



NEWS RELEASE

Better Foods Makes Debut at Plant Based World Expo by Drawing Attention with “Better Meat” Plant-based Canned Luncheon Meat

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Better Foods, an alternative food maker, makes debut in PBW with Better Meat, a plant-based meat brand

Presented cold cut, sliced ham, canned luncheon meat, meatball, and sausage patty to emphasize extendibility

Drew attention for its canned luncheon meat showing high-quality taste and texture similar to pork-based canned luncheon meat as well as room temperature storability

Vowed to expand its global market outreach with vision of “We dream big to make a better world with Better Foods”

SACRAMENTO, Calif.--(BUSINESS WIRE)-- **Better Foods**, a company specializing in alternative food, made a debut in the global alternative food market from its Better Meat canned luncheon meat and plant-based meat brand Better Meat’s various products and menu items gaining attention at the Plant Based World Expo (PBW), the world’s largest plant-based trade event, held in New York.

At the Plant Based World Expo North America held on the 8th and 9th at Jacob Javits Center in New York, Better Foods is presenting the plant-based meat substitute products of Better

Founded in San Francisco in August, Better Foods, a company

Meat, the company's meat substitute brand, and menus prepared using the products. (Photo provided by Better Foods)

specializing in alternative food, operates beverage and bakery brands in addition to Better

Meat, a plant-based meat alternative brand. Better Meat conveys Better Foods' commitment to creating a better world with meat substitutes that provide higher quality than meat.

At the PBW held at the Javits Center in New York from Aug. 8 to 9, Better Foods showcased a range of meat alternative products created using the company's independent technological power, such as not only Better Meat canned luncheon meat, the world's first plant-based luncheon meat, but also cold cut, meatball, and sausage patty.

Better Meat's canned luncheon meat especially drew attention from PBW attendees with the product showing almost similar taste and texture to pork-based canned luncheon meat as well as being able to be stored and transported at room temperature. Most meat alternative products circulated and commercialized in North America are based off beef patties that requires refrigerating and freezing when transported.

During the event, Better Foods, to differentiate itself from other alternative meat brands, emphasized the extendibility of menus prepared using Better Meat in restaurants as well as homes by exhibiting various menus using Better Meat, such as sandwiches, pasta, canapé, deep fries, and taco, together with Better Meat products. It also drew visitors' attention by explaining the social value of promoting the health of humankind, animal welfare, and conservation of the earth upheld by Better Meat.

"Better Foods has secured a wide range of high-quality meat substitute product lineups, such as canned ham, slice ham, meatball, and sausage patty, developed with the company's independent technological power over years," said Alex Song, CEO of Better Foods.

"Following our debut at the PBW, we plan to accelerate our reach into the global alternative food market to fulfill our vision of 'We dream big to make a better world with Better Foods.'"

More information on Better Meat can be found at <http://www.better-foods.com>.

Better Foods

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Source: Better Foods