

Z-Rou Meat signs distribution agreement with IS Seafood

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Z-Rou Meat officially launched in China last December and started delivering delicious, wholesome plant-based 'meat' to mainstream restaurants. This iconic future food is made with 100% plant ingredients including non-GMO soybeans, konjac, coconut oil and shiitake. All ingredients are locally sourced, and the end product is 87% more efficient compared with traditional pork production in terms of environmental impact.

YouKuai Group, the company behind Z-Rou Meat, holds the vision of empowering consumers and chefs with tasty and sustainable plant-based meat alternatives. With Z-Rou Meat, people with different dietary habits can sit together at a dining table and enjoy the same food, while being more environmentally responsible.

Sustainability has been a core value of IS Seafood since day one. The team's philosophy is to leave more than they take from Mother Nature. Being an expert and leader in the industry, IS Seafood has successfully built a network with top restaurants in China. Biggi Stefansson, the Founder and CEO of IS Seafood, thinks that Z-Rou Meat is going to be successful and we are supporting our clients to fulfill the demand from their customers.