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Vow introduces Quailia food invented from Japanese quail

04 April 2024 | News

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Vow, the pioneering food company enabled by cultured meat technology unveiled Quailia: an entirely new food carefully crafted from a subspecies of the Japanese quail, available now in Singapore. For the first time in history, Quailia signifies a new frontier in meat innovation and can only be experienced in Forged Parfait, the flagship product from Vowâ??s Forged brand.

Vow is the third worldwide to market food derived from cultured cells (produced entirely without animal serum)â??an extraordinary achievement given that approximately 150 companies strive for the same goal. Vow has achieved novel food approval less than five years after its founding and with 56 million in funding, representing around half the time and less than 10 per cent of the capital raised compared to its competitors that have reached the market.

To create Forged Parfait, the company embarked on an impressive culinary journey. Starting with a small sample of cells from a Japanese quail, Forgedâ??s food scientists meticulously identified and isolated those contributing to its taste and texture. After studying the cells to discover what nutrients and environment they thrive in, they were moved to a bioreactor â?? a stainless steel tank akin to those found in a brewery â?? to emulate the natural growth conditions needed to flourish. Forgedâ??s skilled chefs then mixed those cells with other ingredients to create the culinary masterpiece that is Coturnix Fornax, also known as Quailia. Unlike its traditional counterpart, Quailia is without a heart, brain, feathers, or bones â?? its entire body consists only of rich flavours, delicate textures, and delectable meat made to be eaten.