



Less meat.

More v-edgy.

www.nanka.in

Livestock production is by far the biggest cause of land use, as it accounts for 30% of the global land surface. It is probably the leading player in biodiversity loss, as it causes deforestation, land degradation, pollution, climate change, overfishing, and invasions by alien species.

- Steinfeld and Geber, Livestock's Long Shadow

The Malaysian Dietary Guideline recommends a dietary fiber intake of 20-30gm a day from plant foods, including both soluble and insoluble fiber. However, Malaysians only consume about half that amount, leaving a fiber gap of approximately 9-12g.s.

- Malaysian Dietitians Association

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Meat Substitute? Meet Jackfruit.

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why we do it

THE PROBLEM

1. MODERN DIET

The Disease Reversal Program group in the U.S. reported that many critical illnesses such as cancers and cardiovascular diseases can be reversed by adopting 100% plant-based diets without any medication.*

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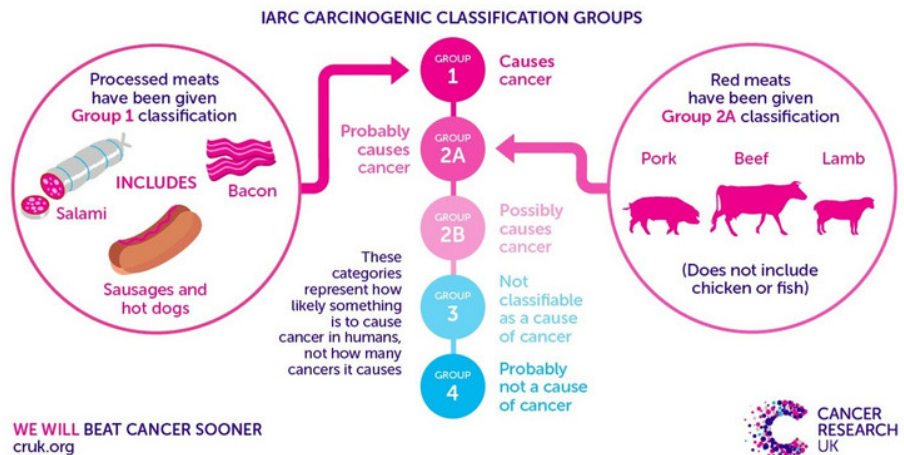
2. FOOD SECURITY

Food security is the measure of the availability of food and individuals' ability to access it. According to the United Nations' Committee on World Food Security, food security is defined as meaning that all people, at all times, have physical, social, and economic access to sufficient, safe, and nutritious food that meets their food preferences and dietary needs for an active and healthy life.

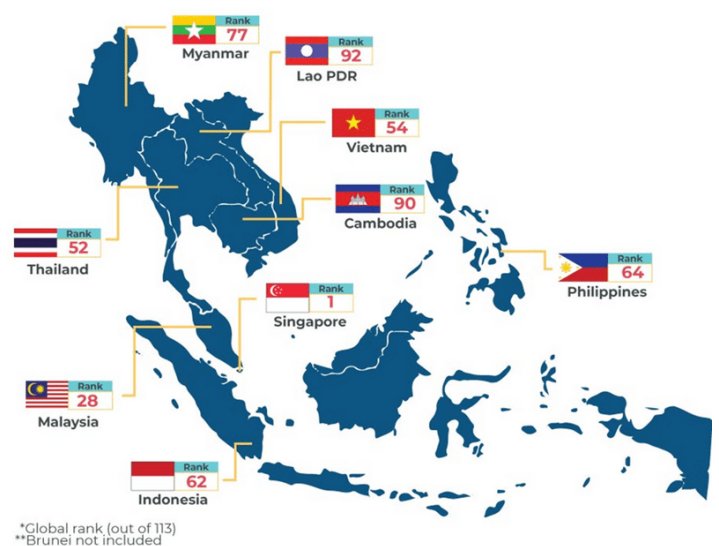
According to Global Food Security Index 2019, Malaysia scores no 28 as compared to Singapore at no 1.

