



**Asia-Pacific
Economic Cooperation**

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The Plant-Based Meat Business in China

Submitted by: MetaMeat



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The Plant-based Meat Business in China

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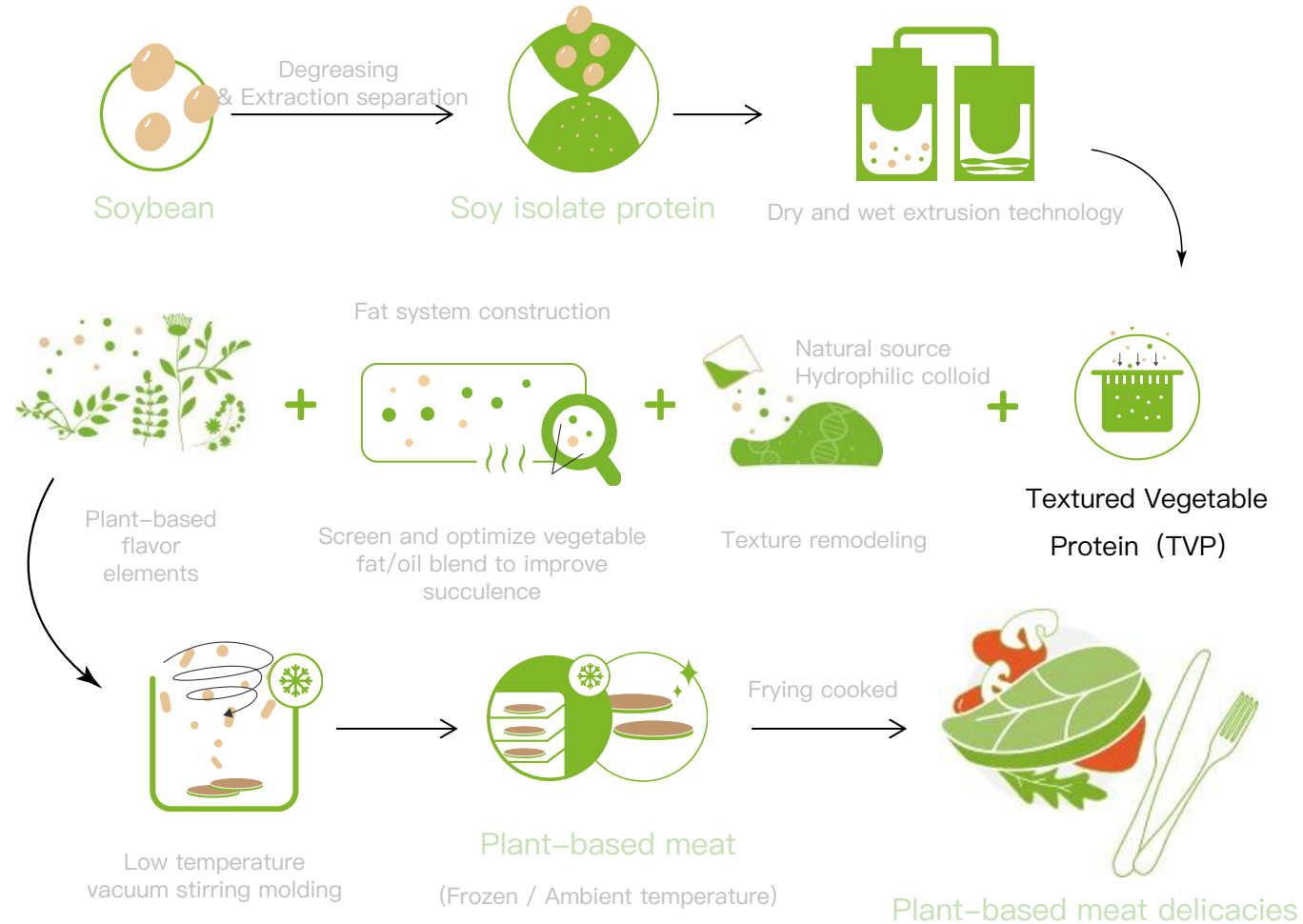
米特加 • 更美味的植物肉

