

YouKuai Group raises \$7.3 M to magnify plant based protein in China

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YouKuai Group International announces the completion of its \$7.3 million A-round financing, led by TRIREC, a Singapore-based investment firm that focuses on decarbonization-related technologies and businesses globally to support, and an early investor of U.S.-based plant-based meat company Hungry Planet. Co-investors include Thibault Villet, co-founder and former CEO of Mei.com (acquired by Alibaba), as well as several ultra-high net worth individuals from China and Asia. The total funding amount of YouKuai to \$8.8 million to date.



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“This round of financing is a recognition of our unique model of popularizing alternative protein in China,” said Franklin Yao, founder and CEO of YouKuai Group International. “It allows us to expand our partnership and strengthen our loyal fanbase through tasty, healthy, sustainable products and creative presentations. We believe our model tailored for local culinary art and early-adopters will power YouKuai into a leading alternative protein company.”

Founded in 2019, YouKuai aims to reshape the global plant-based cuisine landscape. The Company’s purpose is to create a world worth inheriting for future generations through protein diversification, and its mission is to make it easier for the world’s consumers to make the “More Good” (plant-based) choice by creating tasty food with a “More Good” version in all food categories currently using animal protein, and by creating charismatic brands to appeal to more consumers.

“YouKuai’s plant-based protein provides a great alternative for the consumer to shift away from animal protein and directly reduce their carbon footprint in an easy and delicious manner,” said Melvyn Yeo, co-founder of TRIREC. “Moreover, YouKuai’s flagship Zrou products taste great, are versatile across a diverse set of cuisines, and are locally produced in China for the Chinese palette. TRIREC is proud to be a partner in YouKuai’s endeavor, and we believe this new round of financing is only the beginning of an exciting journey.”