

Japan's Next Meats develops new alternative egg product

01 July 2021 | News

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The NEXT EGG is 100% plant-based and is expected to procure the needs of the vegan population and people with egg allergies in Japan, who have almost no commercial vegan egg options to choose from currently.

The NEXT EGG is scheduled to be released in Japan first on a BtoB basis, followed by BtoC soon after, and then offered in other countries.

To one's surprise, Japan is the world's second-largest egg consumer after Mexico, but the environmental and ethical problems of the production process are not widely known by consumers in the country.

Ryo Shirai, CEO of Next Meats Holdings, says through their commercialization of the NEXT EGG, they hope to raise awareness of the issues that surround egg production and lessen the industry's carbon footprint by offering their new, sustainable substitute.