

Chr. Hansen launches VEGA® SAFEPRO® range for plant-based meat alternatives

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Chr. Hansen extends its VEGA® portfolio with a fermentation-enabled solution to help keep plant-based meat alternatives safe and fresh

After launching the VEGA® Culture Kit for dairy alternatives in 2021, Chr. Hansen is stepping into the meat alternatives arena with the VEGA® SAFEPRO® range – a new offering designed to keep plant-based alternative proteins safe and fresh for longer. The VEGA® SAFEPRO® range consists of three cultures that can be applied alone or in combination to undergo fermentation, which helps stem the growth of yeast, mold and contaminants such as listeria.

Consumer demand for healthy and sustainable foods is spurring growth in plant-based categories

“We are delighted to offer a solution that will help meet global demand for foods supporting the increasingly popular flexitarian lifestyle,” says Zdenek Cech, Business Development Manager for Plant Based Meat Alternatives at Chr. Hansen. “Flexitarians place a large emphasis on the consumption of plant-based foods, while incorporating meat and other animal products in moderation. A full 42% of global consumers reported avoiding certain animal-based products in 2021*, and VEGA® SAFEPRO® cultures will make it even easier for them to find options that satisfy their cravings without asking them to compromise on their values.”