

BENEO takes plant-based chicken to the next level at Fi Europe

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BENEO is using this year's Fi Europe exhibition to announce the next step in its plant-based protein strategy. Foreseen for the second quarter of 2023, the ingredient manufacturer will expand its portfolio with its first ever semi-finished product: plant-based chicken chunks.

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Jos Hugense, Founder of Meatless comments: "When it comes to plant-based meat alternatives, taste, texture, and sustainability are king for consumers. There is incredible market potential for those food producers who can harness all three. Thanks to our new technology process we have been able to do just that, creating low-processed, short ingredient-list imitation chicken chunks that deliver, both in terms of outstanding sensory quality and cost-effectiveness. Manufacturers wanting scalable, easy-to-implement solutions that don't compromise on taste or enjoyment need look no further."

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Visitors to Fi Europe can get a first taste of BENEO's plant-based chicken chunks on its stand, were award-winning Belgian vegan chef, Pieter-Jan Lint, will be cooking up a storm using prototypes of the new semi-finished product.

Dominique Speleers, Member of the Executive Board at BENEO states: "We're really excited to be using this year's Fi Europe show as a platform to announce the next strategic step on our plant-based roadmap with our first semi-finished product