

Just to launch products in China

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The first stockists include e-commerce platform Tmall.com and the supermarket chain Hema, which are both owned by Alibaba. Another e-commerce major, JD.com, is also set to list the product. Restaurant chain Hunter Gatherer is among the first foodservice clients, Just said in a statement.

Just Egg, which has mung bean as its signature ingredient, will be first launched in Shanghai. It is already available in Hong Kong, on Macau and in Singapore.

"The health and safety attributes of Just Egg are well-aligned with modern Chinese consumption trends. This product has the potential to bring a food revolution to China very soon," the recently-appointed general manager of Just's business in China, said.

The Just Egg to be sold in China will be manufactured in North America, a spokesperson confirmed to just-food. "We're actively exploring production facilities in Asia and other parts of the world," the spokesperson added.

In December, Just announced plans to work with Toriyama, a producer of Wagyu beef and Singapore-based Awano Food Group, a supplier of meat and seafood, to develop and market a cell-cultured version of the upmarket Japanese beef.