



Unilever filed a lawsuit against
Hampton Creek for using plants
instead of chicken eggs.

Here's why we use plants.

By using a 30oz jar of Hampton Creek's Just Mayo instead of Unilever's Hellmann's, you save:

4.3

Land (sq ft)

157.3

Carbon Emissions (g)

278.4

Water (qt)

300

Cholesterol (mg)

600

Sodium (mg)

30

Saturated Fat (g)

SUSTAINABILITY STATS: EXPLAINED

Eggs

1 tbsp of Hellmann's mayonnaise has 5mg of cholesterol⁽¹⁾. 1 egg has 186mg of cholesterol⁽²⁾. Therefore, 1 tbsp of Hellmann's has .027 eggs and each 30oz jar has 1.613 eggs. Just Mayo has no eggs.

Land

Since producing an egg requires 2.7 sq ft of land⁽⁴⁾ and a 30oz jar of Hellmann's has 1.613 eggs, Hellmann's requires 4.3 sq ft more land to produce than Just Mayo.

Carbon Emissions

Since producing an egg requires 97.5 g of carbon emissions⁽⁵⁾ to produce and a 30oz jar of Hellmann's has 1.613 eggs, Hellmann's requires 157.3 g more carbon emissions to produce than Just Mayo.

Water

Since producing an egg requires 172.6 qts of water⁽³⁾ and a 30oz jar of Hellmann's has 1.613 eggs, Hellmann's requires 278.4 qts more water to produce than Just Mayo.

⁽¹⁾Hellmann's nutritional label ⁽²⁾USDA ⁽³⁾Water Footprint Network ⁽⁴⁾Livestock Science ⁽⁵⁾Time For Change

HEALTH STATS: EXPLAINED

Cholesterol

1 tbsp of Hellmann's mayonnaise has 5mg of cholesterol⁽¹⁾. There is no cholesterol in Just Mayo⁽²⁾. Therefore, in a 30oz jar (60 tbsp), Hellmann's has 300mg more cholesterol than Just Mayo.

Sodium

1 tbsp of Hellmann's mayonnaise has 90mg of sodium⁽¹⁾. 1 tbsp of Just Mayo has 80mg of sodium⁽²⁾. Therefore, with this difference of 10mg of sodium per tbsp, in a 30oz jar (60 tbsp), Hellmann's has 600mg more sodium than Just Mayo.

Saturated Fat

1 tbsp of Hellmann's mayonnaise has 1.5g of saturated fat⁽¹⁾. 1 tbsp of Just Mayo has 1g of saturated fat⁽²⁾. Therefore, with this difference of 0.5g of saturated fat per tbsp, in a 30oz jar (60 tbsp), Hellmann's has 30g more saturated fat than Just Mayo.

⁽¹⁾Hellmann's nutritional label ⁽²⁾Just Mayo nutritional label

The point.

Building a food system for 2050 requires companies and governments to shatter existing paradigms created during the horse and buggy era. Antiquated thinking won't feed the world or strengthen the planet. Unilever's CEO said it best...

Unilever's CEO.

"Success will require completely new business models. It will demand transformational innovation."

-Paul Polman, CEO Unilever

Source: http://www.mckinsey.com/features/capitalism/paul_polman

1938 regulations.

Unilever specifically believes Hampton Creek is violating the standard of identify for "mayonnaise" written in 1938. They filed an injunction in District Court to immediately remove all of Hampton Creek's products from Walmart, Target, ShopRite, Safeway, The Dollar Tree, Costco, Whole Foods, Kroger, and other small and large retailers around the United States. From their complaint: "On information and belief, Just Mayo already is stealing market share from Hellmann's."

The petition.

Andrew Zimmern, a famous chef, author, and TV personality, just launched a petition to stop it:

<http://www.change.org/standwithhamptoncreek>



change.org

From the petition:

"I support innovation, free markets, and sustainability."

Kristal Bergfield Golden JERSEY CITY, NJ

"I don't support corroborate bullying, I support capitalism. May the best product win without baseless lawsuits. Time to rise above the fray and get back to work."

Jessica Elkus SAN FRANCISCO, CA

"It's ludicrous!"

Felicia Hashim WAUNAKEE, WI

"Corporations like the "free market" unless the market doesn't go their way. Then they create frivolous lawsuits and whine to the state that their little market share feelings have been hurt. Hellman's should be ashamed."

Anthony Hubert LOMPOC, CA

"I want to have a choice in what I eat, without Hellman's monopolizing the mayonnaise industry. C'mon Hellman's...are you REALLY that threatened by competition? Grow some balls and accept the challenge!"

Jennifer Lynch HONEOYE, NY

"Thanks, Unilever. You have just about guaranteed to lose some of your market share as people will move to support Hampton Creek. As if a little bit of specialized competition is a problem to a huge conglomerate anyway."

Nick Major AUCKLAND, NEW ZEALAND

The ironic thing.

After they filed their complaint, Unilever's Global VP, Marketing sent Hampton Creek this:

Mathieu, Marc <Marc.Mathieu@unilever.com> wrote:

Love what you are doing Josh Morgan at Hampton Creek!!! Very much in line with our Unilever Project Sunlight #brightfuture philosophy. You may bump into Keith in Dublin 0 he is there today! And last, indeed good video with lots of relevant truth!

The other ironic thing.

For the first time, starting next week, Unilever is set to advertise its corporate brand on TV as part of its global 'Project Sunlight' CSR campaign that aims to raise awareness of sustainability, while championing the vision of young people.

