



A WHOLE DIFFERENT ANIMAL

WEF 2024: Redefine Meat's breakthrough New-Meat Flank Steak served to global decision-makers demonstrating a sustainable alternative to meat, without any compromise

- *Redefine Meat's plant-based flank steak – endorsed by leading chefs and meat experts across Europe for achieving the taste and texture of high-quality animal-based meat – was served to 180 high-profile attendees from the World Economic Forum in Davos by world-leading caterer, Maison van den Boer.*
- *The WEF's annual Nature Positive dinner brings together global decision makers to address the implementation of the Global Biodiversity Framework's historic mission to halt and reverse biodiversity loss by 2030.*

London, UK – 22 January 2024 – At this year's World Economic Forum (WEF), 'new-meat' pioneer [Redefine Meat™](#) achieved another milestone in its mission to impact the way humanity consumes meat – presenting its flagship Redefine Flank Steak to global decision-makers for the first time as a sustainable alternative to animal meat. World-leading caterer, Maison van den Boer, served 120kgs of Redefine Meat's first-of-its-kind 100% plant-based flank steak to high-profile industry leaders attending the WEF's acclaimed WWF Nature Positive Dinner.

The annual dinner centered around data and knowledge sharing and best practices to help meet the Global Biodiversity Framework's historic mission to halt and reverse biodiversity loss by 2030. The Redefine Meat range of new-meat reduces water and land emissions by 96% and 98% respectively compared to animal meat, using plant-based ingredients and cutting edge technology at its core. For the WEF dinner alone, the like-for-like weight of new-meat served saved over 2 million liters of water and produced approximately 96 percent fewer carbon emissions, compared to a flank steak derived from a cow.

Redefine Meat rose to acclaim in 2021 when it commercially launched a breakthrough range of plant-based new-meat in restaurants across Europe, including the world's first plant-based steak. Endorsed for its comparability to high-quality animal-based meat by leading high-end chefs such as Ron Blaauw and Alexis Gauthier, Redefine Meat's new-meat is produced using new innovative and patented technologies such as additive manufacturing and is made of 100% plant-based ingredients. In just two years since commercial launch, the company has the most diverse New meat product range in the industry spanning minced-based products, pulled meats and various steak cuts, featured in over 5000 food service locations across 13 countries, and recently launched into retail for the first time via nationwide retail partnerships in the UK and Netherland (Ocado, Albert Heijn, Crisp).

Eshchar Ben-Shitrit, CEO and Co-Founder of Redefine Meat, comments: "In order to truly tackle climate change and fix the broken food system in a meaningful way, world leaders need



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to firstly acknowledge the problem and then have a viable solution that the general population can get behind. Solutions should be immediate, at scale and relevant in the near term. We're honored to have had the opportunity to serve new-meat at the top table, where the desire and ambition to change the way we consume our meat was evident for all to see. The feedback we received from such esteemed guests and avid meat lovers was incredible, cementing our belief that everyday meat lovers *can* embrace a healthier and more sustainable diet with new-meat – without having to compromise on the meat-eating experience we all love.”

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*Does not contain animal-based ingredients

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.

Media Contacts:

Sophie Low / Anna Harris

Incus Media

Tel: +44 (0) 1737 215 200

redefinemeat@incus-media.com