

GOOD Meat begins world's first retail sales of cultivated chicken

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GOOD Meat announced that for the first time, cultivated meat is being sold at retail for shoppers to purchase and bring home to cook and serve to their families. For this world-exclusive launch, GOOD Meat has partnered with Huber's Butchery in Singapore to sell a new, lower-cost formulation using just 3 per cent cultivated chicken while maintaining the same delicious taste, texture and experience as conventional chicken. This new product, GOOD Meat 3, will be available in the freezer section of Huber's Butchery for the remainder of 2024 and will be priced at SGD 7.20 for a 120-gram package.

GOOD Meat 3 was developed to meet strong consumer demand for cultivated meat in Singapore and to create opportunities for people to try it in the comfort of their own homes. Using a smaller percentage of cultivated chicken in combination with plant proteins, which have always been used in GOOD Meat's cultivated chicken products, also helps reduce costs associated with the production of cultivated meat, one of the main challenges that exist to scaling this developing industry.

As consumer studies of cultivated meat have shown, tasting is believing and that remains true for GOOD Meat 3. Sensory testing has yielded exceptional feedback on measures such as taste, texture, and appearance, a result of GOOD Meat's patented production process as well as the simple recipe of plant proteins, cultivated chicken, and seasonings that flavour the chicken.