

SimpliiGood's spirulina-based smoked salmon goes commercial

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Israel-based, Spirulina innovator SimpliiGood by AlgaeCore Technologies, Ltd., is advancing to commercial production of its 100 per cent plant-based smoked salmon analog composed of highly nutritious spirulina microalgae.

Backed by \$4M in new funding, fresh EU regulatory clearance, and with pilots underway in Europe and Israel, the company is now bringing one of the most sustainable proteins to the mainstream market, reimagined as the world's favourite fish.

With the launch of its full-scale industrial manufacturing line, the company has transitioned to commercial output of its texturised fresh spirulina branded Simplii Texture. This enables the company to ramp up production of its breakthrough ingredient to hundreds of tonnes per year, allowing it to confidently meet an anticipated wave of demand for its novel smoked salmon analogue.

AlgaeCore began as a cultivator and enricher of fresh, high-value food- and supplement-grade spirulina for B2B and B2C product makers, food service, and retailers. The company expanded into the food-tech arena, giving its raw material an added role as a texturizer. Its proprietary platform can transform fresh spirulina into a range of fish alternatives that are naturally rich in protein, sustainable, and boast an excellent nutritional profile.