

BENEO redefines plant-based beef and minced meat innovation at Fi Europe

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BENEO to unveil the next milestone in its plant-based journey at Fi Europe 2023. Planned for the beginning of 2024, the ingredient manufacturer will expand its semi-finished product portfolio to include plant-based Meatless® Beef Bites and Minced Meat. Thanks to its highly innovative technology, BENEO offers manufacturers a scalable and effective way to tap into the plant-based trend, with authentic juicy and meat-like textured beef imitation products.

With 76 per cent of meat substitute consumers in Europe seeing beef as an appealing type of meat substitute, demand for beef imitation products is high. This new solution from BENEO helps producers meet consumer demand for tasty alternative beef products while providing easy-to-process, semi-finished products with a simple and short ingredient list. BENEO's low-energy processing technology means that the plant-based beef alternatives are not only flavourful but also offer benefits in terms of sustainability.

Available in frozen form, the Meatless® Beef Bites and Minced Meat products are crafted from myco- and pea protein and enhanced with colouring to provide an authentic beef-like appearance. With high heat stability and water-holding capacity, they retain their juiciness and succulence, even when baked or fried. Also, their fatty and juicy mouthfeel enables the reduction of fat content in end products, aligning perfectly with evolving consumer preferences for healthier options. The Meatless® Beef Bites are ideal for stir fries and stews and the Meatless® Minced Meat for lasagna, marinades, and sauces.