

Israel's Alfred FoodTech boosts alt protein sector to produce plant-based mimics of meat

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Alfred's joined the foodTech scene to solve one of the alt-protein movement's key challenges: creating whole cuts that mimic their animal-based counterparts in terms of texture, mouthfeel, and flavor tones. The technology focused company has successfully produced prototypes of deli meat, high-in-demand chicken nugget analogs. Alfred's technology is able to build continuous tissue-like structures and can work with other existing technologies.

Ronny Reinberg, CEO and co-founder of Alfred's said, "Our tech uses only simple ingredients, such as pea protein and canola oil. Yet we can still custom-design compositions for food companies using protein sources of their choice, including cell-based ingredients. With Alfred's versatile technology, any food company can easily create alternative products that give consumers the exact experience of real meat and poultry."

Accelerating scale-up

Alfred's technology can scale up outputs quickly, making it suitable for mass market-oriented food corporations, and can be integrated into existing food processing systems. The start-up plans to establish a low-volume production site to serve initial market demand. Rafi Shavit, Alfred's other co-founder and COO adds, "We enable companies to achieve new organoleptic heights in plant-based protein alternatives. Building a resilient, scalable, safe food system is the core of Alfred's strength,"

explains Shavit. We can produce animal-free products that are affordable, safe, and kinder to our planet.”

Alfred's formed earlier this year and already has raised US\$1.3M in seed funding. The company is now entering its next A-round stage and is currently in dialogue with various leading international food companies, including meat producers and cultured meat companies.

Alfred's will take part in the pitch slam at the annual Good Food Institute (GFI) conference on September 23, 2021, as one of the 12 finalists chosen to present their company and tech.