



Press release

Moussy-le-Vieux, 23 November 2023

Ensemble™, Tereos' plant proteins brand, will be focusing on innovation and projects a tenfold increase in its sales in five years

In a plant proteins market growing by 8% to 9% per year¹, the Ensemble™ brand, launched in 2022 by Tereos, aims to increase its sales tenfold in the next five years. To support this ambition, the cooperative group will invest €4 million in its Marckolsheim plant in Alsace in order to triple its production capacity as of 2024.

Ensemble™ also wants to strengthen its uniqueness and added value on a global scale by continuing to develop on the US, European and Asian markets.

With a differentiating recipe protected by four patents, the brand continues to focus on an ambitious innovation policy in order to diversify its offer and develop products that are even more tailored to market demand. Starting next year, Ensemble™ will offer several major innovations including a range specific to seafood flavours.

Ensemble™: a unique plant-based specialities offer aligned with the market

Made with just five ingredients (*wheat protein, chickpeas, sunflower oil, potato fibre and vegetable stock*), the Ensemble™ plant proteins offer is simple, healthy and suitable for all types of recipes, at an affordable price. A source of fibre and low in saturated fats, the range perfectly meets market demands, in particular those of new generations looking for plant alternatives to limit the environmental impact of their diet.

An active and quality selection of ingredients that offers the advantage of being locally produced: exclusively in France when the crop is developed there, or in Europe. Thus, the production of the Ensemble™ range consists of 80% French raw materials and notably 90% Alsatian wheat.

“Ensemble™ comprises a short and simple list of ingredients, Nutri-Score A-rated recipes and a unique texture, locally and responsibly produced. Combined with its long shelf life, excellent heat resistance and affordable price, our range of plant proteins meets all the criteria to truly transform the way we perceive, prepare and consume plant proteins. Our ambition is to simplify and enhance the consumption of plant proteins. Thanks to the support and expertise of the Tereos Group, the second largest global producer of wheat proteins, the Ensemble™ range has all the necessary attributes to grow its sales tenfold over a five-year horizon”, said Guillaume Planque, Director of Ensemble™ at Tereos.

¹ Global sales trends. Source: Euromonitor



In order to support this ambition, an initial investment of €4 million will be made in the Marckolsheim plant in Alsace to enable it to triple the production capacity of the Ensemble™ workshop as of 2024. This is the equivalent production in terms of protein intake to 15 million meals per year.

Internationalisation and innovation to accelerate the growth of the brand

Distributed on the food services and mass retail circuit through the recipes of national brands as well as distributors, Ensemble™ posted a 50% growth in its sales compared to the previous year². The brand does not intend to stop there and will continue to develop its activity with an international focus. The opening of offices in Chicago a few months ago is a first step towards achieving its goal of doubling the share of its international revenue (excluding the European Union), from 30% to 60% by 2028.

While the brand now offers a single recipe in four different formats (sauté, tenders, medallions and strips), 2024 will mark a new milestone in its development with the launch of major innovations going even further still to meet market expectations.

As a result, Ensemble™ is currently working on a new recipe with a more neutral taste and lighter colour in order to facilitate the addition of its plant proteins into the products marketed by its customers. A reworking that will also make the range even more accessible in terms of price.

Alongside this, in order to meet the specific demands of its customers, the brand also wishes to launch a customisable offer with a range of tailor-made and ready-to-use sauce dishes.

Lastly, a new range with flavours inspired by the sea, consumable either hot or cold, will be created to allow the brand to establish itself in new markets, in particular Asia.

About Tereos

The Tereos cooperative group, a union of 11,200 cooperative members, has recognised know-how in the processing of beet, sugarcane, alfalfa, cereals and potatoes. Through 43 industrial sites, a presence in 15 countries and the commitment of its 15,800 employees, Tereos supports its customers close to their markets with a broad and complementary range of products. In 2022/23, the Group posted revenues of €6.6 billion.

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² In volume terms – YTD at end October 2023