



A WHOLE DIFFERENT ANIMAL

PRESS RELEASE

Redefine Meat accelerates UK distribution to ‘meat’ demand with eight wholesaler partners

- *Eight new wholesaler partners ramp up UK distribution of versatile new-meat portfolio to foodservices nationwide - from premium whole cuts and mince to pulled meat products*

London, 6th July – New-meat™ pioneer, [Redefine Meat](#), is accelerating its UK distribution to ‘meat’ demand with eight wholesaler partners ramping up deliveries of the world’s most versatile plant-based product portfolio.

Redefine Meat’s eight UK wholesalers now span national and regional brands; including Albion Fine Foods, Braehead Foods, Brakes, Classic Fine Foods, Elite Fine Foods, Food Republic, Forest Produce and Zebra Plant Based.

Internationally endorsed by Michelin-star chefs, steakhouses, fine dining establishments and hotel chains, for a level of taste and texture comparable to high-quality animal meat, Redefine Meat’s range of premium whole cuts, mince-based products and pulled meats are available to foodservices nationwide.

From a delicious new-meat flank steak, authentic lamb kofta, slow-cooked pulled pork, juicy burger to an authentic minced product, Redefine Meat’s new-meat is ideal for diners seeking to reduce their consumption of traditional meat whether vegan, vegetarian, flexitarian and even meat lovers.

The versatility of the portfolio makes it an ideal solution for premium dining outlets looking to offer more varied sustainable options to more casual dining restaurants seeking minced products with the taste and texture of traditional meat. The delicious and quality meat portfolio also inspires culinary creativity at every level of cuisine and promotes sustainable eating, providing the taste, smell and texture of traditional meat to give diners the same sensory experience.

Michael Nelson, Senior Category Manager, Centre of Plate at Brakes (Sysco GB), one of Redefine Meat’s new wholesaler partners comments: “We’re very excited to be launching Redefine Meat into our plant-based range. Plant-based has seen enormous growth in recent years and in order to maintain that position we need to have the most innovative solutions in our portfolio.

“The feedback from our chefs and customers has been overwhelmingly positive with the quality and product texture achieved providing something genuinely different in a crowded sector. We can see real potential for the range, particularly among our hospitality customers looking for a menu hero item that both vegans and meat lovers can enjoy.”

Craig Stevenson, Managing Director, Braehead Foods another new partner adds: “As a massive meat lover myself, I’m always dubious about meat-free alternatives, so if I have been won over then I’m sure your customers will be too. Redefine Meat products are a game changer to our meat-free offering, bringing products to our portfolio that are attractive as both meat alternatives and replacements. Our initial feedback from customers has been fantastic and I look forward to rolling out a core range this summer.

Tony Quick, Managing Director of Forest Produce, also comments: “After trying the full range of new-meat I was certain that I wanted to add it to our offering. As a versatile company, Forest Produce is always looking to add to our extensive range of ground-breaking products. We love the concept behind the products and the care and passion that has gone into creating them.

“From steakhouses to beach cafes, the range works for all. We love that we can now offer the incentive to move towards a more flexitarian diet. Our customers are telling us just how much they can tell that the product has been well thought out and researched, and its sustainability and ethical values truly shine through.”

Simon Owen, Head of UK, Redefine Meat says: “Following our expansion in the UK we’re now working with some of the most iconic brands across all dining occasions to help expand their plant-based menus to meet the growing appetite for meat alternatives. This requires a range of efficient and effective wholesaler partners able to fulfil our growing demand and who share our vision for offering a wider range of delicious and sustainable plant-based options that satisfy all five senses.”

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Redefine Meat ramps up UK distribution with eight wholesaler partners serving the world’s most versatile plant-based product portfolio – including, the Redefine Beef Flank.

Photo credit: Nimrod Sonders



Redefine Meat's new-meat range, including the Redefine Premium Burger, is ideal for diners seeking to reduce their consumption of traditional meat.

Photo credit: Nimrod Sonders

About Redefine Meat

At Redefine Meat™, we love meat.

Really, *really* love meat.

We believe that the world deserves new-meat*, delicious plant-based meat that is good for the environment and kind to animals. Having studied the unique properties of animal meat and perfected cutting-edge technologies, we've developed a wide range of high-quality products that provide the full sensory experience of meat, including flavour profiles, texture and aroma, without compromise.

Our category-defining new-meat portfolio spans minced meat products and premium muscle cuts, which are proudly served by leading chefs at hundreds of restaurants, hotels and other foodservice across Europe, including in the UK, France, Germany, the Netherlands, Italy and more. In Israel, they are available in foodservice and retail channels.

For more information, please visit www.redefinemeat.com

Redefine Meat is headquartered in Rehovot, Israel, and has over 240 employees in Israel and Europe.

*Does not contain animal-based ingredients

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