

Givaudan and Moonshot Pirates collaborate to shape future of alternative protein

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Givaudan, a global leader in flavours, taste, functional and nutritional solutions, announced a new collaboration with Moonshot Pirates, a dynamic movement of young leaders and changemakers. The “Shape the Future” Challenge is designed to inspire Gen Z consumers to imagine the alternative protein experience of the future and propose new solutions that do not mimic meat, fish or dairy but answer their needs such as affordability, nutrition and convenience.

To date, The Moonshot Pirates have received applications from around 1,000 young innovators, aged 15 to 24, from across the globe. Participants are encouraged to develop ground-breaking alternative protein concepts that are sustainable, nutritious, affordable and delicious.

Flavio Garofalo, Growth Platform Director of Culinary & Plant Attitude, Givaudan Taste & Wellbeing commented: “We are thrilled to collaborate with young leaders globally to drive alternative protein innovations that challenge conventional norms and deliver unforgettable, multi-sensory food experiences. We eagerly anticipate igniting fresh and creative ideas, ultimately inspiring and co-creating the next generation of delicious consumer products centred around alternative proteins with our customers.”