

MYCO to launch Britain's greenest burger after Â£1.5m investment

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MYCO is set to launch Britain's greenest burgers following a Â£1.5 million investment.

MYCO's plant-based protein, Hooba, is produced from vertically farmed oyster mushrooms grown at our new production site in North Yorkshire.

The purpose-built 20,000 sqft complex is the only site in Britain where the protein is both farmed and produced under the same roof - meaning MYCO's meat-free products create zero food miles.

The sustainable range will be available to the trade by the end of March 2024, following the significant seven-figure cash injection that's allowed the firm to move into full production.

"The investment is a real game-changer as it has allowed us to move full steam ahead with our full range," said Chairman John Shepherd.

"We are currently meeting with buyers and the initial noises are incredibly positive.

"The goal is a trade launch in March, followed by a national rollout in supermarkets across the UK over the year."