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Nestlé enters market for plant-based seafood alternatives

Nestlé has announced the launch of a plant-based alternative to tuna, its first move into the growing market for plant-based seafood alternatives.

By **Manbeena Chawla** | August 24, 2020



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The plant-based tuna alternative can be used in a wide range of dishes such as salads, sandwiches and pizzas. It has the flaky texture and rich flavor that makes tuna a favorite in many meals.

Made from a combination of only six plant-based ingredients, it is rich in nutritious pea protein, one of the most environmentally friendly sources of plant-based protein. It contains all the essential amino acids and is free of artificial colorings or preservatives.

Nestlé developed the tuna alternative within 9 months, leveraging its deep expertise in protein science and proprietary technologies. The company already offers a variety of plant-based products, including alternatives to burgers, mince, meatballs, sausages, cold cuts, chicken nuggets, and chicken filets.

The products are developed by Nestlé Research in Switzerland and the dedicated R&D Centers for food in Germany and the United States. To increase speed-to-market, products are rapidly prototyped and tested in selected retail outlets, and first commercial batches are produced in Nestlé R&D facilities.

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