The Plant-Based Meat Business in China

Submitted by: MetaMeat
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Alessandro Chen
VP from MetaMeat
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Plant-based Meat

The process of making plant-based meat

Soybean → Soy isolate protein → Dry and wet extrusion technology

Fat system construction

Screen and optimize vegetable fat/oil blend to improve succulence

Texture remodeling

Textured Vegetable Protein (TVP)

Plant-based flavor elements

Low temperature vacuum stirring molding

Plant-based meat (Frozen / Ambient temperature)

Plant-based meat delicacies
01

The Market Activities
The Market Activities (Top Tea Brands)

Product: Sandwiches
Plant-based meat with Pepper flavor
By Nayuki (Tea brand)
ELEMA (Takeout platform)

Product: Sandwiches
Plant-based meat with cheese flavor
By Heytea (Tea brand)
The Market Activities（Top Fastfood Brands）

Product: Fastfood

Plant-based beef flavor patty and chicken nuggets, rice roll

By KFC
The Market Activities (Top Fastfood Brands)

Product: Pizza
Plant-based pepper meatball
By PAPA JOHNS

Product: RTC noodles
Plant-based meat toppings
By RAMEN TALK (Online noodle brand)
The Market Activities (Top Fastfood Brands)

Product: Fastfood

Plant-based Burger

By Pizza Hut
The Market Activities (Top Fastfood Brands)

Product: Fastfood

Plant-based burger

By BURGER KING
The Market Activities (Top Fastfood Brands)

Product: Fastfood

Plant-based burger, snack foods

By Dicos
The Market Activities (Top Fastfood and Coffee Brands)

Product: Fastfood
Plant-based Taco
By Taco Bell

Product: Fastfood
Plant-based bagel (Ham) and sandwiches
By Luckincoffee
The Market Activities  (Top Coffee Brands)

Product: Sandwiches, Rice Meal & Rolls

Plant–based meat with beef/pork/curry flavor

By Starbucks
The Market Activities (Top Coffee Brands)

Product: Fastfood

Plant-based bagel (Ham & Pastrami) and rolls

By Tims
The Market Activities

Product: RTE

Plant-based meat ball with rice and hot dog and sausage

By IKEA
The Market Activities

Product: RTE

Chinese style steamed stuffed bun,
Western style sandwich, rice ball, cumin chicken fillets, noodles with meat balls in tomato sauce, black pepper Panini

By FamilyMart
The Market Activities
02
The Products Information
Plant–based bacon

Plant–based bacon is thick, tender and juicy. Compared with traditional meat, it has the characteristics of high protein, zero cholesterol, zero antibiotics and low saturated fatty acids.
Plant–based beef slices

Plant–based beef slices have strong fiber sense, compact texture, strong taste and delicious flavor. Compared with traditional meat, it has the characteristics of high protein, zero cholesterol, zero antibiotics and low saturated fatty acids.
Plant–based beef pastrami

Plant–based beef pastrami has strong fiber sense, and compact texture. The black pepper flavor is prominent. Compared with traditional meat, it has the characteristics of high protein, zero cholesterol, zero antibiotics and low saturated fatty acids.
Plant–based beef steak

Plant–based beef steak is thick, tender and juicy. Compared with traditional meat, it has the characteristics of high protein, zero cholesterol, zero antibiotics and low saturated fatty acids.
Plant-based dried meat floss

Metameat plant-based dried meat floss with sesame and seaweed, the delicious plant-based dried meat floss, combined with the selected deep-sea seaweed, is the perfect combination. Whether eaten alone or with snacks and bread, it is very satisfying.

Storage and transportation mode: normal atmospheric temperature
Fresh plant–based crab roe sauce

Product Description: Metameat fresh plant–based crab roe sauce has a long and rich flavor with a rich oil feeling but not greasy. Let the crab lovers eat at ease. Whether it's used for noodles, rice or frying, Metameat plant–based crab roe sauce is the best choice.

Storage and transportation mode: normal atmospheric temperature
Plant–based crisp meat stick

Metameat plant–based crisp meat stick is golden color, crisp outside tender inside, with aroma overflow. It has the characteristics of high protein, 0 cholesterol, 0 trans fatty acid and low sugar.
Plant–based pork luncheon meat

Plant–based pork luncheon meat is fresh and delicious, with tender taste and rich meat aroma. Compared with traditional meat, it has the characteristics of high protein, zero cholesterol, zero antibiotics and low saturated fatty acids.
Plant–based meat ball (beef/pork flavor)

Plant–based meat ball (beef/pork flavor) has rich flavor and tender taste. It has rich application scenes, which can be used by Chinese and Western food. Compared with traditional meat, it has the characteristics of high protein, zero cholesterol, zero antibiotics and low saturated fatty acids.
The solution of Self-heating hot pot with Plant-based meat

Self-heating hot pot with plant-based meat ball, meat slices, luncheon meat with 12 month shelf life.
MetaMeat

Tasty Plant-based Meat
Brand introduction

MeatMeat is:

– In Shandong province, China
– Only supplier of Food grade MC (Methyl cellulose) for plant-based meat in China
– Plant-based products and solution provider
Head Group:
We are committed to make human beings healthier and the environment more friendly

MetaMeat:
Safety, innovation, duty, sharing

Find Us:
Call: 0086 137 6475 8208
Mail: Alessandro.Chen@meta-meat.net
LinkedIn:  
Wechat: