

Vow unveils first cultured quail foie gras

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Vow launched Forged Gras – a revolutionary twist on the delicacy, of foie gras – making it the first and only company actively selling multiple cultured meat products in multiple markets. Vow’s innovative twist on this highly sought-after but frequently banned dish marks the beginning of a new generation of food. Unlike traditional efforts to replicate existing foods, Vow is pioneering new products that bring the unimaginable and otherwise impossible to the table. Forged Gras pays homage to this delicacy, but it’s not foie gras as we traditionally know it – it’s the first “fatty liver” experience to be sourced from a tiny Japanese quail and crafted without any animal intervention, setting a bold new direction for the future of food.

Since its April 2024 Forged Parfait launch, Vow has been the only company in the world actively serving cultured meat. Available to date only in Singapore, today’s launch coincides with the first-ever sale of cultured meat in Hong Kong, where restaurants will sell both Vow’s Forged Parfait and Forged Gras products.

“At Vow, we’re paving a new path for food by using innovative technology to address real challenges around foods that people want but can’t access,” said George Peppou, Chief Executive Officer, of Vow. “The launch of Forged Gras continues our mission to bring scarce or never-before-seen foods to millions but does so in a way that seeks to innovate, not imitate. By fostering culinary imagination, we aim to create something entirely new, unconstrained by the tradition of even the oldest delicacies.”