

The client

We are working with a highly innovative and R&D driven **company developing and supplying plant-based egg products**. Our client has developed a range of innovative plant-based alternatives to chicken eggs and the various forms they are consumed in, including finished products and ingredients.

The product portfolio is supported by **extensive research and development activities** from both an in-house R&D team and external research partners with specific food science and technology expertise. Their work has focused on providing **versatile and nutritious products with high protein content** (equivalent to chicken eggs) without sacrificing taste. This has resulted in an diverse and growing **intellectual property portfolio** that encompasses finished products, intermediate ingredients and processing technology.

The company has **established manufacturing and is currently supplying finished products to a range of restaurants and hotels** through premium distributors in its home market. The company is well funded allowing manufacturing capabilities to be scaled up to produce the full range of product SKUs in home and overseas markets in the next 3-12 months.

The offering

The client has developed both finished products and ingredients with the following advantages: -

- **Versatile and convenient product range for the whole day – breakfast, lunch, dinner, snacking**
 - Products such as Omelette wraps, Shreds (*fried rice, noodles, salads, sandwiches, etc*), Tamago (*sushi, don bowls*), Patties (*burgers, sandwiches, wraps*) for Asian / Western cuisine
 - Ingredients for cooking and baking applications - yolks, whites
 - Ready-to-eat products for convenience meals and retail applications
 - New products being added from R&D team to address new markets, e.g. whole egg
- **Highly nutritious** – high protein (equivalent to chicken egg) and fibre, with significantly less fat and cholesterol compared to chicken eggs or competitor products, providing healthy alternative
- **Sustainable** – reductions in greenhouse gas emissions, water use and has a longer shelf-life
- **Flexible use** – extended shelf life, use hot or cold, and customisable in different formats/sizes
- **Award-winning** with fast brand traction and strong acceptance by HoReCa chefs
- **Unique and patent-protection pending** in world markets

What the client is looking for

The client has accelerated its product roll-out and gained acceptance in selected Asian markets and already has interest from UK customers. The company is therefore actively **searching for established distribution partners for the UK** (and subsequently the European) market. Partners already supplying the following market are of key interest: -

- Multi-channel HoReCa
- Independent restaurants – chef can take and customise for their dishes, or use as drop-in solutions
- Vegan and Vegetarian focused outlets
- Restaurant and hotel chains looking to provide a plant-based alternative in their offerings

Please provide details of any potential partner to Diane Kolonko via diane@strategicallies.co.uk