Malaysia relies on RM1.9 billion of food imports - diversification is badly needed and the search for alternative foods should be made continuously.

MEAT AND CANCER HOW STRONG IS THE EVIDENCE?



GLOBAL FOOD SECURITY INDEX 2019





why jackfruit

WHY JACKFRUIT?

Hailed as a “miracle” fruit and loaded with nutrition, eating just 10 or 12 bulbs of this fruit is so filling and offers so much energy and fills up the stomach (satiety).

Jackfruit is one of the most sustainable plants on Earth.

As a food, jackfruit is extremely versatile, used to make jam, juice and ice cream; dried and ground to make curry and stir fry; and for vegetarians as a meat substitute, its seeds for milk and its skin for animal feed.

Besides high amounts of protein, jackfruit also provides lots of fiber, vitamins C and A, potassium, calcium and iron, which relates to disease prevention and even removal of the heavy metal cadmium.

Stringy & springy structure mimics real meat

Tasteless & hollow: perfect for absorbing flavours

Fibrous: fills the tummy up & good for gut health

Skin/rind: good for ruminant feed

Seeds: Can be used as alternative to milk



THE SOLUTION

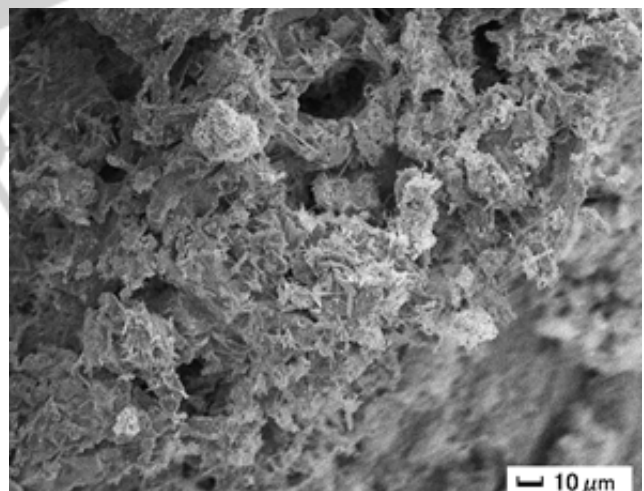
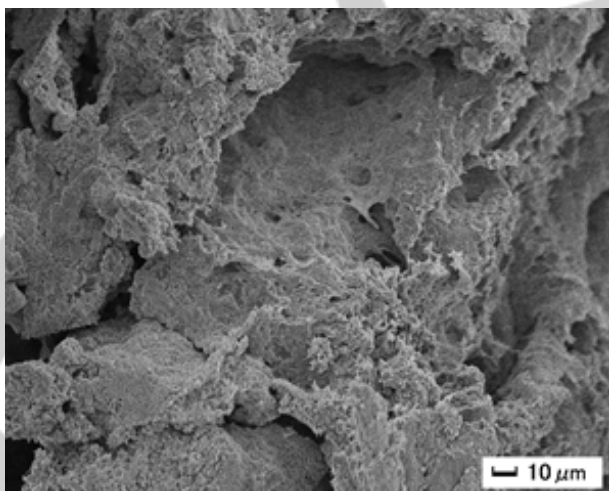
A patent pending process is employed through temperature, acidity and duration control to prepare the mince for further processing into patties.

The processes are to ensure the pulp mince:

- Can be shaped into dense patties without breaking during manufacturing or cooking
- Lose its oligosaccharide chain – the complex sugar component that brings ‘gassy’ sensation and bitter taste when consumed
- Can be mixed together with protein based meats such as chicken, beef and mutton

The plant based patty is made mainly of *young jackfruit pulps*. It has nearly similar physical characteristics like ordinary meat or chicken patty. It contains high fibre and water and low fat. The good taste mainly comes from the usage of mix spices. Young jackfruit pulp makes the patty soft, easy to chew and suitable for all categories of consumers.

Can you guess which one is ours?



Both pictures are taken using electron microscope.

