



## PRESS RELEASE

### **Redefine Meat showcases its innovative plant-based New-Meat in UK trade show Casual Dining**

- *Visitors to Casual Dining will be able to sample delicious New-Meat options on Stand CD381 including Redefine Beef Flank, Redefine Burger, Redefine Lamb Kofta and Redefine Beef Mince.*

**London, September 8th, 2022** – New-Meat pioneer, [Redefine Meat](#), will be showcasing its delicious and environmentally sustainable New-Meat portfolio at [Casual Dining 2022](#), marking its UK trade show debut. Visitors to Redefine Meat’s stand (**CD381**) will be able to sample a range of its premium plant-based options in dishes including, [Redefine Beef Flank](#), [Redefine Burger](#), [Redefine Mince Beef](#) and [Redefine Lamb Kabab](#).

Those visiting the stand will experience a restaurant, fresh out of the kitchen atmosphere to highlight the appearance, flavour and real meat-like texture of New-Meat. Redefine Meat will serve up the following dishes: Redefine Burger with smoked plum tomato chutney, Redefine Lamb Kofta with saffron yoghurt, black olive crumb, Asian spiced Redefine Beef Mince and Redefine Beef Flank with truffled mash and port mushroom. The star dish on the menu, the Redefine Beef Flank, will be served as an exclusive special, and is also being put forward as a key product in the [Innovation Challenge](#).

By combining a true love of meat and breakthrough technologies, Redefine Meat made possible what was previously considered unattainable: delicious, plant-based meat that can be served and sold by a diverse range of restaurants and wholesalers, including those famous for their quality meat. In the UK, wholesalers include high-end specialists [Classic Fine Foods](#) and diners can now enjoy New-Meat dishes at top London restaurants, such as [German Gymnasium](#), [Chotto Matte](#) (Soho & Marylebone), [Powerplant](#) and [Mr. White’s](#).

Edwin Bark, Senior VP at Redefine Meat comments, “With the demand for high-quality, sustainable plant-based meat options continuing to grow, we’re happy to be making our UK trade debut at Casual Dining to showcase our New-Meat™ range to senior foodservice



decision makers. We're looking forward to partnering with more restaurants, pubs, bars and hotels throughout the UK and increasing the availability of New-Meat to more chefs and restaurateurs and help them meet the high demand from meat-lover, flexitarian, vegetarian and vegan customers."

Redefine Meat commercially launched its range of premium plant-based meat, including the holy grail of premium cuts, for the first time across Germany, the UK, and the Netherlands just last November. Achieving a level of unprecedented quality, that's comparable to high-quality animal meat, New-Meat provides chefs with unparalleled culinary versatility to incorporate plant-based, cholesterol-free meat that looks, cooks, and tastes like animal meat, into their menus.

---END---



***Redefine Beef Flank will be put forward as a key product in Casual Dining's Innovation Challenge***



***Other New-Meat products on show include the Redefine Burger, Redefine Mince Beef and Redefine Lamb Kabab***

### **About Redefine Meat**

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

We believe that the world deserves New-Meat, delicious plant-based meat that is good for the environment and kind to animals. Having studied the unique properties of animal meat and perfected cutting-edge technologies, we've developed a wide range of high-quality products that provide the full sensory experience of meat, including flavour profiles, texture and aroma, without compromise.

Our category-defining New-Meat portfolio spans minced meat products and premium whole-muscle cuts, which are proudly served by leading chefs at hundreds of restaurants, hotels and other foodservice locations in the UK, Germany, the Netherlands and Israel. In Israel, they are also commercially available in retail channels such as butcher shops.

Redefine Meat is headquartered in Rehovot, Israel, and has over 200 employees in Israel and Europe.

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

\*All Redefine Meat Ltd. Products are based on non-GMO, plant-based ingredients, are antibiotic and cholesterol free, and do not contain any animal-based ingredients or by-products.

#### **Media Contacts:**

Sophie Low / Becky Charman

Incus Media

Tel: +44 (0) 1737 215 200

[Redefinemeat@incus-media.com](mailto:Redefinemeat@incus-media.com)