

TENDER DOCUMENTATION



DUG FOOD
TECH

DUG Foodtech AB, reg. No. 559054-4655, in bankruptcy

A
1 8 5 7
C Ackordscentralen

Ackordscentralen Syd AB

LL.M. Ann-Christine Halén

Nordenskiöldsgatan 24, 211 19 Malmö

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Website: www.ackordscentralen.se

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Description

DUG Foodtech AB was declared bankrupt by the Lund District Court on 19 December 2025. Ann-Christine Halén at Ackordscentralen Syd AB was appointed bankruptcy trustee. The assets are offered for sale through a tender procedure. The assets/business are presented in this tender documentation.

Tenders for all or parts of the assets must be submitted to the bankruptcy trustee, Ann-Christine Halén, by email to acmalmo@ackordscentralen.se no later than 22 January 2026. The trustee reserves the right of free examination of tenders as well as the right to sell all or parts of the assets during the tender process.

For further information regarding the business, please contact Helene Nielsen, helene.nielsen@dugfoodtech.com

For information regarding the sales process, please contact Jörgen Andersson, jorgen.andersson@ackordscentralen.se

The Business

DUG develops and sells potato-based, plant-based food products with a focus on dairy and culinary applications. The core is a Swedish invention: a patented emulsion produced through a short and efficient production process. The emulsion provides products with a neutral taste, creamy and white texture, and broad usability.

Product Portfolio

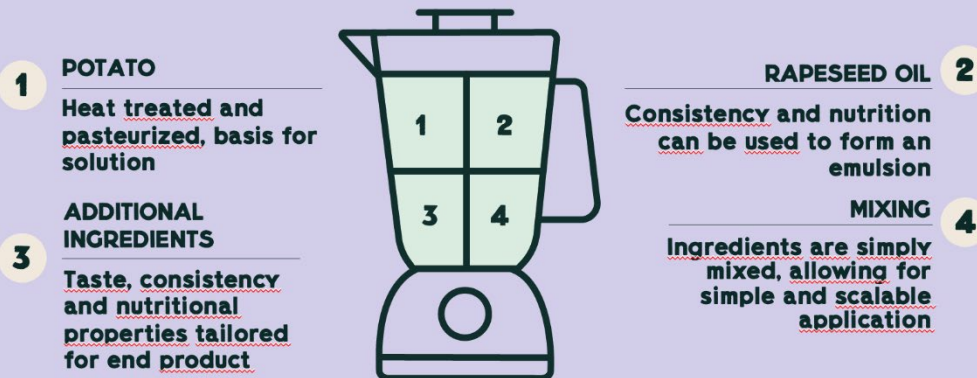
- DUG Original, DUG Unsweetened Barista, and DUG Barista
- DUG Cooking Cream – few ingredients, no thickeners, tested in professional kitchens
- DUG Unsweetened Barista for gelato, ice cream, and industrial cooking – completely free from sugar and thickeners
- Meat analogues

The company holds a strong patent portfolio for the above products as well as additional categories and markets.

Technology and Production

- All products are allergen-friendly and suitable for plant-based cooking and baking, as well as meal beverages, and for foaming coffees in the barista channel
- Simple production process - **90% shorter production time than oat milk**
- Dairy scalability – dairies can easily convert to DUG production
- Significant cost advantages (COGS) achieved at volume production due to cost-efficient raw materials
- Possibility for future hybrid products

HOW IT WORKS



NO REST PRODUCTS

Primary Sales Channels

Food service, public sector, grocery retail, ice cream/gelato, ingredient supply for ready meals, and the coffee channel (Barista/HoReCa). A private label concept is also of interest.

Focus Geographies

Sweden and Germany as core markets, with selected EU markets for expansion.

Priority listings in Sweden and Germany. Breakthroughs have occurred within public meals, including supplementary tenders; additional tenders are in the pipeline and contracts are in place.

Sweden

- Out of Home
- Martin & Servera
- Menigo
- Svensk Cater
- Mealmakers
- Stockfiller
- Mathem
- C-listing DAGAB

Germany

- Rossmann <https://www.rossmann.de>
- REWE <https://www.rewe.de/shop/p/dug-original-kartoffeldrink-vegan-1l/9058467>
- Kaufland www.kaufland.de
- Knuspr www.knuspr.de
- Tegut www.tegut.de

Foodservice

- Frischdienst Berlin - <https://www.frischdienst-berlin.de/>
- Die Berliner Flaschenteufel <https://www.flaschenteufel-berlin.de/>



Revenue Model – Financial Overview

Financial reports and additional information are available at <https://ir.dugdrinks.com/finansiella-rapporter/>

According to the latest quarterly report, DUG Foodtech reports a gross margin of 30%. With increased production volumes, additional economies of scale are expected, primarily due to a limited number of cost-efficient ingredients and a short, efficient production process.

