



BUSINESS & PRODUCT CATALOGUE



2025

LOW-CARBOHYDRATE,
ZERO AND KETO PRODUCTS
MADE WITH
HIGH QUALITY INGREDIENTS



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EXECUTIVE SUMMARY

Hi, I am Update (often referred to as Update) is a Hungarian brand with over 20 years of experience. Developed by leading nutrition experts, our core principle focuses on reducing carbohydrate intake to contribute to a healthier lifestyle. We offer a wide range of low-carb and gluten-free products available across Europe in more than 100 stores. Our products are crafted according to traditional recipes but free from added sugars and feature unique low-carb flour blends. Update is here to help you make informed, health-conscious dietary choices to achieve your lifestyle goals.

MISSION STATEMENT

Our mission is to empower individuals to achieve their health and wellness goals by providing a wide range of high quality, delicious low-carb and gluten-free products. We are committed to making healthier dietary choices accessible and enjoyable, helping our customers lead fulfilling lives while embracing a balanced approach to nutrition.

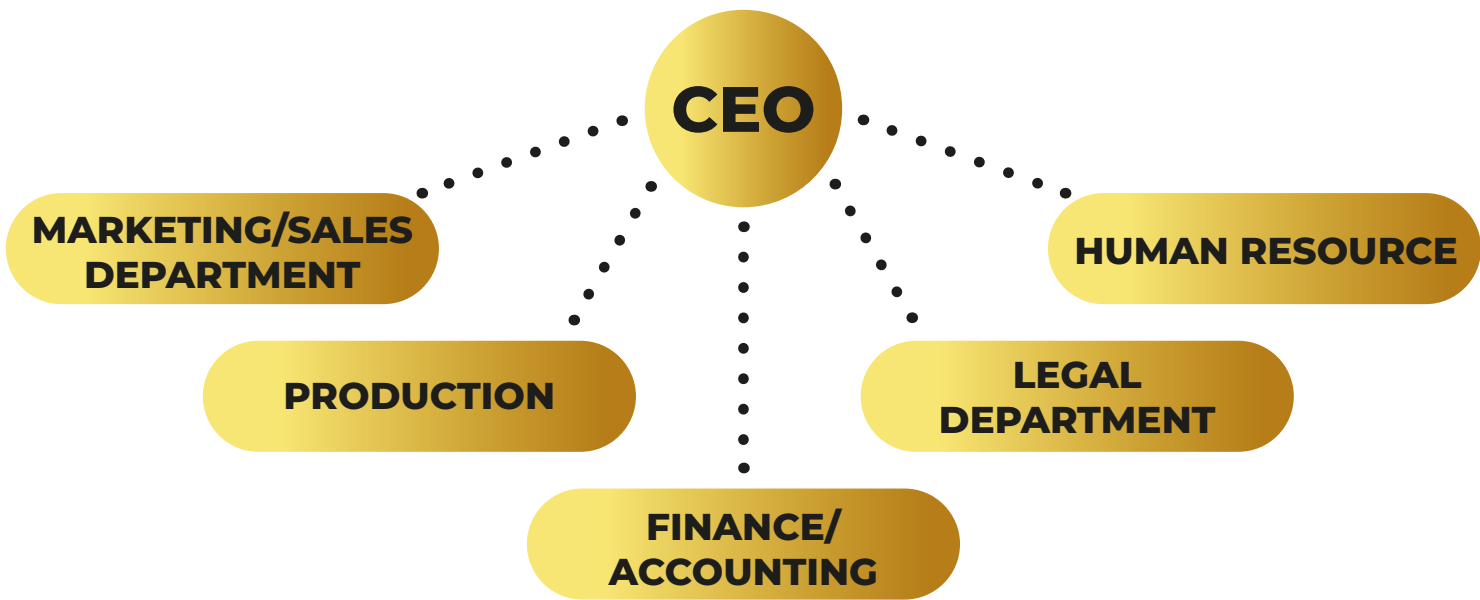
VISION

“Creating the perfect fusion of health-conscious eating and delicious food.”

We strive to inspire individuals to embrace mindful eating habits, empowering them to make informed decisions that enhance their overall well-being and contribute to a thriving, healthier community. Our range of foods and drinks is rich in fiber and protein while being low in carbohydrates and free from added sugars. With Update, enjoying delicious meals while making meaningful lifestyle changes has never been easier.