Source: <http://www.marketingmagazine.co.uk/article/1321013/unilever-set-roll-first-ever-tv-campaign-corporate-brand>

The other, other ironic thing.

They aren't oblivious to plants, either. Below quote stems from Unilever's recent commitment to move away from one of the many barbaric practices inherent in today's food system:

While our approach is to work in support of technologies that would eliminate the **culling of male chicks in the industry**, we are also exploring ways to further meet consumer needs for products with different nutrition profiles and preferences for **plant-based protein sources through the use of egg-replacement ingredients** in some product categories.

Source: <http://www.unileverusa.com/resource/FAQs/default.aspx>

Unilever previously attempted to create mayo without chicken eggs because of safety and sustainability.

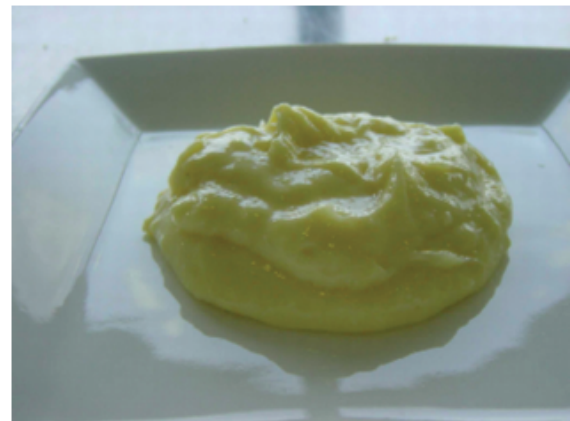
...the results weren't that good:



MAYONNAISE



Scratch made mayonnaise with Alleggra formulation for eggfree mayonnaise



Scratch made mayonnaise with fresh egg yolks

- Alleggra mayonnaise is darker and duller in colour
- With less emulsifying properties to fresh yolk,
 - Therefore also somewhat less binding capabilities in dilution
- Taste profiles are very similar, no off-flavours, no detectable impact on property to carry flavours
- Benefits of Alleggra mayonnaise: completely eggfree, no cholesterol, (not actively cholesterol lowering in this application due to amount used),
- To be checked: uniqueness as mayonnaise/dressing ingredient, stability, improved performance with formulation alterations

From top chefs. (Speaking about Just Mayo)

"You guys have a good product."

- **Heinz J. Lehmann, Head Chef, Unilever** *[At the ACF Culinary Event (whispered to our Head Chef)]*

"I prefer the taste of their Just Mayo to Hellmann's, my 'must-have' brand. In a blind test."

-Andrew Zimmern, Travel Channel

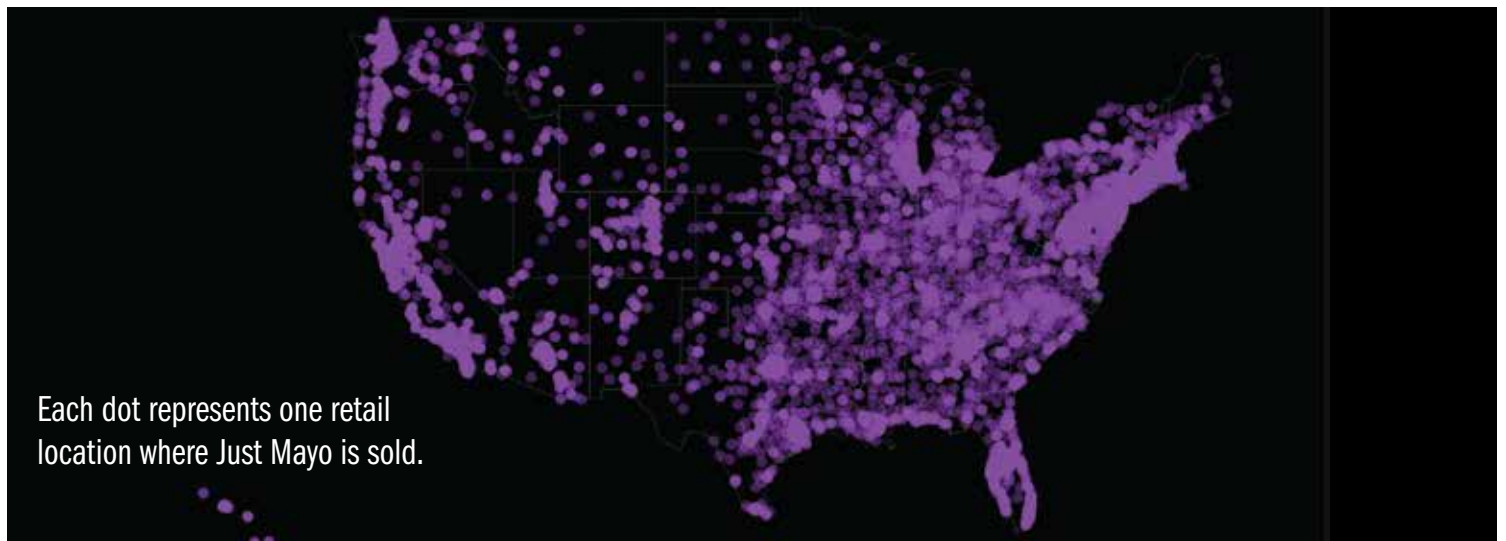
"...a textural wonder."

-Richard Blais, celebrity chef

"It's delicious."

- Ruth Reichl, American food writer, co-producer of PBS's *Gourmet's Diary of a Foodie*,
culinary editor for the Modern Library

Distribution after 9 months



"Fastest ever from zero to this type of distribution."

- Food industry insider at Acosta