

Huel, JD.com to sell powdered food range in China

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As well as selling through a dedicated website, Huel has partnered with Chinese e-commerce platform JD.com, giving the brand access to its 300 million users.

Huel offers consumers a range of nutritionally complete foods which are said to contain the recommended balance of protein, carbs, fibre and fats, plus all 26 essential vitamins and minerals needed on a daily basis.

Founded in 2015 by entrepreneur Julian Hearn and nutrition expert James Collier, Huel was launched in the US in 2017 before further expansion to Europe this year. The brand has now sold over 25 million meals across 80 countries.

Huel aims to combat food waste and educate people on what constitutes a healthy lifestyle following the growing concerns related to heavy meat consumption.

Earlier this month, the brand secured £20 million in funding from equity investor Highland Europe, the brand's first external investment since it launched.