# Redefine Meat drives innovation to secure quality and market growth in Europe



In the fast-evolving alternative protein market, where consumer loyalty and consistent product quality are paramount, the role of innovation is becoming increasingly crucial. Redefine Meat, a notable player in this space, is reshaping perceptions of plant-based meat with its high-fidelity products, referred to as "New-Meat". Edwin Bark, the Senior Vice President and General Manager for EMEA at Redefine Meat, detailed the company's strategic approach to these challenges during a recent interview. Their focus on expanding into European retail and foodservice is underpinned by an unwavering commitment to innovation, collaboration, and premium quality.

Bark emphasised that innovation is not just desirable but essential for driving consumer loyalty. He noted that while significant strides have been made over the past decade, some products still fall short in critical areas such as taste, texture, and overall consumer experience. This is particularly concerning in light of the rise of private label products that may compromise quality for lower pricing. According to Bark, such offerings can damage consumer trust in plant-based products; if first-time consumers encounter a subpar experience, they may be unlikely to return, potentially influencing others through negative word-of-mouth. He suggested that retailers should prioritise quality over price, as a negative initial experience can undermine the entire category's growth.

Redefine Meat aims to create new culinary experiences to attract consumers new to plant-based diets. This includes innovations like their Redefine Beef Flank, which promises versatility and high quality. Furthermore, Bark highlighted the importance of collaboration along the supply chain, citing partnerships with research institutions, such as Wageningen University, to further enhance product offerings. By engaging with suppliers and exploring local sourcing, Redefine Meat aims to refine both the ingredients and the consumer experience.

With over 4,000 retail locations across Europe since entering the market just over a year ago, Redefine Meat's expansion strategy rides on building strong foundations in food service. Collecting feedback from chefs is instrumental for product improvement, lending credibility and inspiration to their offerings. Notably, data suggests that their plant-based products are appealing to traditional meat eaters, as evidenced by growing brand penetration and repeat purchase metrics. Consumer ratings show that Redefine Meat's flank steak is often rated higher than conventional steak options, indicating successful integration into mainstream preferences.

As price parity with conventional beef becomes increasingly achievable, there is a growing belief that this could be a pivotal moment for mainstream adoption of plant-based meats. With rising beef prices driven by supply chain issues—spiking by 14% in the Netherlands and 16% in Germany and France—Redefine Meat may soon offer products that are not only competitively priced but might even undercut traditional meat. Bark asserts that reaching even a modest portion of global meat consumption could represent a staggering market potential, estimating it could amount to $150 billion given the total $1.5 trillion meat market.

The company has made significant strides in product upgrades, akin to technology firms that regularly update their devices. For instance, they have improved the nutritional profile of their products, reducing saturated fat and enhancing texture, thus delivering a more meat-like experience. These efforts are guided by extensive consumer feedback and a commitment to meeting high nutritional standards, reflected in their products often achieving the top Nutriscore rating.

The introduction of their chilled flank steak has garnered interest from several retailers eager to attract new consumers. Initial responses have been promising, and the product's placement in mainstream foodservice outlets is indicative of its potential to broaden the market appeal for plant-based options. This aligns with a wider trend in the alternative meat landscape, where innovation not only focuses on flavour and texture but also responds to increasing consumer demand for transparency and quality in ingredients.

Overall, Redefine Meat is positioning itself at the forefront of the plant-based meat movement, balancing quality and accessibility in a market rife with challenges. As the demand for sustainable and healthier food alternatives continues to rise, the company's focus on product quality, consumer education, and strategic collaboration is likely to drive further success.

## Reference Map:

* Paragraph 1 – [[1]](https://vegconomist.com/interviews/redefine-meat-innovations/), [[2]](https://www.foodnavigator.com/Article/2024/08/12/Redefine-Meat-aim-to-dominate-plant-based-category/)
* Paragraph 2 – [[1]](https://vegconomist.com/interviews/redefine-meat-innovations/), [[3]](https://www.foodnavigator.com/Article/2023/07/14/redefine-meat-bullish-in-face-of-consolidation-of-plant-based-brands/)
* Paragraph 3 – [[2]](https://www.foodnavigator.com/Article/2024/08/12/Redefine-Meat-aim-to-dominate-plant-based-category/), [[4]](https://www.proteinproductiontechnology.com/post/redefine-meat-marks-milestone-with-uk-growth-and-new-major-partnership)
* Paragraph 4 – [[5]](https://www.marketsandmarkets.com/blog/FB/Emergence-of-Plant-Based-Meat-Alternatives), [[6]](https://foodinstitute.com/focus/5-innovations-shifting-the-alternative-meat-landscape/)
* Paragraph 5 – [[1]](https://vegconomist.com/interviews/redefine-meat-innovations/), [[7]](https://parsers.vc/news/241129-the-future-of-meat--innovations-in-plant/)
* Paragraph 6 – [[1]](https://vegconomist.com/interviews/redefine-meat-innovations/), [[2]](https://www.foodnavigator.com/Article/2024/08/12/Redefine-Meat-aim-to-dominate-plant-based-category/)
* Paragraph 7 – [[1]](https://vegconomist.com/interviews/redefine-meat-innovations/), [[6]](https://foodinstitute.com/focus/5-innovations-shifting-the-alternative-meat-landscape/)

