

## Alternative meat venture Next Meats collaborates with IKEA Japan

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Tokyo-based alternative meat venture Next Meats Co. revealed they will be collaborating with IKEA Japan for IKEA Japan's Sustainable Food Fair starting May 20th, 2021 in select stores. During the fair, customers can try IKEA's delicious plant-based curry topped with Next Meats' signature plant-based beef, the NEXT Gyudon.

Based in Tokyo, Next Meats Co. is a food-tech venture company that specializes in the research and development of Japanese-style alternative meat products. Its journey of product development began in 2017, and the company was officially established in 2020.

The NEXT Gyudon is the world's first plant-based substitute of the Japanese 'beef bowl', which is a staple dish in the country with many restaurants serving only that. However, unlike the common beef bowl, the NEXT Gyudon is made from soy without any artificial additives--and perfectly replicates the texture as well as the addictive sweet and savory flavor of the real thing. This has made the NEXT Gyudon very popular among vegans and meat-eaters alike.

IKEA is also well known for its efforts in being environmentally conscious, and its Japan branch is not an exception. From sourcing sustainable materials to reducing plastic waste, IKEA Japan is also on board with the company mission to make at least half of their food menus in the restaurant plant-based by 2025. The upcoming collaboration at IKEA Japan's Sustainable Food Fair is one that reflects both IKEA and Next Meats' strong stance on introducing consumers to a more sustainable lifestyle.

Next Meats hopes that this collaboration with IKEA Japan will encourage more people to try plant-based products and understand the dire connection between animal agriculture and environmental destruction.