



This is an English translation of the Company's immediate report in Hebrew that was published on September 12, 2022 [Reference no.: 2022-01-116185 (the "Hebrew Version"). This English version is only for convenience purposes. This is not an official translation and has no binding effect. Whilst reasonable care and skill have been exercised in the preparation hereof, no translation can ever perfectly reflect the Hebrew Version. In the event of any discrepancy between the Hebrew Version and this translation, the Hebrew Version shall prevail.

**סבוריט בע"מ**  
**SAVOREAT LTD.**

(the "Company")

12 September 2022

To  
The Israeli Securities Authority  
[www.isa.gov.il](http://www.isa.gov.il)

To  
The Tel Aviv Stock Exchange Ltd.  
[www.tase.co.il](http://www.tase.co.il)

Dear Madam and Sir,

Re: **Immediate Report**

The Company is pleased to update that on September 8, 2022, it successfully concluded an additional taste test and marketing reveal<sup>1</sup> for its technology under development, including the 'Robot-Chef' system and its plant-based beef hamburger substitute product. The reveal activity was carried out among passerby students at the Hebrew University of Jerusalem, as part of the Company's preparations for the first marketing and commercial reveal of its new products at two universities in Colorado, USA.<sup>2</sup>

As part of the reveal, the Company sought to examine the technological feasibility of simultaneous, multi-quantity and multi-consumer production of the substitute product using its Robot-Chef systems, and to simulate the expected reveal of its new substitute products among a similar crowd of diners in the US, while drawing operative, marketing, and consumerism conclusions of it.

The reveal in Jerusalem was significant and included the operation of two Systems that together produced about 600 half-dishes that were served to random student-diners over about 4.5 hours. The production rate of both Systems together at the catering point was (on average) about 6 minutes for about 6.66 plant-based beef hamburger substitute. From the data collected by the Company it appears

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<sup>1</sup> For details about the previous taste test and marketing reveal performed by the Company in Israel, please refer to the Company's immediate reports, published in the Magna, from June 28, 2021 [reference number [2022-01-107865](#)] and from January 16, 2022 [reference number [2022-01-007084](#)], which are incorporated herein by reference.

<sup>2</sup> The new products the Company is developing include pork substitute (white meat), turkey substitute and beef hamburger substitute. See, among other things, immediate reports of the company, published in Magna, from July 31, 2022 [reference number [2022-01-098820](#)], from August 18, 2022 [reference number [2022-01-105523](#)], and from September 8, 2022 [Reference No. [2022-01-115483](#)], which are incorporated herein by reference.



that the total weighted score received from all the diners who participated in the reveal in relation to the tested parameters<sup>3</sup> was 4.32 out of 5. The data collection was carried out both by questioning the students (qualitative research) and by anonymous feedback questionnaires (quantitative research).

**About SavorEat**

SavorEat Ltd. develops a system for advanced digital production of various types of Plant-Based meat substitutes, the purpose of which is to provide the consumer with a customized eating experience that is as similar as possible (in taste and texture) to eating meat of animal origin.

Respectfully,  
SavorEat Ltd.

Approved for reporting on behalf of the Company by:

Ms. Racheli Vizman, CEO and Director  
Barak Orenstein, VP Marketing

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<sup>3</sup> including appearance, taste, texture, aroma and general acceptance of the product.