

Japan launches plant-based meat with euglena and chlorella extract

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Tokyo based Next Meats Co., LTD, the controlling shareholder of Next Meats Holdings, Inc. (NXMH) has recently announced that they had signed a joint product development agreement with Euglena Co., a biotech company also from Japan that specializes in cultivating Euglena and Chlorella (types of microalgae) and developing the biofuel business.



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It was announced that their first joint product "NEXT Euglena Yakiniku EX" is now available for pre-sale at the official online store of Next Meats (In Japan only).

The companies had signed a joint product development agreement in December 2020, aiming to offer consumers more sustainable diet options and lifestyle choices.

The "NEXT Euglena Yakiniku EX" is plant-based meat containing 500 mg of Euglena and 500 mg of Chlorella extract. The product, which combines the strengths of both companies, is plant-based meat packed with protein and a great balance of other vital vitamins and minerals.

The Euglena Yakiniku EX, like all other Next Meats products, uses no artificial additives and has no cholesterol because no animal-derived materials are used, and has significantly less of an environmental impact than regular meat.