



A WHOLE DIFFERENT ANIMAL

PRESS RELEASE

Redefine Meat enters UK retail with Ocado – Michelin Star chef quality ‘new-meat’ now available to buy nationwide

- *Endorsed by Michelin star chefs for its comparability to high-quality animal meat, Redefine Meat’s premium-quality plant-based new-meat is now available to consumers for the first time via Ocado.*
- *Six versatile new-meat products are available to order today from Ocado including Redefine Pulled Beef and Pork, Redefine Lamb Kofta Mix, Redefine Premium Burgers, Redefine Beef Mince and Redefine Bratwurst.*
- *UK online retail launch marks Redefine Meat’s first step in building a mass new-meat category in European retail – with supermarkets to follow next year.*

London, UK – 21 November 2023 – New-meat™ pioneer, [Redefine Meat](#), today announces its first entry into UK retail in a nationwide partnership with online grocery retailer [Ocado](#).

Consumers can now buy and cook Redefine Meat’s chef-quality ‘new-meat’ – a new premium-quality plant-based meat range endorsed for its comparability to high-quality animal meat by renowned high-end and Michelin-star chefs such as Marco Pierre-White, Alexis Gauthier, Robin Gill, and Ron Blaauw. With new-meat until now only available to chefs – served at over 4,000 foodservice locations globally, from steakhouses to fine-dining restaurants and hotels – the move to retail follows growing demand from vegans, vegetarians and meat lovers alike for cook-at-home new-meat products.

Available for order today, Ocado is selling six diverse new-meat products to online shoppers – [Redefine Pulled Pork](#); [Redefine Pulled Beef](#); [Redefine Bratwurst](#); [Redefine Lamb Kofta Mix](#); [Redefine Premium Burgers](#) and [Redefine Beef Mince](#) – with prices ranging from £4.00 to £4.50 per pack. Ideal for consumers looking to reduce their consumption of animal meat, new-meat provides the same taste and texture as high-quality animal meat using 100% plant-based, sustainably-sourced ingredients, with no cholesterol or GMOs. This is exemplified by Redefine Meat’s breakthrough category of Pulled Meats, offering the traditional, melt-in-your mouth taste and texture of slow-cooked pulled animal meat, but cooked in minutes instead of hours.

Each new retail product delivers the same juicy taste and authentic meat-like texture of Redefine Meat’s acclaimed foodservice range for chefs, but in smaller consumer-sized packs and sold straight from the freezer to provide a longer shelf life and significantly reduce waste. The company’s award-winning whole-cut beef flank will also be available within retail next year, bringing the first premium plant-based whole cuts directly to consumers.

Oliva Small, Buying Manager at Ocado: “We’re pleased to be the first retailer in the UK to sell Redefine Meat to offer consumers new versatility and innovation in plant-based meat products. With one of our key missions being to offer our consumers ‘unbeatable choice’, this range was a natural fit with our unrivalled range of premium products.”

UK Managing Director, Redefine Meat, Simon Owen says: “This first step into UK retail is part of our worldwide ambition to get as many people as possible eating our delicious plant-based meat that is kind to the planet and to animals. To achieve this, we have overcome the two biggest inherent barriers to mainstream adoption of plant-based meat: product quality and versatility. Following our success in the hospitality market by penetrating the highest levels of the culinary world, we believe we can also disrupt the retail sector in a big way. Key to achieving this are the right partners such as Ocado who stand for premium quality and can deliver to consumers nationwide.

“Our second phase, in-store retail launch within supermarkets will come next year with the development of a brand-new chilled products range. Relentless ambition, innovation and perfectionism is why we’re bucking the market by continuing to grow – why foodservice customers keep re-ordering, and why we receive hundreds of messages every week from consumers asking where they can buy new-meat so they can also enjoy it home – now they can with Ocado.”

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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*, 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.

Produced in the Netherlands, 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, Austria, the Netherlands, France, Italy, and Sweden. For consumers keen to cook new-meat at home, six products are now available to buy from Ocado in the UK and Crisp in the Netherlands, with further roll out expected in 2024.

For more information, please visit www.redefinemeat.com

*Does not contain animal-based ingredients

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