# Eat Just launches vegan egg product Just Egg in Europe through partnership with Vegan Food Group



Eat Just, a California-based food technology company, is set to introduce its flagship vegan egg product, Just Egg, to the European market following a significant distribution agreement with Vegan Food Group (VFG). This partnership includes an investment of £11.5 million (approximately $15.2 million) dedicated to scaling up production at VFG's manufacturing sites, marking a notable advance in the plant-based food sector in Europe.

The manufacturing of Just Egg is scheduled to commence in late 2025 at VFG's facility in Lüneburg, Germany. This industrial complex is noted for being the largest dedicated plant-based factory in Europe. The funds will be utilised to establish a fully automated production line for Just Egg, while also enhancing efficiency and automation at VFG's sites in both the UK and Germany.

Josh Tetrick, co-founder and CEO of Eat Just, commented on the development, stating, “European consumers clearly desire innovative, sustainable food options, and collaborating with VFG is key to meeting that demand effectively.” Tetrick described the investment in the Lüneburg facility as a pivotal move towards expanding the availability of high-quality plant-based egg alternatives to a wider global audience, as reported by The Grocer.

The journey towards bringing Just Egg to Europe has not been without challenges. In 2018, before the product was available in the United States, Eat Just entered a manufacturing and distribution agreement with Eurovo, an Italian egg supplier. This was followed by a sales agreement with the German poultry company PHW Group in 2019, although the launch was contingent upon regulatory approval from the European Food Safety Authority (EFSA). In October 2021, the EFSA deemed the product safe, and by mid-2022, Eat Just received approval from the European Commission, granting it a five-year exclusivity for mung bean proteins in egg alternatives within the region.

With the backing of VFG, Eat Just has now cleared the final hurdles that previously impeded its entry into the European market. VFG, established in early 2024 with aspirations to emulate a "vegan Unilever," oversees brands such as VFC and Meatless Farm. The collaboration with Eat Just will allow VFG to implement improvements in automation, product longevity, waste reduction, and overall product quality across its facilities.

Matthew Glover, co-founder and chairman of VFG, remarked, “This partnership is a huge leap forward in transforming plant-based food across Europe.”

The announcement of Just Egg's European launch coincides with a significant surge in sales in the United States, largely attributed to a widespread egg crisis exacerbated by avian flu. Since February 2022, over 167 million birds have been culled in the US, resulting in unprecedented prices for conventional eggs, which hit a record high of $6.23 per dozen in March. Given the shortage, many consumers are turning to alternatives, with Tetrick noting, “If Americans want eggs, they only have a few choices... have Just Egg.”

In the US market, Just Egg has already matched the equivalent of 500 million chicken eggs sold, capturing 99% of the alternative market. The current surge has led to sales growth five times faster than previous years, with 56% of customers opting to repurchase the product. Notably, a substantial majority of these shoppers are neither vegan nor vegetarian.

VFG's CEO Dave Sparrow added, “Our partnership with Eat Just marks a significant milestone, aligning perfectly with our ambition to transform plant-based food across Europe.”

The European market has been facing its own challenges, with egg prices reaching their highest levels in at least a decade. As demand for eggs increases amidst rising prices, the market for plant-based egg alternatives is projected to grow annually by 40% to reach $3.88 billion by 2031. Just Egg will face competition from other producers like Crackd in the UK and Perfeggt in Germany.

However, the plant-based industry also encounters its challenges, as demonstrated by British brand Oggs, which has struggled with product availability. Despite this, VFG's Sparrow expressed confidence in the potential success of Just Egg, stating, “quality-wise, there’s nothing that can stack up against Eat Just.”

As the plant-based sector continues to evolve, Eat Just's entry into Europe promises to play a significant role in the changing landscape of food options available to consumers. Meanwhile, other American plant-based companies, such as Beyond Meat and Impossible Foods, are also eyeing opportunities within the European market.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.greenqueen.com.hk/eat-just-egg-europe-uk-launch-vegan-food-group/> - This article confirms Eat Just's partnership with Vegan Food Group (VFG) to launch Just Egg in Europe, highlighting the £11.5 million investment in manufacturing at VFG's sites, including the Lüneburg facility.
* <https://www.thegrocer.co.uk/news/vegan-food-group-to-bring-bestselling-vegan-eggs-in-us-to-europe/703385.article> - It details the partnership between VFG and Eat Just, noting VFG's investment and plans to enhance automation and efficiency across its UK and German facilities to produce Just Egg.
* <https://www.businesswire.com/news/home/20220405005517/en/European-Commission-Approves-JUST-Eggs-Key-Ingredient-as-Plant-Based-Brand-Plans-Fourth-Quarter-Launch> - This press release covers the European Commission's approval of mung bean protein, a key ingredient in Just Egg, allowing it to enter the European market with exclusive rights for five years.
* <https://vegconomist.com/category/food-and-beverage/egg-alternatives/> - The article mentions the growth and challenges in the egg alternative market, including Just Egg's sales surge in the US due to the egg crisis, and its upcoming launch in Europe.
* <https://www.stylus.com/food-beverage/egg-shortages-prompt-alternative-boom> - It discusses the impact of egg shortages on the global market, leading to increased interest in plant-based egg alternatives like Just Egg, and notes the projected growth of the market in Europe.
* <https://www.thegrocer.co.uk/news/vegan-food-group-to-bring-bestselling-vegan-eggs-in-us-to-europe/703385.article> - The Grocer provides additional context on VFG's ambitions to become a major player in vegan foods, comparing Just Egg's quality to other European egg alternatives such as Crackd.
* <https://www.greenqueen.com.hk/eat-just-egg-europe-uk-launch-vegan-food-group/> - Please view link - unable to able to access data