

Ajinomoto and v2food join forces for sustainable food innovation

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Japan's Ajinomoto Co. has invested in v2food Pty Ltd, an Australian company that develops and markets next-generation sustainable food products using plant-based proteins. This investment will combine v2food's expertise and technologies in plant-based proteins with Ajinomoto Co.'s Deliciousness Technology and global business foundation, thereby accelerating the development and adoption of ingredients and food products with a reduced environmental impact. Refers to foods that target not only vegans and vegetarians but also general consumers, delivering delicious, healthy, and sustainable food at affordable prices.

v2food is a market-leading Australian company offering proteins and environmentally conscious ready-to-eat meals that utilise plant-based ingredients, aiming to establish a sustainable food production system. The company has established a supply chain in collaboration with the meat industry, enabling it to deliver products at affordable price points. v2food also partners with the Commonwealth Scientific and Industrial Research Organisation (CSIRO), an Australian government research institute, to develop green food technologies. This collaboration has led to the creation of v2 RepliTech. The technology enhances the taste and texture of alternative protein products such as plant-based protein and other food ingredients that have less environmental impact, enabling broader availability of low-animal-protein alternatives suited to diverse needs in both developed and emerging markets. v2food also operates a direct-to-consumer (D2C) business offering delicious and healthy meals, and its business is expected to further expand primarily in developed countries. Convenient, pre-prepared foods that can be easily heated in a microwave without the need for additional cooking after opening. A national research institution established by the Australian government, CSIRO promotes advanced science and technology development and industrial innovation across a broad range of fields.