

Vion launches alternative protein brand ME-AT

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Dutch processor Vion has entered the alternative protein market with the launch of its ME-AT division.

Working alongside the sustainable production of traditional meat, ME-AT is a new part of the organisation, and will concentrate on developing high-quality meat alternatives. The products will offer the taste, texture and eating experience of traditional meat.



Launched at the Anuga trade fair in Cologne, ME-AT will comprise of five high-quality, meat-like, 100% vegan products, aimed at international retail and food service parties. The products will be available to consumers in Q1 2020

According to the company, the demand for alternative proteins is growing, and with this project, Vion is *“exploiting its knowledge and expertise to take the next step in providing the world with alternative sources of protein within the area for which it is responsible”*.

The products are targeted at a broad group of flexitarians, vegetarians and vegans. A Vion statement said: *“ME-AT’s vision on the future is wide open, so it will include introduce product improvements and innovations in the terms of raw materials, packaging and textures. With the new start-up, Vion is focusing on products that are meat-like in their flavour and appearance.”*

Packaging

Vion subsidiary De Groene Weg will also present a new organic range in a new line of packaging.

De Groene Weg is the second largest producer of organic pork and beef in Europe.

“Consumers all over the world are clearly showing more interest in organic meat,” said Allard Bakker general manager of De Groene Weg. *“General expectations are that the market will double in the coming five years. De Groene Weg is responding to these growth opportunities with its new range and its strong, sustainable supply chain. We have an interesting offering for customers in the EU and outside it.”*

During Anuga, De Groene Weg will present a new range of organic fresh meat and processed meat products for the retail and food service segment. Bakker added: *“De Groene Weg has developed a high-quality and tasty line of organic processed meat products in consultation with Encebe Vleeswaren. In addition to products such as butcher’s ham and breakfast bacon, two newcomers are included in this line: organic meatloaf ‘Pain de Provence’ and cured beef salami with fennel. The De Groene Weg products will be exhibited in a new, ...”*

environmentally-friendly packaging made mainly of cardboard. This packaging contains 80% less plastic than a standard meat tray and is fully recyclable.”

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