

Israeli startup Vgarden teams up with Tiv Taam to advance Vegan Deli Meats

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Leading foodtech developer of plant-based alternatives, Israel-based Vgarden has announced the global launch of its vegan line of deli meats to be jointly manufactured with the major Israel-based supermarket chain and meat delicatessen producer, Tiv Taam . This collaboration will be instrumental in boosting Vgarden's production capacity to accommodate its global commercialisation activities as it sets its eye on the US market.

In a strategic move to expand into the global vegan-market, Tiv Taam signed an exclusive production agreement with Vgarden to produce a series of kosher pea protein-based meat substitute products developed by the startup in its new manufacturing plant. The portfolio will encompass a range of pepperoni, ham, chicken, turkey and other cold-cut alternatives.

Vgarden's range of vegan deli meats are based on pea protein and coconut oil boasting up to 26.5% protein by weight, equal to or more than their conventional animal protein counterparts. They contain no soy, are low in carbs, are non-GMO, and can be cold-stored for up to six months. The company's unique proprietary production method enables the vegan deli meats to be produced easily in existing production lines in any traditional factory.

The startup initially marketed its innovative portfolio in Israel under the MashuMashu brand. Last month, it rolled out its pea protein-based adaptation of tinned tuna in response to the global crisis of overfishing and declining populations of wild-caught tuna.

The deli slices received a warm welcome in Australia where they are available in retail stores across the country under a selection of private brands "powered by Vgarden." The deli meat line's Australian debut follows the establishment of a factory in Sydney a year ago in agreement with Cale and Daughters, producers and distributors of plant-based foods.