



## PRESS RELEASE

### **Redefine Meat Announces Key Partnership with Classic Fine Foods to Supply High-End Restaurants with “New-Meat”**

*- Gourmet specialist, Classic Fine Foods renowned for its quality of products and service, will add the entire Redefine Meat range to its portfolio—including Redefine Flank (Beef and Lamb), and culinary grade minced products: the Redefine Burger, Redefine Sausage and Redefine Kabab.*

**London, United Kingdom, 26th May, 2022** – New-Meat pioneer, [Redefine Meat](#), today announces their key partnership with the high-end distributor, [Classic Fine Foods](#), to supply New-Meat to the UK’s culinary market. With immediate effect, Redefine Meat’s innovative plant-based New-Meat will be available to Classic Fine Foods’ diverse customer base in both England and Wales—including Michelin-star restaurants, hotels, and dining venues.

Using a combination of true love of meat and breakthrough technologies, the range of New-Meat products provides every cut of meat a cow can—including the highly coveted Flanks cuts. New-Meat’s addition to Classic Fine Foods’ prestigious portfolio will enable chefs and restaurateurs to improve their existing offerings with innovative new products. With a level of quality comparable to high-quality animal meat, in terms of taste, texture, and aroma, New-Meat provides a whole new world of culinary possibilities.

Award-winning French chef and owner of Gauthier Soho, Alexis Gauthier, a client of Classic Fine Foods, says “Sustainability is at the heart of my cooking—my belief being that food is the best place to start when addressing the impact of the food industry on the environment. New-Meat allows for even the biggest meat-lovers to enjoy the meat that they know and love, without harming the environment or animals.”

“Ever since Redefine Meat came onto the UK scene, we’ve had our eye on them,” comments Ash Parkes, Plant-Based Category Manager at Classic Fine Foods. “Initially, the Flank cut products caught our attention, but seeing the exciting culinary potential of their minced meat products, sealed the deal for our partnership. Our customers are looking for



stand-out contenders for plant-based food, while also using something that will enable them to be creative.”

Callum Braddock, VP of Business Development UK at Redefine Meat says, “Classic Fine Foods is renowned for its exceptional quality of products and unique gourmet offerings. Our New-Meat products will continue to strengthen Classic’s portfolio to provide high end restaurants and hotels with a new range of gourmet creations that will inspire chefs and food lovers. This is why we see Redefine Meat and Classic Fine Foods as a perfect match, always striving to deliver the best products to satisfy even the most carnivorous meat-lovers”.



***The New-Meat range’s diversity and versatility makes it an attractive choice for chefs and other culinary professionals, allowing for creativity as well as the ‘meat eating’ experience (Redefine Meat Lamb Kofta)***



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### **About Redefine Meat**

At Redefine Meat, we love meat. Really, *really* love meat.

We believe that the world deserves New-Meat, plant-based meat that's not only good for the environment but is also kind to animals. Having studied animal meat's unique components, and perfected cutting-edge technologies, Redefine Meat provides a wide range of high-quality products that are just as delicious as the meat you already know and love. New-Meat delivers an uncompromised and extraordinary culinary experience with its taste, texture, and aroma.



Using a range of proprietary and patented technologies and working closely with global chefs and meat experts, Redefine Meat has developed a category-defining New-Meat product portfolio that spans minced meat products and whole muscle cuts that offer the same flavor, taste, and texture as animal meat. These products are now commercially available within food services in the UK, Germany, Netherlands, and Israel.

Redefine Meat is headquartered in Rehovot, Israel, and has over 200 employees.

For more information, please visit [www.redefinemeat.com](http://www.redefinemeat.com)

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