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## Bibliography

1. <https://vegconomist.com/interviews/redefine-meat-innovations/> - Please view link - unable to able to access data
2. <https://www.foodnavigator.com/Article/2024/08/12/Redefine-Meat-aim-to-dominate-plant-based-category/> - Redefine Meat, an Israeli food tech firm, aims to dominate the plant-based meat sector. After launching its plant-based flank steak into European retailers, the company plans to expand further. CEO Eshchar Ben-Shitrit highlights the importance of repeat purchases and consumer data, noting that their burger is the top-rated in its category on Ocado. Despite challenges like the ultra-processed food debate, Redefine Meat focuses on product improvement and scaling to meet growing demand.
3. <https://www.foodnavigator.com/Article/2023/07/14/redefine-meat-bullish-in-face-of-consolidation-of-plant-based-brands/> - Redefine Meat is accelerating its UK distribution to meet demand with eight wholesaler partners. Its UK wholesalers now span national and regional brands including Albion Fine Foods, Braehead Foods, Brakes, Classic Fine Foods, Elite Fine Foods, Food Republic, Forest Produce and Zebra Plant Based. The company is also partnering with Tel Aviv-inspired restaurant chain Boker Tov to begin serving Belgium. Boker Tov will offer Redefine Meat’s portfolio at three locations in Antwerp, starting off with the Redefine Merguez Sausage and Redefine Burger.
4. <https://www.proteinproductiontechnology.com/post/redefine-meat-marks-milestone-with-uk-growth-and-new-major-partnership> - Redefine Meat has partnered with Greene King, a UK-based pub chain, to offer its plant-based Beef Flank Steak across 200 UK locations. The product is entirely plant-based, made without animal ingredients or by-products, and uses non-GMO ingredients. Its production generates up to 90% fewer greenhouse gas emissions compared to traditional meat, aligning with sustainability goals. By offering this product, Greene King can attract a broad range of customers, from vegans to meat eaters, seeking a high-quality dining experience.
5. <https://www.marketsandmarkets.com/blog/FB/Emergence-of-Plant-Based-Meat-Alternatives> - Over the past decade, plant-based meat alternatives have gained substantial traction, evolving from niche products to mainstream staples. This surge can be attributed to several factors, including health consciousness, sustainability concerns, and innovation. Consumers are becoming increasingly aware of the health risks associated with red and processed meats, leading them to seek healthier options. Additionally, the environmental impact of meat production has prompted a shift towards sustainable alternatives. Companies are investing heavily in research and development to create plant-based products that closely mimic the taste and texture of traditional meats.
6. <https://foodinstitute.com/focus/5-innovations-shifting-the-alternative-meat-landscape/> - The alternative meat landscape is evolving with several key innovations. Transparent labels and simple ingredients are becoming paramount, as consumers demand clarity about product contents. Flavor-forward options and elevated experiences are also gaining traction, with companies incorporating on-trend flavors and collaborating with restaurants to create unique offerings. However, brands must balance innovation with consumer risk aversion, as many shoppers prefer familiar products over trying new, potentially disappointing alternatives.
7. <https://parsers.vc/news/241129-the-future-of-meat--innovations-in-plant/> - Redefine Meat has achieved significant growth, with sales doubling in the past year. The company utilizes a patented additive manufacturing process, commonly known as 3D printing, to create products that mimic the texture and flavor of traditional meats. This 'Plant-Based Tissue Engineering' disassembles textured vegetable protein into fibers, reassembling them to replicate the structure of animal meat. The flagship product, a premium beef flank steak, is made from a blend of wheat, soy, and potato proteins, delivering a meat-like flavor and texture.