



A WHOLE DIFFERENT ANIMAL

## PRESS RELEASE

### Redefine Meat and 'Telavivian' restaurant chain Boker Tov bring new-meat to Belgium diners

- *New-meat™ arrives in Belgium, hitting the menus of Antwerp-based 'Telavivian' restaurant, Boker Tov*
- *Boker Tov and Redefine Meat partner up to serve delicious and sustainable new-meat dishes to diners – at its restaurants, in foodtrucks and via takeaway*
- *Belgium is the tenth country to serve new-meat, as Redefine Meat expands further into Europe*

**Antwerp, 27<sup>th</sup> June** – New-meat™ pioneer, [Redefine Meat](#), is partnering with Tel Aviv inspired restaurant chain, [Boker Tov](#), to begin serving new-meat in Belgium. With three locations in Antwerp, Boker Tov will offer Redefine Meat's plant-based new-meat portfolio across all restaurants, starting off with the [Redefine Sausage](#) and [Redefine Burger](#).

Striving to 'craft a new tomorrow' with fresh Tel Aviv inspired cuisine, Boker Tov (meaning 'Good Morning' in Hebrew) welcomes hungry diners in with the following new-meat dishes; the hot dog with Redefine Meat Merguez Sausage, and a smashed burger based on the new meat Burger. With a rotating seasonal menu promoting sustainable eating habits, new-meat will debut on the restaurant's summer menu.

Tom Sas, Co-Founder at Boker Tov adds: "We believe in a sustainable future, but without compromising on quality. Redefine Meat has the perfect solution for this. Delicious, rock 'n roll, creative and of high quality, Redefine Meat is the perfect meat alternative, without giving up on any aspect of the beloved meaty experience."

Boker Tov operates with additional culinary avenues, including a catering service and food truck, which they travel with nationwide to attend festivals. Over the next few months, Boker Tov's food truck will offer festivalgoers across Belgium and the Netherlands the chance to try various new-meat products, including the "new-meat pita" with Redefine Minced Beef, seasoned with the most delicious herbs.

#### Festivals include:

- Best Kept Secret – 9th June – 11th June
- Live is Live – 24th June – 25th June

- Tomorrowland – 21st-23rd July and 28th-30th July
- Wecandance – 5th-6th August and 12th-13th August
- Voodoo Village – 9th -10th September

Consumers can also now order Redefine Burger from the comfort of their own homes via Boker Tov's 'Kaffa' kitchen (available through Deliveroo and Uber Eats), which replaces its existing meat burger offering.

**Tom Sas, Co-Founder at Boker Tov** comments, "With our shared Israeli roots and love of tasty food, we immediately felt a kinship with Redefine Meat and its range of products. Boker Tov prides itself on serving food which creates an entire sensory experience for diners, reflecting the vibrant sights, sounds and smells you would find in a Tel Aviv food market. Once we tried new-meat, we could see how the products, which Redefine Meat made to evoke the taste, smell and even mouthfeel of traditional meat that we know and love, fit perfectly on our menus."

**Rene van den Crujjssem, Country Lead Benelux, Redefine Meat**, adds: "As we enter the Belgium market more dominantly, Boker Tov marks the first restaurant chain which we are partnering with. Together, Boker Tov and Redefine Meat offer consumers of all ages and preferences a great meat-eating experience thanks to Boker Tov's culinary 'Telavivian' flair and diverse reach, all with plant-based ingredients and minimal environmental impact. Excitingly, we're also now at the beginning of the festival season, the perfect place to meet with the Belgium consumers – whether they're meat-lovers, vegetarian, flexitarian or vegan."

Since its European commercial launch at the end of 2021, new-meat is now served at nearly 3,000 food service locations across Europe and Israel. Using a range of breakthrough technologies, ranging from material science to additive manufacturing and artificial intelligence, all Redefine Meat products are made from non-GMO plant-based ingredients.



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***The smashed burger with Redefine Burger***



**Tom Sas in front of Boker Tov Zuid**



**Rene van den Cruissem, Country Lead Benelux at Redefine Meat (L) and Tom Sas, Founder of Boker Tov (R)**

## **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 and more. In Israel, they are available in foodservice and retail channels.

For more information, please visit [www.redefinemeat.com](http://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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**About Boker Tov**

Tel Aviv is hot! And Lori Dardikman and Tom Sas have understood that. They are bringing a bit of Tel Aviv to Belgium with Boker Tov, an Israeli deli, bar and kitchen. Lori's roots are in Tel Aviv. After studying in Belgium, she moved to her family in the bustling Middle Eastern city to live and work for several years. Seven years ago, she met Tom and they instantly fell in love. In 2020, the couple stomped out Boker Tov: an Israeli deli, bar and kitchen. In 2023, Boker Tov has no fewer than three Antwerp branches, a catering service, Lori and Tom are at various festivals every summer with their food truck and recently Boker Tov was chosen as 'preferred catering partner' of the Antwerp Bourla Theatre. In autumn 2023, Boker Tov will open two new branches in Brussels and Ghent.

More information on <https://www.bokertov.be/nl/>

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