

MASTERING THE
FUTURE OF CHEESE

ZERO WASTE
TECHNOLOGY



KAURASTA JUUSTOA?

MITEN SUOMALAINEN INNOVAATIO
SYNTYI JA MIHIN SE VIE MEIDÄT

DAIRY FREE &
EARTH FRIENDLY

CREAMY, DELICIOUS
& FLAVOURFUL



WHO WE ARE

WE ARE PIONEERS IN PLANT BASED CHEESE

Founded by two sisters raised on a dairy farm, Mö is transforming the food landscape with climate-friendly oat-based cheeses that don't compromise on taste or charm.

Driven by our passion for sustainability and innovation, we're dedicated to creating delicious, healthy options that honour our roots and elevate modern eating.

EST 2017



PRODUCTS

AWARDED INNOVATIONS & WIDE SELECTION OF PREMIUM ALTERNATIVES

9 high-quality products IN STORES –
from spreadable to semi-hard varieties

- **MOZZARELLA STYLE**
Grated
- **GOUDA STYLE**
Block
- **CHAVRE**
Spreadable, Log
- **GREEK STYLE**
Classic, Mediterranean herbs
- **SPREADABLE CREAM CHEESE ALTERNATIVES**
Natural, Garlic, Lemon Curd



**BEST NO GOATS
VEGAN CHEESE
2024**



Vegan Cheese Awards
VeganCheese.co

OATS - THE SMART CHOICE FOR SUSTAINABLE, COST-EFFICIENT CHEESE

SIGNIFICANT COST SAVINGS

- 15%** Mö Gouda vs dairy Gouda
- 20%** Mö Chavre vs goat Chevre

RESOURCE EFFICIENCY – NO SIDE STREAMS

- 10L** milk → 1 kg cheese + by-products
- 0,7L** oat milk → 1 kg oat-cheese, with no side streams

COMPETITIVE PRICING

€ = €

Our retail price matches traditional cheeses. Lower production costs and scaling will further optimize profitability while maintaining high value.

HEALTH BENEFITS

Fibers, fat, cholesterol

105MG Cholesterol in cheese

<1MG Cholesterol in oat cheese + functional beta-glucans

OUR SECRET? UNIQUE OAT-CHEESE TECHNOLOGY

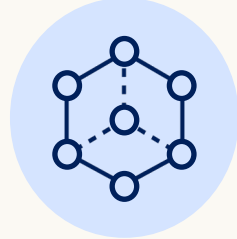
Utilizing natural composition of
oats without any side streams



UNIQUE MÖ
OAT BASE



PIONEERING
PLANT
CHEESE
TECH



CRAFTING
PRECISE
STRUCTURES



PACKAGING
AND RIPENING





TECHNOLOGY BENEFITS

OUR UNIQUE TECHNOLOGY

1. ELEVATES
flavour

2. PERFECTS

texture from silky spreadable to crumbly feta-type and hard aged cheese structures

3. OPTIMIZES

melting properties and melt-in-mouth experience

4. ENHANCES

nutritional properties

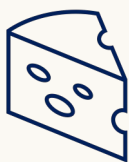
5. ELIMINATES

side streams and long ripening times

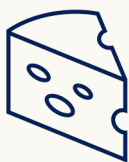
THE MARKET FOR OAT-CHEESE IS HERE

Oat milk has paved the way
— now it's time to brake barriers

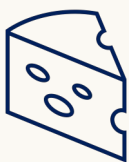
- The biggest challenges today are preconceptions and the separation of plant-based cheeses into a separate category.
- In the future, oat-cheese will be seen as a natural part of the cheese category.



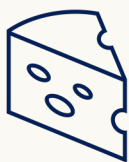
COW



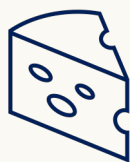
SHEEP



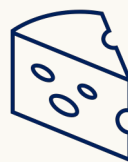
GOAT



BUFFALO



OAT



LAB-GROWN



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WE'D LIKE TO HEAR FROM YOU

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