

UNLIMEAT expands K-Vegan reach in US retail markets

09 January 2024 | News

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UNLIMEAT, a leading plant-based Korean food brand, has recently broadened its US retail sales, introducing various Korean-inspired vegan foods like frozen Kimbap and Mandu. Starting this month, the brand is taking its commitment to K-vegan options further by introducing new products in Northern California.

The company successfully launched its plant-based Korean BBQ and pulled pork offerings in the US market last year. It received an impressive response to its products available at Albertsons grocery stores. Building on this success, UNLIMEAT has expanded its footprint to include natural and organic retailers like Berkeley Bowl, Mollie Stone's Market, Lassens Natural Foods & Vitamins, and Good Earth Market, where it has continued to receive positive feedback.

UNLIMEAT first focused its retail sales efforts on Northern California and is now expanding its reach through shelves in New York City boutique grocery stores, such as Brooklyn Fair and Orchard Grocer. Additionally, the company has expanded their K-vegan product line and recently revamped its packaging.

UNLIMEAT plans to further expand its retail sales and food service collaborations throughout the US next year to make its products more accessible to Americans. Ryan Chung, Co-CEO of UNLIMEAT, emphasised that the brand aims to create delicious, balanced, plant-based Korean food that appeals to both plant and meat eaters. "We're so excited to launch our K-vegan products in the NorCal area. Expanding our partnership with grocery stores and food service in many areas, including New York City, allows us to bring our balanced wholesome Korean vegan products to even more people, expanding the overall addressable market," he remarked.