Sales are conducted via partners and wholesalers, as well as long-term agreements with foodservice, retail, and industrial customers for baking, cooking, and ice cream.

Marketing

DUG Foodtech has primarily been visible at foodservice fairs, coffee exhibitions, and within the public sector. Marketing materials and café concepts are available. The company's Instagram account is highly active, featuring both paid and organic influencer content. PR activities are conducted in connection with news and product launches.

- www.instagram.com/dugdrinks
- www.facebook.com/dugdrinks
- <https://www.linkedin.com/company/dug-foodtech/>

PRESS SE

Börsnoterade kommersialiserat
Potatisdrycken DUG och ett designpapper i samarbete med vilka nu på alla mjölkliknande drycker.

- Vi måste till en försäljare måste få tillgå mjölkens och året tagit över rodet som
- Tidigare vidn hittade int

Hedens Nilsen har tidigare kaffedrycksstrategi.

KLIMATSMART VAL

Vegandryck av potatis
Potatisdryck: Barista, Osötad, Dug, Veg of Lund

Vikt och pris: 1 L, 23 kr.

Vad är det? Ett växtbaserat alternativ till mjölk. Tillverkas i Sverige av vatten, potatis, ärtprotein och rapesejla 3% fett, kalcium, vitamin A och D. Är patenterad, kommer från Lunds universitet. Det enda potatisbaserade alternativet i handeln.

Omdöme: Aningen vattnig men mer neutral än havremjolk. Barista ger fint, fast, skum. Den osötade har inte lika fyllig smak. Lägre klimatavtryck än mandelmjolk och vanlig mjölk.

Potatis i kaffet, någon?

Den svenska potatisdrycken och hållbara uppstickaren DUG gör en nylansering av sina produkter, med nytt recept och ett helt nytt utseende. Potatisdrycken finns i tre varianter; Original, Barista och Unsweetened. De är växtbaserade och fria från glut, laktos, soja och nötter. Rek pris 21 kr/liter, dugdrinks.com

DUG: Den Hållbara Uppstickaren i Dryckeshyllan

2023-04-07 10:14:21 475 000.000

2023-04-07 10:14:21 475 000.000

EN SKVÄTT POTATIS I KAFFET

En av fyra väjler, enligt Magrapporten 2023, växtbaserad mjölk i sitt kaffe. Vanligast är havredryck, men visste du att vi även kan sträcka oss efter potatis i dryckeshyllan? DUG är en potatisdryck som tagits fram genom forskning på Lunds universitet och som finns som både sölad och osötad. Blir potatis i kaffet lika självklart som potatis i potatismos?

Potatis i kaffet

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EN SÖLIG NYHET
En växtbaserad potatisdryck som tagits fram genom forskning på Lunds universitet. Den är sölad och osötad, och är en perfekt match för ditt kaffe. Blir potatis i kaffet lika självklart som potatis i potatismos?

Potatis i kaffet
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Inventory (Located in Malmö and Germany)

- DUG Original 1 L
- DUG Barista 1 L
- DUG Barista Unsweetened 1 L

Book value (purchase cost): approx. SEK 1,500,000

Equipment (Located in Lund)

Laboratory Equipment	Year of Purchase
Dishwasher	2023
Coffee machine	2023
Desiccator	2023
Immersion heater	2023
pH meter	2023
Colorimeter	2023
Drying oven	2023
Ice cream machine	2023
Soft-serve machine	2025
Light microscope (older)	Äldre
Two freezers	2023
Refrigerator	2023
Computer screen	
Microwave oven	2023
Pots, bowls, glassware, hand blender, etc.	2023
Other equipment	
Five laptops (purchased 2021–2023)	2022
1 TV	2021
1 printer	2021
6 mobile phones (purchased 2021-2022)	2022
Server equipment	2025
One table with chairs	2021

Intellectual Property

- www.dugdrinks.com
- www.dugfoodtech.com
- www.dugfoodtech.eu
- www.dugfoodtech.se