COMPANY STRUCTURE





OUR PRODUCTS

We offer more than 350 low carbohydrate products crafted from high quality ingredients. You can easily purchase our offerings online at the [Hi! I'm Update](#) website or through our partners. Our range includes gluten-, lactose-, dairy-, and egg-free options, catering to a variety of dietary needs. During product development, we prioritise reducing carbohydrate content by 50% for our LOWCARB products and by 60-80% for our KETO options. Instead of sugar, we use natural, plant-based sweeteners, delivering the familiar sweet taste without the added calories.

- GMO FREE
- NO SUGAR ADDED
- LACTOSE-FREE
- VEGAN
- NUTS-FREE
- CORN-FREE
- SOY-FREE
- GLUTEN-FREE
- DAIRY-FREE
- NO ADDED PRESERVATIVES
- SUGAR-FREE

ACCOUNTABILITY

We take responsibility for our impact on customers and the environment, continually striving to improve our practices.

COMMUNITY

We foster a supportive community that encourages individuals to share their journeys and successes in achieving their health goals.

HEALTH

We prioritise the well-being of our customers by providing products that support a healthy lifestyle.

TRUST

We build lasting relationships with our customers through honest communication and reliable products they can count on.

CORE VALUES

INNOVATION

We strive to continually develop and offer exciting, tasty low-carb options that cater to diverse dietary needs.

SUSTAINABILITY

We aim to minimise our environmental impact through responsible sourcing and sustainable practices.

QUALITY

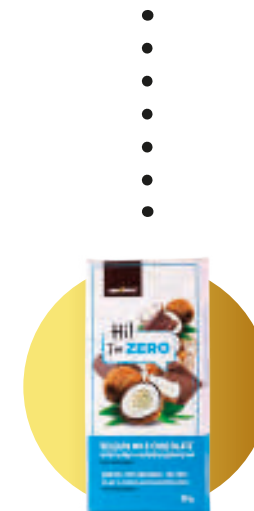
We maintain rigorous standards in sourcing and production to ensure our products meet the highest quality benchmarks.

INTEGRITY

We operate with transparency and honesty, ensuring our customers are informed about our products and their benefits.



**PASTRY
BAKERY
FROZEN PRODUCTS**



**SNACKS
DESSERTS**



**SOFT DRINKS
BEVERAGES**



**READY MEALS
PASTAS
DAIRY AND MEAT
PRODUCTS**

FREE • LOWCARB • ZERO • KETO

PASTRY, BAKERY AND FROZEN PRODUCTS

- a,** sweeteners
- b,** flours
- c,** jams
- d,** pastries

Our [Update](#) flour is specifically designed for weight loss - low in carbohydrates and high in protein and fiber. This flour is the key ingredient in our pastries, which are all made without added sugar. If you are seeking a nutritious morning snack, our bakery products provide a delicious and satisfying experience, fuelling your daily adventures.



READY MEALS, PASTAS, DAIRY AND MEAT PRODUCTS

- a,** ready meals
- b,** soups
- c,** pastas
- d,** sauces
- e,** flatbreads
- f,** dairy and meat products

To support your journey towards a healthy lifestyle, we offer ready meals, soups, pastas, sauces, flatbreads, and various dairy and meat products. Perfect for those with busy schedules, our carbohydrate-reduced and sugar-free meals allow you to enjoy great taste while reaching your wellness goals.



SNACKS AND DESERTS

- a,** salty crackers
- b,** puddings
- c,** biscuits
- d,** cottage cream
- e,** chocolates
- f,** candies
- g,** cereals
- h,** ice creams

We provide both sweet and savory alternatives for those looking to satisfy their snack cravings. Our range includes delicious chocolates, candies, biscuits, puddings, and cottage creams - perfect for treating yourself while staying on track with your weight management and healthy lifestyle goals. Made with plant-based sweeteners instead of sugar, our products come in a variety of flavors to suit every palate. Additionally, with our expanding selection of savory snacks, we aim to cater to those who prefer less sweetness while still supporting their healthy, active lifestyle.



SOFT DRINKS AND BEVERAGES

- a,** carbonated and non-carbonated soft drinks
- b,** mineral waters
- c,** shakes
- d,** syrups
- e,** coffee and cocoa drinks



Stay energised and hydrated with our diverse range of [Update](#) beverages, including mineral waters, shakes, coffee, and both carbonated and non-carbonated soft drinks. Our drinks are designed to help you combat fatigue while providing essential vitamins and minerals, all in a customisable format to suit your taste and fitness goals. With [Update](#), enjoying a healthy lifestyle does not mean sacrificing flavor. Our commitment to quality ingredients and innovative product development empowers you to take control of your weight loss journey without losing the joy of eating.



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Hi! I'm Update



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