

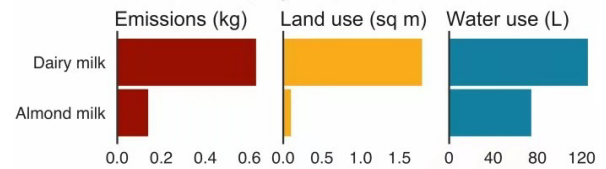
JOOMA

About JOOMA

JOOMA was established in 2019. In the food system transformation mission, JOOMA focuses on promoting a plant-based diet and advocating sustainable production practices. At present, the company's main products are almond-based yogurt. Studies show that almond milk produces 75% less carbon emissions and uses 90% less land and 38% less water than cow milk. And all natural coconut yogurt will be introduced soon.

Over years of research and development, JOOMA has been committed to achieving a balance between rich nutrition and great taste, while also striving to minimize ecological impacts of production.

Environmental impact of one glass (200ml) of different milks



Source: Poore & Nemecek (2018), Science. Additional calculations, J. Poore

The production process strives to be low-carbon and environmentally friendly

The greenhouse gases created by human beings through the food system account for 29% of the total greenhouse gas emissions worldwide.

When we first launched the JOOMA brand, we integrated the goal of sustainability into every stage of production. In order to better save energy and reduce emissions, JOOMA designed its production plant with an independent insulated production room which maintains temperatures in a low-impact way with extra-strength heat insulation materials. Each workshop and cold storage unit is independently temperature-controlled, reducing

heat conduction between separate cold storage units through central arrangement. The plant also uses an intelligent temperature control system which effectively reduces energy consumption. The JOOMA plant purifies wastewater from the production process, and has also established a whole sewage treatment system within the plant. All wastewater is treated to municipal standards before discharge to reduce industrial water pollution and environmental impact.



Product research and development based on “whole food” concept

Generally, in the production of plant milk, the components of the raw ingredients that may affect the smoothness will be filtered out. The difference with JOOMA is that we import precision equipment from Switzerland to grind our almonds so finely that there is no pulp to filter out, which reduces food waste and retains the original nutrients. After producing the almond milk, four active probiotics imported from France are added for fermentation. JOOMA yogurt does not contain any added flavors, colors, preservatives, or genetically modified ingredients.

Promoting plant-based diets

In terms of marketing, JOOMA enthusiastically promotes the concept of plant-based food both offline and online through cooperation with charity organizations, vegan media channels, plant-based trade shows, and various events and publicity campaigns.

Offline activities

- At the MIDI music festivals in 2020 and 2021, JOOMA and GoalBlue, a public welfare organization

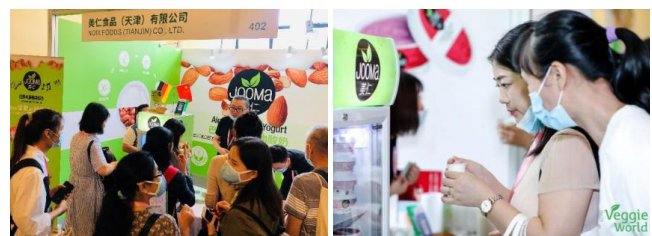
advocating “smart eating and low-impact travel”, jointly promoted the concepts of low-carbon diet and reducing food waste, reaching an audience of over 10,000 festival participants.



- Comprehensive collaboration with Hangzhou-based vegan media channel Yisujie and the local vegan community to promote plant-based eating at Hangzhou’s annual Vegan Culture Festival.



- We participated as an exhibitor at Shanghai VeggieWorld plant-based food expo, promoting plant-based diets alongside many plant-based food brands.



Plant-based baking menu development

JOOMA cooperates with the vegetarian community and professional vegan bakers to co-create 20 plant-

based baking recipes using almond yogurt, making it easier for JOOMA's customers to try vegan baking at home.



Official social media multi-channel promotion

JOOMA regularly posts on WeChat, Weibo, RED, Zhihu, Instagram and other platforms to inspire viewers to try plant-based diets.

为地球发声，与自然共生

JOOMA美仁植物基 3/27

3月27日晚上8:30
让我们关上灯，点亮希望！
Put the spotlight on earth



国际素食节 | JOOMA尊重多元的饮食文化，提供更多的健康选择

Original: JOOMA JOOMA美仁植物基
2020-11-25



每年的10月1日是世界素食日，11月1日是世界纯素日，11月25日是国际素食日，这三个日子背后都有着怎样的故事，所倡导的理念又有哪些不同呢？

The World Vegetarian Day is celebrated on October 1st every year, the World Vegan Day only shortly after on November 1st. And the International Vegetarian Day, in China sometimes also called World Vegetarian day, is on November 25th. So, what's the story behind these three days and in how far do the concepts, for which they stand differ?

地球日不止这一天

JOOMA美仁植物基 4/21

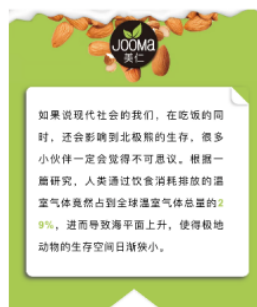


4月22日是第52个世界地球日
JOOMA邀您一起
从身边的小事做起
让我们的世界更美好

低碳环保在舌尖

低碳环保可持续，健康饮食新风潮

JOOMA美仁植物基 3/21



- English version below

JOOMA倡导积极、健康、有态度的生活理念，在品牌创立的初始，就把可持续发展穿在了产



At present, our almond-based yogurt is already on the market and has gained strong consumer approval, with loyal fanbases in Beijing, Shanghai, Shenzhen, and other cities. In terms of quality and consumer awareness, JOOMA has taken the lead in the category of low-temperature plant-based yoghurt, winning first place in several product-tasting food blogs. In the future, JOOMA will develop more plant-based foods and promote the concept of plant-based diet to a broader consumer base.