

UNLIMEAT rolls out bold Korean plant-based meats at Kroger

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Korean cuisine is experiencing unprecedented growth across the United States. According to a September 2024 report by Circana, a leading consumer behaviour analytics firm, Korean restaurant locations in the U.S. increased by 10 per cent over the past year. In a historic milestone, Jungsik in New York City became the first Korean restaurant in the U.S. to earn three Michelin stars. In total, 16 Korean restaurants nationwide have earned at least one Michelin star – the highest number to date – reflecting the growing recognition of Korean culinary excellence. Meanwhile, Korean food-related hashtags have surpassed 15 billion views on TikTok, signalling mainstream fascination with K-cuisine across digital and cultural platforms.

Building on this cultural momentum, UNLIMEAT, an innovative Korean plant-based meat brand, is expanding its market presence with the rollout of two flagship products – Korean BBQ Bulgogi and Pulled Pork Original – to more than 300 Kroger-affiliated stores nationwide. These products will be available in divisions including Ralphs, Fred Meyer, King Soopers, and Smith's, bringing authentic Korean flavours to the mainstream freezer aisle.

Founded in Seoul, UNLIMEAT is rooted in sustainability and culinary innovation. The brand transforms surplus grains and legumes into clean-label, flavorful meat alternatives that are 100 per cent vegan and non-GMO. Designed for easy preparation, its products offer a convenient and delicious way to enjoy the bold, savoury essence of Korean cuisine, without compromising on health or environmental impact. The company is now expanding its lineup to include a wider range of

Korean-inspired ready-to-eat meals featuring its signature plant-based proteins.