



A WHOLE DIFFERENT ANIMAL

Don't give up meat, redefine it!

Veganuary: Redefine Meat increases the accessibility of 'new-meat' with the world's most diverse plant-based portfolio

- *Over 650 restaurants across Europe join Veganuary with new-meat – ranging from street food and everyday diners to traditional steakhouses and fine-dining.*
- *Company expands its food service channel into more countries across Europe, with new-meat now available within 13 countries.*
- *New-meat is also now available in retail for the first time, starting in the UK and Netherlands nationwide, with more countries to follow this year.*
- *The world's most diverse plant-based meat portfolio offers a premium and versatile option for consumers - consisting of minced products, pulled meats, and whole cuts.*

London, United Kingdom, January 3, 2024 – This Veganuary, Redefine Meat™ is continuing its aggressive drive to increase the accessibility of its breakthrough plant-based new-meat across Europe by adding more than 650 new food service outlets this month alone. With debut launches in retail, and geographic expansion totaling at 13 countries, Redefine Meat is bringing consumers the most diverse plant-based new-meat portfolio and cuisine options yet.

Launched in Europe in 2022 to overcome the product quality and variety limitations of plant-based meat, Redefine Meat's new-meat range has been endorsed by meat experts and Michelin-star chefs, such as Marco Pierre-White, Ron Blaauw and Alexis Gauthier, for achieving the taste and texture of high-quality animal-based meat. As a result, new-meat has been widely adopted across European food services, which include everything from street food and casual diners to catering and hotels, through to traditional steakhouses and fine-dining establishments. Redefine Meat has also launched in E-retailers for the first time, with six diverse new-meat products available nationwide in the UK (via Ocado) and the Netherlands (via Albert Heijn online and Crisp) – enabling consumers to access new-meat dishes across even more channels.

Key to its mission to increase the accessibility of new-meat, ahead of Veganuary Redefine Meat expanded its food service channel into new countries including Belgium, Ireland, Italy, Malta, Sweden, and Switzerland – with new-meat dishes now available in selected restaurants over the course of Veganuary. In just two years since commercial launch, the company's new-meat products are now available in 13 countries.

New-meat food service locations onboarded for Veganuary – highlights:

In **Germany**, a collaboration with renowned Mexican restaurant chain, Enchilada, will see new-meat dishes including a first-of-its-kind Beef Flank Fajita feature on the January menus of 28 restaurants nationwide. In the **UK**, 77 food service providers will support the Veganuary



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campaign including the London-based bowling venue, All Star Lanes, the Three Cheers traditional British-style pub chain and Leonardo Hotels. In the **Netherlands**, catering giant, Compass Group, will also serve Redefine Meat's unique beef and pork pulled new-meat products to around 350 canteens nationwide. New-meat will be added to the menus of 38 different restaurants across **Italy**, while in **France** the Redefine Burger will feature on the Veganuary menu of nationwide steakhouse chain, Hippopotamus. In **Sweden**, Redefine Meat has partnered with one of the country's biggest restaurant chains – Pinchos – to implement a special Veganuary initiative across 64 of its restaurants.

Eshchar Ben-Shitrit, CEO and Co-Founder of Redefine Meat, comments: "Veganuary continues to offer a great opportunity for consumers to see how easy taking on a no compromise, plant-based diet can be – whether dining out or eating at home. Our message is simple, don't give up meat, redefine it! 2023 was a milestone year for us with record growth and aggressive expansion geographically and into new channels such as retail. While Europe has welcomed new-meat with open arms, our journey doesn't stop here – it expands beyond borders, cuisines, expectations, helping to create a new cultural mindset globally where the next generation of meat eaters don't believe animal-meat is the only way."

Combining premium-quality with the most versatile plant-based new-meat portfolio in the industry, Redefine Meat's minced-based products, pulled meats and whole cuts have been embraced by vegans, vegetarians, and flexitarians alike.

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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 cuts, which are proudly served by leading chefs at thousands of restaurants, hotels, and other foodservice across Europe, including in the UK, France, Germany, Netherlands, Italy, Sweden, Austria and more. For consumers keen to cook new-meat at home, six products are now available to buy from Ocado in the UK and Albert Heijn and Crisp in the Netherlands, with further roll out across Europe in 2024.

For more information, please visit www.redefinemeat.com.

*Does not contain animal-based ingredients



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