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Planted introduces Swiss plant-based meat in UAE

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Planted, Europe's fastest-growing alternative protein startup has officially launched in the UAE and Middle East foodservice markets. Consumers can now find its products on the menus of select restaurants across the UAE, with hotel chains soon to follow. As a Swiss purpose-driven brand, Planted aims to revolutionise the plant-based meat industry by offering high-quality, protein-rich products made from natural ingredients with no additives, ensuring both nutrition and sustainability.

According to Trade Arabia, having established its presence among key players in the UAE's food service and Horeca (Hotel/Restaurant/CafÃ©) sectors, Planted plans to expand its partnerships by the end of 2024. The company seeks collaborations with a variety of food service entities in the UAE, including hotels, restaurants, cafes, QSRs (quick-service restaurants), entertainment venues, and independent hospitality operators to creatively incorporate its plant-based meat into their menus.

Current UAE partners include all locations of homegrown restaurant brands like Nabati and Pizza Di Rocco, as well as supermarket chains such as Grandiose Supermarket.