One is a highly processed meat patty from a global chain of fast food restaurant.

The other one is our wholesome fibrous 100% plant based meat patty.

Looks pretty similar, does it?

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Meat Substitute? Meet Jackfruit.

selections

We cater to all walks of life - not just the strict vegan purists but also flexitarians that still love animal protein in their diet but conscientiously consuming them.



For the vegan and vegetarians
100% plant based burger patties
Jackfruit + mushrooms
4 patties in a vacuum sealed pack



For the flexitarians - can't live without chicken
Less than 30% animal protein
Jackfruit + chicken
4 patties in a vacuum sealed pack



For the flexitarians - still loving their beef
Less than 30% animal protein
Jackfruit + beef
4 patties in a vacuum sealed pack

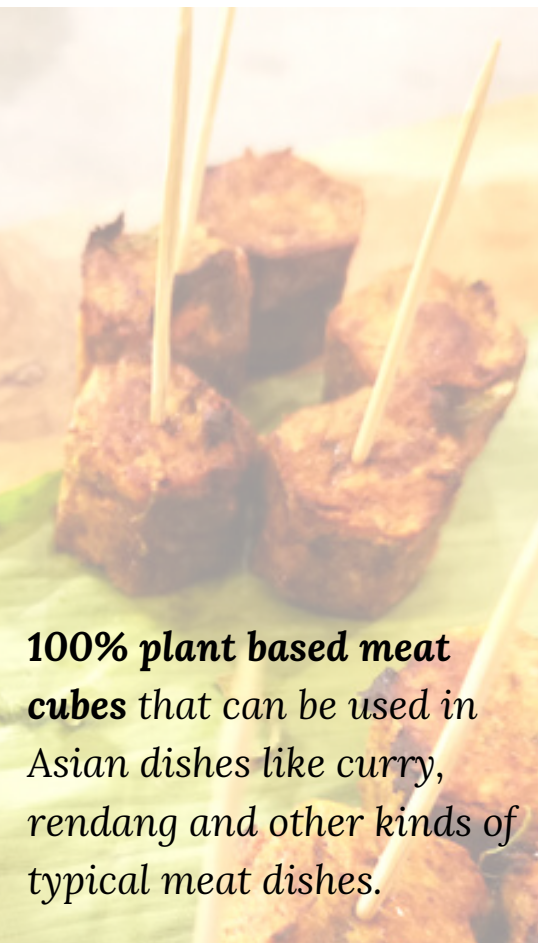


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et cetera

We constantly innovate to create products that people love and accustomed to - we just make it better.



100% plant based meat cubes that can be used in Asian dishes like curry, rendang and other kinds of typical meat dishes.



Mini, bite sized patties for the kids to enjoy!
Now health conscious parents can get the whole family to eat better.



We have also developed other forms of convenient food like **luncheon, meatballs, sausages and nuggets.**



With our proprietary jackfruit blend, **we can mix it with any sources of protein** be it from animals, fungus, lentils to insects.

Our recent development - we are able to pack our meats in **shelf stable packaging - no need for refrigeration!**



how do we compare to others

We use young jackfruit pulp as our main ingredient instead of soy and wheat.

Majority soy are genetically modified and contains hormone.

Wheat contains gluten, which can cause allergy.

With jackfruit, our patties become high in satiety factor, captures all the right flavours due to its fibrous structure.

We satisfy 5 main criteria for plant based meats acceptance:

- ✓ Taste
- ✓ Affordability
- ✓ Nutrition
- ✓ Versatility
- ✓ Localisation

All our award winning plant based meat products are Halal certified by JAKIM, MESTI approved.




our achievements



The only Asian startup inducted into the first cohort

Our partners





We at Ira Noah are very serious in adopting a healthier lifestyle through the means people love most - food. Food should be given the utmost priority if we want to purify our body, mind and soul.

If you would like to support us in changing how the world eats,
let's talk.

We are open to product collaborations, white label production
and distributorship.

Brand website: www.nanka.in

Online store: www.nanka.my

Corporate website: www.iranoah.my

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