



Press Release

Veganz and the Technical University of Berlin are set to embark on a joint research project on the production of plant-based meat alternatives

Berlin, 1/12/2021. Veganz, the Berlin-based brand for innovative vegan foods, will now be working together with the Technical University of Berlin and the German Institute for Food Technologies (DIL) in developing textured meat substitute products. Their goal is to produce high-protein meat substitute products based on innovative and locally available protein sources, while also using clean recipes and ensuring a long minimum shelf life.

As part of this cooperation, the company will work together with experts from the Food Colloids department at the Technical University of Berlin to develop the next generation of textured meat substitute products. The focus will be on products such as steaks, medallions, cutlets, and granulates.

Veganz comes to the project with over 10 years of know-how and expertise in the area of plant-based nutrition, as well as a high level of food expertise. What's more, the company is very well aware of market and consumer demands for vegan foods in the context of climate and environmentally-friendly nutrition.

The food technology experts from the Food Colloids department at the Technical University of Berlin are helping Veganz to understand the structural formation in innovative meat alternatives. They will also support the company in adapting the recipes at the new production facilities of the Veganz Food Factory in Werder (Havel). This facility is currently the largest production plant for purely plant-based foods in Europe, with an area of 11,000 m².

For more information on Veganz and its products, please click [here](#). Images can be downloaded from our brand assets [here](#).

About Veganz Group AG

Veganz – Good for you, better for everyone – the brand for plant-based foods. Founded in 2011 in Berlin, Veganz became known as a European vegan supermarket chain. With a colourful and life-

affirming company philosophy, Veganz managed to break into the vegan niche and establish the plant-based nutrition trend on the market. The current product portfolio comprises around 120 products in 17 categories and is available in more than half of all European countries and more than 22,000 points of sale (POS) globally (excluding the three Veganz stores in Berlin). In addition, the Veganz product portfolio is being continuously expanded to include high-quality, innovative items, and the sustainable value chain is constantly being improved. For this commitment, Veganz was voted [Germany's most innovative food brand in an exclusive Handelsblatt 2021 ranking](#).

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