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Thailandâ??s Meat Zero line up to be worldâ??s top 3 alternative meat brand

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Charoen Pokphand Foods PLC (CPF) unveils "MEAT ZERO", the meat that is made from plants and manufactured to feel, taste, and appear like real meat thanks to "PLANT-TEC" innovation. The new product, expected to appeal to health-conscious consumers, is affordable and available as ready-to-cook material and a ready-to-eat menu through 7-Eleven and modern trade outlets across Thailand.



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As plant-based meats are gaining popularity across the globe, CPF, a leading agro-industrial, and food business operator in Thailand and worldwide, has been inspired to throw huge supports on the research and development of alternative meats for more than 2 years. In collaboration with world-renowned experts from the United States, Japan, and Taiwan, and food scientists of Chulalongkorn University and Mae Fah Luang University, CPF RD Center eventually discovered the "PLANT-TEC" innovation that creates the perfect texture, taste, smells and feel of real meat.

Mr. Prasit Boondoungprasert, chief executive officer of CPF, said that the success is echoed by a sample groupâ??s confirmation that "MEAT ZERO" delivers the texture and taste of real meat.

"â??MEAT ZER0â?? is as tasty as real meat and consumers are barely able to tell if they are eating plants or real meats thanks to the outstanding achievement of CPF RD Center which has worked closely with the worldâ??s leading research houses. Weâ??re proud of this innovation and confident that our product will be warmly received by consumers in Thailand and overseas," Mr. Prasit said.

Vegans and flexitarians are numbered about 29% of the global population. With a world-wide customer base, CPF will use it as the springboard to market "MEAT ZERO" in Asia, Europe and the United States. Asia will be first to be penetrated in 2021. The distribution in Europe and the United States, will start later on.

CPF is confident that "MEAT ZERO" will be the best-selling alternative meat brand in Asia and the top 3 in the world within 3-5 years.

"â??MEAT ZER0â?? will be the worldâ??s top 3 alternative meat brand within 3-5 years. Meanwhile, CPF will pursue the path to become a full-fledged food tech company that responds to the food needs of all consumer groups," Mr. Prasit concluded.