

LIVEKINDLY Collective launches plant-based flagship brands in china

28 June 2021 | News

LIVEKINDLY Collective, a collection of brands on track to become one of the world's largest plant-based food companies, announced its launch in China with two new flagship brands, Giggling Pig and Happy Chicken. Both have been developed and manufactured locally to cater to Chinese consumer tastes and are the first brands created in-house by LIVEKINDLY Collective.



The two new brands cover a portfolio of seven innovative plant-based products based on beloved Chinese dishes.

LIVEKINDLY Collective, a collection of brands on track to become one of the world's largest plant-based food companies, announced its launch in China with two new flagship brands, Giggling Pig and Happy Chicken. Both have been developed and manufactured locally to cater to Chinese consumer tastes and are the first brands created in-house by LIVEKINDLY Collective.

The two new brands cover a portfolio of seven innovative plant-based products based on beloved Chinese dishes, including plant-based dumplings, several mushroom-based dishes and a seasoned minced dish.

"China is one of the most exciting and strategic markets for the plant-based revolution, and a key pillar of our growth strategy," said Kees Kruythoff, CEO and Chairman of LIVEKINDLY Collective. "We are proud to launch these new flagship brands, which have been developed and manufactured for Chinese consumers, by Chinese experts. As we say: China for China, and at China speed."

"We're coming off a phenomenal first year, having become one of the top three highest-funded and fastest-growing plant-based food companies in the world," said Roger Lienhard, Founder and Executive Chairman of Blue Horizon Group and Founder of LIVEKINDLY Collective. "Our portfolio and model are global, and with the launch of our China office and delicious new products, we are closer than ever to achieving our mission of making plant-based living the new norm."

"We are thrilled to launch in China with these incredible brands and delicious innovative products that we have crafted from scratch, in China for China," said Joanna LiuQiao, Regional Director, Greater China at LIVEKINDLY Collective. "China has a long history in plant-based cuisine and has been cooking with ingredients like seitan, tofu and tempeh well before it was mainstream. We understand what works and doesn't work for this market, and our new brands are delicious, high-quality

and tailored to local consumer tastes.”