NFFOODS Spectrum
perspectives on food technologies & business
ASIA

unMEAT ready to give established brands run for money

03 March 2021 | News

UnMEAT, the newest 100% plant-based burger, proclaims the next meat-flavored burger may be more unbelievable than the category’s predecessors. unMEAT launched from Century Pacific Food, Inc., an established global food brand based in the Philippines with a history of successful global products.



New York Restauranteur flips first hometown burger on its way to grocery and foodservice

UnMEAT, the newest 100% plant-based burger, proclaims the next meat-flavored burger may be more unbelievable than the category's predecessors. unMEAT launched from Century Pacific Food, Inc., an established global food brand based in the Philippines with a history of successful global products.

Unlike its counterparts, this product has two distinct differences—unMEAT believes plant-based burgers should not cost 30-40% more than traditional meat burgers, and consumers should be familiar with the ingredients on the label.

UnMEAT is made with non-GMO plant-based ingredients, with zero cholesterol and trans-fat, while offering a healthy source of protein and fiber. More important, its ingredients include soy protein, vegetable oil, onion, wheat, salt, vinegar, and soy sauce.

The plant-based market is fast-growing, estimated to be valued at $20 billion globally and growing at least 15% annually. Moreover, studies show that nearly 50% of consumers are flexitarians or individuals who increasingly consume plant-based foods, while still eating animal products in moderation.

Flexitarians will be excited to see rising star chef and restauranteur, Nicole Ponseca of New York's Jeepney, flipping the first burgers in the U.S. Ponseca won the Time Out New York Battle of the Burger and has established her brand as one of America's more progressive foodies.

As more consumers become educated on the benefits of choosing plant-based foods, including environmental, animal welfare, and health benefits, consumers are also more knowledgeable regarding the variety of plant-based options available today. UnMEAT delivers these same benefits, with fewer than ten simple ingredients derived from real food and not synthetic ingredients.