot and then progress to commercialization, providing SavorEat's solution to the high-tech community in Israel and globally; as such, SavorEat will be opening up to a new target audience and taking a step forward towards commercialization of the robot chef and the products it has developed.**

**The food-tech company SavorEat continues to pave the way towards commercialization of its solution and is now homing in on the high-tech market as part of a joint venture with the Yarzin-Sella culinary solutions group.** The company, which developed a robot chef to produce meat alternatives according to diner's preferences, has signed a cooperation agreement with one of the most renowned catering groups in Israel and one held in global esteem, Yarzin-Sella. Together, the two companies are scheduled to embark on a high-end food service pilot (a premium catering format).

Yarzin-Sella is an exclusive corporate dining services company providing high-end catering services to the leading international companies both in Israel and around the globe. Yarzin-Sella, which operates a broad variety of restaurants, including "Magazzino", "Taqueria", "Cafe Italia", "Zozobra" and others, has more than 30 years of experience in the restaurant industry and more than 10 years in the field of corporate catering, which enables them to provide companies with a 360-degree culinary experience, from the design and operation of the Micro-Kitchens, via In-House Restaurants, special events and food platters for functions, as well as varied and innovative Pop-Up events. Yarzin-Sella supplies dining services to the high-tech market segment, including international companies operating in Israel, such as Meta (Facebook), Google, Playtika, and others.

As part of this joint venture the two will engage in long-term cooperation. The objective as far as SavorEat is concerned, is to move into an additional market and offer its personally tailored solution to new target audiences. As part of their cooperation, and after the two will complete their preliminary preparation, in which they are to agree on the pilot program, the companies will examine the option of conducting the pilot at a number of locations (among Yarzin-Sella's high-tech customers), to be selected together, using the company's robot chef systems. In addition to the pilot, which is scheduled to run for several months in Israel, the two are planning to continue working together in additional markets, with the first objective being commercialization in the USA.

SavorEat recently signed a cooperation agreement with another international giant in the food service segment, Sodexo, in which the two are due to launch a pilot involving its product in the US market. The two agreements complement each other and will enable SavorEat to reach broad target



audiences, with the collaboration with Sodexo being initially aimed at the student segment of the market. With this new agreement with Yarzin-Sella, SavorEat is directly targeting the premium catering market for the first time and in the initial stage the high-tech segment, which usually is made up of early-adopters, or lighthouse consumers, who tend to embrace new technology and products soon after they are launched.

In parallel to the pilot, the two have signed a consultation agreement for an identical period of time, according to which the Yarzin-Sella Group will serve as the consultant for strategic marketing planning and sales promotion of the SavorEat solution to the catering chains in the USA and will provide it with relevant services.

As mentioned, the cooperation agreement with the Yarzin-Sella Group follows two additional catering agreements of SavorEat, one with the global Sodexo Group and the second one with SavorEat's partner from the outset, BBB, in which the two are due to embark on a first pilot of its kind in Israel before the end of 2021. These agreements constitute part of the company's strategy towards commercial and global marketing and sales activity.

**Racheli Vizman, SavorEat co-founder and CEO:** "SavorEat's vision is to bring personally customized food to the front of the stage, as for the first time it is the end consumer who will be in a position of power. The company's product is an innovative concept enabling the automatic and autonomous creation of meat alternatives without compromising on taste and quality. Linking up/teaming with Yarzin-Sella is a natural and logical step forward. On the one hand SavorEat will have access to target audiences who embrace and promote innovation, while on the other hand it will place Yarzin-Sella as the ambassador of such innovation in its businesses. I would like to thank the management team at Yarzin-Sella for deciding to join forces with us and expressing their trust in the solution that SavorEat is developing, as well as our innovative value proposition. I am confident that the many years of the group's expertise will contribute to the efforts to expedite the market penetration of our products both in Israel and internationally."

**Yuval Sella, CEO OF Yarzin-Sella,** said, "We have been an active force in the high-tech market for many years, providing corporate dining services to the leading global corporations. Recently, as part of our strategy to promote innovation in the food industry, we established the Food & Beyond accelerator, so our partnership with SavorEat is now more than ever both the natural and accurate step forward. The agreement with the company will improve our capabilities to supply personal tailor-made technological innovation in the food sector, which the demand for is constantly growing, especially among the high-tech population. We believe this to be the start of a long-term partnership that will be of immense benefit to both parties."

Ayelet Carasso, who leads this venture, stated, "We are tremendously excited about this joint venture, we strongly believe in the vision of SavorEat, its product, and of course the management team, and we are confident that our joint future will bring with it countless opportunities to realize the joint vision of SavorEat and Yarzin-Sella, and thus to create a significant impact within the industry and globally as well."



SavorEat was established in 2018 by Racheli Vizman who serves as its CEO, Prof. Oded Shoseyov, the company's CSO, and Prof. Ido Braslavsky. The company has about 20 employees and continues to grow. It is also aided by a staff of senior consultants and leading partners.

SavorEat has developed unique technology for the manufacture of meat alternatives, combining plant-based ingredients in an innovative formula, a Robot Chef – a digital manufacturing system including sophisticated cooking techniques of a number of burgers simultaneously in a few minutes, and without any human touch. SavorEat's unique edge is based on the ability to automatically produce and grill products that are personalized to fit consumers' specific diets and recreating the unique taste and texture of animal-based meat. These capabilities have a manufacturing future that will extend to additional food products, which are currently in development stages and are to be tailored for a variety of different target audiences. The unique raw materials for this process come from a patent-protected plant-based source. The first product that has completed development at the company, and which is scheduled to be launched in the pilot due to take place by the end of the year with the BBB burger chain, is a meatless hamburger.

SavorEat, the first portfolio company of the Millennium Food-Tech R&D partnership, completed its IPO on the Tel Aviv Stock Exchange (TASE) last November from which it raised NIS 42.6 million.