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Israeli startup Aleph Farms unveils new product brand Aleph Cuts

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Aleph Farms, a food technology startup in Israel, has announced the launch of its first product brand, Aleph Cuts. Under the Aleph Cuts brand, the company will market its first product, the Petit Steak, the worldâ??s first cultivated steak anticipated to launch in Singapore and Israel later this year, pending regulatory approvals.

Developed in partnership with brand and experience design agency, BOND, this branding initiative distinguishes Aleph Farmsâ?? products and builds momentum ahead of commercialisation and subsequent engagement with customers and end consumers.

Aleph Farms is working closely with regulatory agencies around the world as it prepares for the commercial launch of its first product under the Aleph Cuts brand, the Petit Steak grown from non-modified cells of a premium Angus cow.

The company also has a â??Whole Animalâ?? approach by which it plans to produce different cuts of steak as well as other products based onÂ animal cells, such as cultivated collagen, through additional proprietary capabilities.