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Start-up Alfredâ??s FoodTech unveils platform to produce plant-based meat alternatives

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Start-up Alfred’s FoodTech has introduced an innovative platform for producing plant-based whole cuts that mimic animal-derived products. The company developed a versatile platform for whole-cut texturisation to produce plant-based meat alternatives that can answer the growing need for flavourful, sustainable, animal-free products.Alfred’s joined the food tech 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 flavour tones. The technology-focused company has successfully produced prototypes of deli meat, high-in-demand chicken nugget analogues. “Plant-based whole-cut products that resemble meat are the ‘Holy Grail’ of the industry,” enthuses Ronny Reinberg, CEO and co-founder, Alfredâ??s. “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.”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, COO and another co-founder, Alfred’s is helping to ensure that the start-up can rapidly accelerate production. “We were founded with the goal of bolstering food companies and innovators within the alternative protein landscape,” contributes Shavit. “We see ourselves as the engine that enables companies to achieve new organoleptic heights in plant-based protein alternatives. Our mission is to elevate the plant-based experience for the growing ‘conscious eating’ consumer market notably flexitarians aspiring to presume more plant-based lifestyles but still crave for that sensation of biting into a beefy steak.” Alfred’s formed earlier this year and already has raised $1.3 million 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.

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