

Tyson Foods introduces plant-based products in Asia

07 June 2021 | News | By Guest

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Tyson Foods, Inc. is launching a new line of plant-based products in select retail markets and e-Commerce across Asia Pacific under the brand, *First Pride*™.

This is the first time the company has introduced plant-based products in Asia, as it works to make protein more accessible and affordable for more people around the world. Tyson Foods is initially launching the products in Malaysia and will roll them out to other markets in the region in the coming months.

Plant-based options have seen a rise in popularity across the region in recent years and have further accelerated during the pandemic. Consumers are rethinking their health and wellbeing with 75% of consumers open to a diet that includes meat and plant proteins.¹

"We're thrilled to offer Asia Pacific consumers more high-quality protein choices as they explore flexitarian diets," said Tan Sun, president, Tyson Foods APAC. "The Asian market is a natural fit for this category with traditional plant-based products like tofu already entrenched in the culture. The key to meeting consumer preferences with new plant-based protein is through innovation and making locally relevant products that taste great, which is our expertise.

"Our new product expansion delivers on taste and quality, giving consumers a modern take on familiar tastes, local flavors, and texture," he said. "We're experts in the protein industry with a diverse, multi-protein portfolio and have the capabilities to produce great tasting plant-based products."

The initial launch will introduce frozen **Bites, Nuggets** and **Strips made with plants** to consumers in Malaysia. The innovations are halal certified and made with regionally sourced ingredients including bamboo fibre, soy protein and wheat protein.

"We're excited to expand our internal capabilities globally as we build our portfolio of loved plant protein brands," said David Ervin, vice president of alternative protein for Tyson Foods. "Our global culinary network and scalability positions us well to replicate the success we've had in the U.S. in Asia Pacific and provide consumers with great tasting plant protein options."