

## Novella, Metaphor Foods unite to commercialise cellâ??based natural preservatives

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Biotech start-up Novella Innovative Technology, Ltd. and leading functional ingredient innovator Metaphor Foods, based in Braeside, Victoria, Australia, announce a strategic partnership to spearhead a new paradigm for natural preservation in food applications.

Novella creates pure compounds from plant cells, but outside of the plant using novel, precision-controlled environmental technology. The company is a pioneer in precision botanical ingredients, leveraging its proprietary AuraCell plant cell technology. This platform enables the direct growth of bioactive compounds from plant cells, reducing resource use by 99 per cent. The result is a pure, powerful bioactive ingredient with guaranteed consistency and zero waste.

The collaboration will leverage Novellaâ??s AuraCell technology to deliver natural antioxidant and anti-microbial compounds via a waste-free, resource-efficient supply. These compositions will be part of Metaphor Foodsâ?? Hela Natvance range of natural food-protection solutions. Metaphor Foods is the innovation and accelerator arm of Hela APAC, dedicated to bridging gaps in the food industry across the Asia-Pacific.

â??This is a long-term strategic commitment in a market with high demand for natural solutions,â? assures Geoff Gordon, CEO of Metaphor Foods. â??Weâ??re integrating Novellaâ??s solution into our natural food-protection systems to bring it to market quickly, responsibly, and effectively. While the initial focus is on meat and poultry preservation, the strategic potential of this partnership extends across dozens of revenue-generating categories, including seafood, dairy, baked goods, alternative protein products, and pet food.â?

With a mature and efficient food processing sector that has a growing demand for natural, clean-label ingredients, the APAC region is currently ripe with opportunity. Metaphor foodsâ?? deep regional presence and distribution capabilities ideally position the partnership to tap into these markets with speed and precision.