Trademarks - DUG Foodtech AB

Case Ref.	Official No.	Title	Case Status	Case Type	Country	Property Type	Local Classes
31087035	1552463	DUG	Registered	Properties	USA	Trademark	29, 30, 32
31087036	1552463	DUG	Registered	Properties	Thailand	Trademark	29, 30, 32
31087037	1552463	DUG	Registered	Properties	Singapore	Trademark	29, 30, 32
31087038	1552463	DUG	Registered	Properties	Russian Federation	Trademark	29, 30, 32
31087039	1552463	DUG	Registered	Properties	Norway	Trademark	29, 30, 32
31087040	1552463	DUG	Registered	Properties	Republic of Korea	Trademark	29, 30, 32
31087041	1552463	DUG	Registered	Properties	Japan	Trademark	29, 30, 32
31087042	1552463	DUG	Registered	Properties	India	Trademark	29, 30, 32
31087043	1552463	DUG	Registered	Properties	China	Trademark	29, 30, 32
31087044	1552463	DUG	Registered	Properties	Switzerland	Trademark	29, 30, 32
31087045	1552463	DUG	Registered	Properties	Canada	Trademark	29, 30, 32
31087046	1552463	DUG	Registered	Properties	Australia	Trademark	29, 30, 32
31087047	1552463	DUG	Registered	Properties	Madrid Protocol	Trademark	29, 30, 32
31087048	51384838	DUG (kinesiska tecken)	Registered	Properties	China	Trademark	29, 30, 32
31087049	02258209	DUG	Registered	Properties	Taiwan	Trademark	29, 30, 32
31087050	334126	DUG	Registered	Properties	United Arab Emirates	Trademark	29
31087051	UK00918198012	DUG	Registered	Properties	United Kingdom	Trademark	29, 30, 32
31087052	018198012	DUG	Registered	Properties	EU Trademark	Trademark	29, 30, 32
31087053	UK00918197766	POTATOH	Registered	Properties	United Kingdom	Trademark	29, 30, 32
31087054	018197766	POTATOH	Registered	Properties	EU Trademark	Trademark	29, 30, 32
31087055	1555891	ROOTED IN GENIUS	Registered	Properties	USA	Trademark	29, 30, 32
31087056	1555891	ROOTED IN GENIUS	Registered	Properties	Russian Federation	Trademark	29, 30, 32
31087057	1555891	ROOTED IN GENIUS	Registered	Properties	Norway	Trademark	29, 30, 32
31087058	1555891	ROOTED IN GENIUS	Registered	Properties	India	Trademark	29, 30, 32
31087059	1555891	ROOTED IN GENIUS	Registered	Properties	China	Trademark	29, 30, 32
31087060	1555891	ROOTED IN GENIUS	Registered	Properties	Australia	Trademark	29, 30, 32
31087061	1555891	ROOTED IN GENIUS	Registered	Properties	Madrid Protocol	Trademark	29, 30, 32
31087062	334130	ROOTED IN GENIUS	Registered	Properties	United Arab Emirates	Trademark	29
31087063	UK00918197761	ROOTED IN GENIUS	Registered	Properties	United Kingdom	Trademark	29, 30, 32
31087064	018197761	ROOTED IN GENIUS	Registered	Properties	EU Trademark	Trademark	29, 30, 32
31087065	UK00918085451	MYMILKIE	Registered	Properties	United Kingdom	Trademark	29, 30, 32
31087066	018085451	MYMILKIE	Registered	Properties	EU Trademark	Trademark	29, 30, 32
31087067	UK00918043361	LIVE LAGOM	Registered	Properties	United Kingdom	Trademark	29, 30, 32
31087068	018043361	LIVE LAGOM	Registered	Properties	EU Trademark	Trademark	29, 30, 32

