



## PRESS RELEASE

### Legendary chef and restaurateur Marco Pierre White to Launch Redefine Meat's 'New-Meat' in Spring Menus Across the UK

- *The New-Meat range, including premium-quality Redefine Flank (Lamb and Beef), is now incorporated into Marco Pierre White's menus in some of the most prestigious restaurants across the UK.*
- *"The cleverest thing I've seen in almost 40 years in the kitchen" – Marco Pierre White.*

**London, United Kingdom, 11<sup>th</sup> May, 2022** – New-Meat pioneer, [Redefine Meat](#), today, announces their continued collaboration with [Marco Pierre White](#) with a further 23 MPW restaurants across the UK to incorporate New-Meat into their menus this Spring. MPW restaurants, recognized for their premium animal-based meat dishes, now offer diners a sustainable alternative that enables chefs to continue creating authentic and traditional dishes. What's more is that both chefs and diners can continue enjoying a quality that's on par with traditional fine dining meat dishes.

Diners will now be served the exciting and ground-breaking dishes with the Spring Set Menu including a Redefine Ragu alla Bolognese and a Redefine Mr. Lamb's Shepherd's Pie. At the flagship restaurant, Mr White's in Leicester Square, diners can enjoy a Redefine Steak with Garlic Butter or Vintage Balsamico. Mr White's dishes also include the Redefine Burger, Redefine Macaroni Cheese, and a Redefine Salsiccia pizza.

Marco Pierre White commented, "I was a vegan for nine months myself," and when asked why it was such a short period, he answered, "I didn't feel satisfied. We didn't have New-Meat in those days. I was always hungry...I eat this [New-Meat], once or twice a week. It's really clever."

Earlier this year, Redefine Meat brought what was previously considered technologically impossible to market—the commercial-scale of plant-based whole muscle cuts. Using a range of breakthrough technologies, ranging from material science to additive manufacturing and artificial intelligence, all Redefine Meat products are made from non-GMO, plant-based ingredients, contain no cholesterol, and do not use any animal or animal by-products. Ideal



for cooking and roasting, Redefine Flank achieves a level of quality endorsed by leading chefs.

“It’s an honour for us to be working with Marco and now, to be featured on his restaurants’ menus. From the very beginning, we’ve worked alongside chefs with meat expertise and butchers, as they always provide the best feedback for us to better our products.” – Eshchar Ben-Shitrit, CEO and Co-Founder of Redefine Meat

Marco Pierre White Restaurants now featuring Redefine Meat’s New-Meat include:

- Mr White’s (Leicester Square, London)
- MPW Steakhouse, DoubleTree by Hilton (Bristol)
- MPW Steakhouse, Hotel Indigo (Liverpool)
- New York Italian, Yew Lodge Best Western (Kegworth)
- MPW Steakhouse, Alea Casino Nottingham (Nottingham)
- MPW Steakhouse, Crowne Plaza (Plymouth)
- MPW Steakhouse, Hotel Indigo (Durham)
- MPW Chophouse, New Road Hotel (Whitechapel)
- MPW Chophouse, Dover Marina (Dover)
- MPW Steakhouse, Clifton Hotel (Folkestone)
- MPW Steakhouse, J Shed (Swansea)
- MPW Steakhouse, The Stones Hotel (Salisbury)



*Please note that the Redefine Flank will only be available at Mr White’s in Leicester Square, and we advise calling ahead of time to avoid disappointment as stock may be limited.*

***Redefine Steak with Garlic Butter (Mr. White’s only)***



***Redefine Gnocchi Bolognese***



***Redefine Burger***

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### **About Redefine Meat**

At Redefine Meat, we love meat. Really, really love meat.

We believe that the world deserves New-Meat, plant-based meat, that's not only good for the environment but is also kind to animals. Having studied animal meat's unique components, and perfected cutting-edge technologies, Redefine Meat provides a wide range of high-quality products that are just as delicious as the meat you already know and love. New-Meat delivers an uncompromised and extraordinary culinary experience with its taste, texture, and aroma.

Using a range of proprietary and patented technologies and working closely with global chefs and meat experts, Redefine Meat has developed a category-defining New-Meat product portfolio that spans minced meat products and whole muscle cuts that offer the same flavour, taste and texture as



animal meat. These products are now commercially available within food services in the UK, Germany, Netherlands, and Israel.

Redefine Meat is headquartered in Rehovot, Israel, and has over 150 employees.

For more information, please visit [www.redefinemeat.com](http://www.redefinemeat.com)

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