

# Bella Pupa™

## The First Silkworm Flour Snack in the World

### The problems

China, with its 1.4 billion people, is now the world's largest meat consumer and importer. Considering the striking environmental consequences of traditional meat production, there is an urgent need for introducing new, sustainable alternatives. With a Chinese yearly production of 500,000 tons of delicious silkworms, the solution is at hand. By turning the silkworm into powder and then processing into a snack, Bugsolutely have brought the revolution of edible insects to China.

### Bella Pupa Value Proposition

Insects may be small, but in food they are the next big thing. Eating bugs is healthy, sustainable and tasty. Silkworms are packed with protein, vitamins and minerals. Bugsolutely Bella Pupa transforms silkworm into a nutritious, yummy snack food. As a by-pass product of the silk industry, fed only on mulberry leaves, silkworms represent a circular economy.

Bugsolutely's Bella Pupa, which contains 20% defatted silkworm powder, is initially available in two flavors: Original and Angry Sichuan.

China's snack market value will hit RMB 600 billion in 2019, and Bella Pupa fits the category in the fastest segment: healthy snacks.

### It's also yummy!



To create the new snack, Bugsolutely engaged Mill Food Intelligence, a leading food design firm. After 48 prototypes, and a number of consumer panel tests, a surprisingly delicious snack was born.



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#### Founded

July 2017 by Massimo Reverberi

#### Stage

Product launch: October 2018

#### Achievements

FBIF Food Innovation Award.  
Bayer Foundation Award for Social Innovation, candidate.

#### Milestones

First edible insect company in China. First silkworm flour-based product in the world.  
1 year of R&D: 64 prototypes in 5 rounds with a consumer panel.