31087069	46211867	MY FOODIE (kinesiska tecken)	Registered	Properties	China	Trademark	29, 30, 32
31087070	1415585	MY FOODIE	Registered	Properties	USA	Trademark	29, 30, 32
31087071	1415585	MY FOODIE	Registered	Properties	Russian Federation	Trademark	29, 30, 32
31087072	1415585	MY FOODIE	Registered	Properties	Norway	Trademark	29, 30, 32
31087073	1415585	MY FOODIE	Registered	Properties	Japan	Trademark	29, 30, 32
31087074	1415585	MY FOODIE	Registered	Properties	India	Trademark	29, 30, 32
31087075	1415585	MY FOODIE	Registered	Properties	China	Trademark	29, 30, 32
31087076	1415585	MY FOODIE	Registered	Properties	Australia	Trademark	29, 30, 32
31087077	1415585	MY FOODIE	Registered	Properties	Madrid Protocol	Trademark	29, 30, 32
31087078	1095884	MY FOODIE	Registered	Properties	Canada	Trademark	29, 30, 32
31087079	290530	MY FOODIE	Registered	Properties	United Arab Emirates	Trademark	29
31087080	UK00917257205	MY FOODIE	Registered	Properties	United Kingdom	Trademark	29, 30, 32
31087081	017257205	MY FOODIE	Registered	Properties	EU Trademark	Trademark	29, 30, 32
31087082	UK00917099359	VEG OF LUND	Registered	Properties	United Kingdom	Trademark	29, 30, 32
31087083	017099359	VEG OF LUND	Registered	Properties	EU Trademark	Trademark	29, 30, 32
31087084	UK00916554727	MIN FOODIE	Registered	Properties	United Kingdom	Trademark	29, 30, 32
31087085	016554727	MIN FOODIE	Registered	Properties	EU Trademark	Trademark	29, 30, 32
31087086	UK00916554719	MY FOODY	Registered	Properties	United Kingdom	Trademark	29, 30, 32
31087087	016554719	MY FOODY	Registered	Properties	EU Trademark	Trademark	29, 30, 32

Active patents

Case List							
Country	Family	Case Status	Application Date	Publication Date	Registration Date	Property	Owner
Sweden	SMOOTHIE	Registered	2017-10-04		2020-02-25	Patent	Veg of Lund AB
USA	MILK	Registered	2019-11-25	2020-10-15	2023-12-12	Patent	Veg of Lund AB
Australia	MILK	Registered	2019-11-25		2024-08-22	Patent	Veg of Lund AB
Canada	MILK	Registered	2019-11-25		2023-08-29	Patent	Veg of Lund AB
China	MILK	Registered	2019-11-25	2021-06-25	2024-05-31	Patent	Veg of Lund AB
India	MILK	Exam requested	2019-11-25			Patent	Veg of Lund AB
Japan	MILK	Registered	2019-11-25	2022-01-24	2024-10-01	Patent	Veg of Lund AB
Thailand	MILK	Examination in progress	2019-11-25	2023-08-28		Patent	Veg of Lund AB
Hong Kong	MILK	Registered	2019-11-25	2021-12-17	2024-07-26	Patent	Veg of Lund AB
Sweden	ICE CREAM	Registered	2022-03-28		2023-09-19	Patent	Veg of Lund AB
Sweden	MEAT ANALOGUE	Registered	2023-10-30		2025-02-25	Patent	Dug FoodTech AB (publ)
Unitary Patent	MILK	Registered	2019-11-25		2023-06-07	Patent	Dug FoodTech AB (publ)
Switzerland and Liechtenstein	MILK	Registered	2019-11-25		2023-06-07	Patent	Dug FoodTech AB (publ)
Spain	MILK	Registered	2019-11-25		2023-06-07	Patent	Dug FoodTech AB (publ)
United Kingdom	MILK	Registered	2019-11-25		2023-06-07	Patent	Dug FoodTech AB (publ)
PCT	Meat analogue	Application filed	2024-10-29			Patent	Dug FoodTech AB (publ)
Canada	ICE CREAM	Application filed	2023-03-28			Patent	Dug FoodTech AB (publ)
EPC	ICE CREAM	Application filed	2023-03-28			Patent	Dug FoodTech AB (publ)
USA	ICE CREAM	Application filed	2023-03-28			Patent	Dug FoodTech AB (publ)

WHY DUG

1

NO REST PRODUCTS

2

SHORT PRODUCTION CYCLE

3

DAIRY FARMS

4

VERSATILITY-NEUTRAL TASTE

5

AVAILABILITY POTATOES

1L

500 ML

250 ML

LOW SUGARS

IT'S GENIUS!

PERFECT MATCH FOR YOUR

GLUTEN-FREE
LOW IN SUGARS
ALLERGEN FRIENDLY

BARISTA

Genius how? Made from potatoes 🥔

DUG is low* others are high 📈

Oat

DUG

Dairy

DUG

Almond

DUG

Land use

Carbon emissions

Water use

A Swedish innovation by Professor Eva Tornberg