

CP Foods launched MEAT ZERO in Singapore & Hong Kong

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CP Foods’ CEO Prasit Boondoungprasert says the company sees opportunity in meatless meals, with the number of vegans, vegetarians and flexitarians altogether constituting about 29% of the global population. Meanwhile, Vegans and flexitarians are accounted for around 40% of Hong Kong population. However, while there are already meatless options in the market, most of them are pricey and lack of variety.

The brand* aims to become no.1 plant-based brand in Asia within 3 years. CP Foods also plans to export the plant-based products to North America, Europe and other markets later on.

“MEAT ZERO’s affordable price point will make this lifestyle more accessible to those who are looking to adopt a sustainable diet. The incredible taste will also convert sceptics.” says Mr Prasit.

It took more than three years to produce the plant-based meat products and 2,000 experiments helmed by hundreds of researchers and teams from CP Foods Food Research and Development Centre. MEAT ZERO partnered with Fuji Oil from Japan, a world-class plant-based products company, as well as experts from the U.S and Taiwan to develop PLANT-TEC innovation.

The innovation makes the nutritious brand is as tasty as real meat and consumers are barely able to tell if they are eating plants or real meats, and it contains health nutrition from high fiber plant-based protein, which is good for intestine and bowel, and low cholesterol.

The brand enjoys success at its home country. Over 4 million packs were sold in Thailand since launched in May this year. It also won BEST PLANT-BASED BRANDING from Root The Future Plant-Based Food Awards 2021.

In Singapore, CP Foods' MEAT ZERO is available at Cold Storage, NTUC FairPrice, FairPrice Online, RedMart, Amazon, Caltex, SPC and Sinopac Petrol Kiosks. In Hong Kong, it is available at WELLCOME Stores, AEON Stores (Hong Kong), YATA Department Store, ABOUTHAIR Stores, FRESH Stores, PANDAMART, and HKTV MALL now. CP Foods will pursue the path to become a full-fledged food tech company that responds to the food needs of all consumer groups," said Mr. Prasit.