Tasty Plant-based Meat



Plant-based Meat

The process of making plant-based meat



01

The Market Activities

米特加 • 更美味的植物肉

Tasty Plant-based Meat



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)



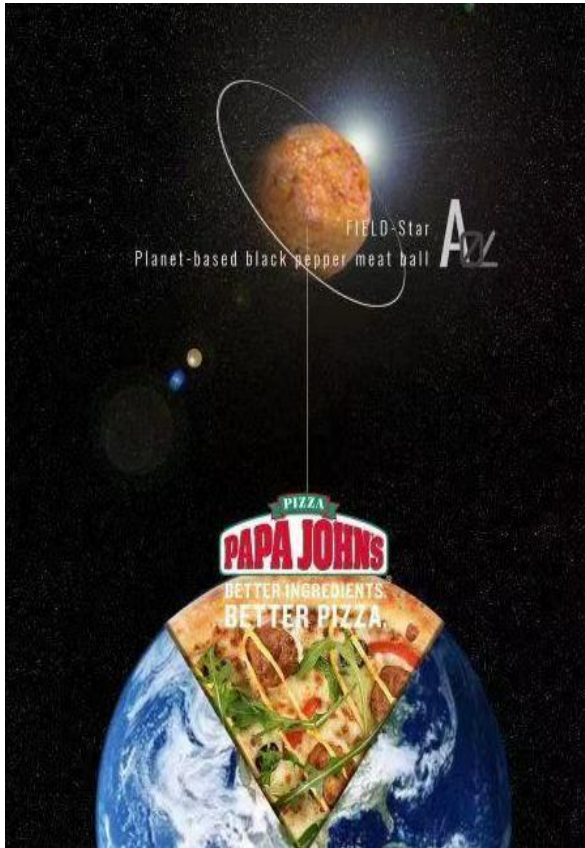
Product: Fastfood

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)

拉面说

“家里的拉面馆”

The Market Activities (Top Fastfood Brands)

Product: Fastfood

Plant-based Burger

By PizzaHut



The Market Activities (Top Fastfood Brands)

Product: Fastfood

Plant-based burger

By BURGER KING



买一送一券
参与皇堡猜猜猜
买“真香植物基皇堡”送“皇堡”
零胆固醇
更低热量
更低脂肪
真香植物基皇堡

皇堡猜猜猜活动机制

到店/自送外送平台 使用优惠券
品尝两款汉堡猜哪个是 真香植物基皇堡
扫描所获卡片上的 二维码参与活动
提交答案 猜对真香
领取更多 优惠券



The Market Activities (Top Fastfood Brands)

Product: Fastfood

Plant-based burger, snack foods

By Dicos



植仙单人餐 ¥31
绿仙仙植物鸡肉堡1个
杏鲍菇植物肉鸡块6块
料多多大红袍奶茶1杯

植仙双人餐 ¥55
绿仙仙植物鸡肉堡1个
杏酥双鸡堡1个
料多多大红袍奶茶2杯
抹茶燕麦枫叶烧2个
杏鲍菇植物肉鸡块6块

第2份 半价

料多多大红袍奶茶 ¥15
粉晶大红袍奶茶 ¥15
抹茶燕麦枫叶烧 ¥7

植仙小食拼盘 ¥29
杏鲍菇植物肉鸡块6块
抹茶燕麦枫叶烧2个
香辣鸡翅1对

德克士 星期零

绿仙仙的中国味

绿仙仙植物鸡肉堡

2020.10.21
全面上线

15元 会员专享

扫码下单

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



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

米特加 • 更美味的植物肉

Tasty Plant-based Meat



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.





03

MetaMeat

米特加 • 更美味的植物肉

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



Food production license



Record of export food production enterprises



FDA food registration certificate



HALAL certificate



FSSC22000 Food safety system certification



ISO2200 Food safety management system certification



ISO9001 Quality management system certification



HACCP



Head Group:
We are committed to make human beings healthier and the environment more friendly



MetaMeat:
Safety, innovation, duty, sharing

Thanks For Watching

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Tasty Plant-based Meat