

Novozymes unveils natural enzyme for improved plant-based meat texture

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Novozymes has unveiled a new product that promises to shake up the plant-based meat industry by improving the texture and reducing the ingredient list of plant-based meat alternatives.

Vertera ProBite is a natural enzyme that can transform plant proteins into fibrous structures that mimic the mouthfeel and bite of animal meat.

The product addresses the main consumer barriers to choosing plant-based meat products, such as texture, taste and label transparency. According to Novozymes, Vertera ProBite can help manufacturers create plant-based meat products with advanced texture and consumer-friendly labels without compromising sustainability or nutrition.

Birgitte Schou Borch, head of the Plant & Food Business, Novozymes said, “This product launch represents a significant milestone in the plant-based meat sector. Vertera ProBite has the potential to redefine the consumer experience by improving the texture issue and, at the same time, enabling a more consumer-friendly label. Two areas which are still hindering the widespread adoption of plant-based alternatives.”