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Charcoal Eats launches India’s first plant-based chicken keema biryani

Adding to its already widely innovative (yet traditional) menu of Biryani comprising its Dum Baked offerings and the Truffle Oil Biryani, the Mumbai-based startup Charcoal Eats is launching India’s first plant-based Chicken Keema Biryani.

By **Pooja Yadav** | October 11, 2021



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Charcoal Eats has partnered with Blue Tribe, a pioneer in plant-based meat products in India to jointly develop this tasty and deeply comforting dish.

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The 100 per cent plant-based Chicken Keema Biryani is aimed at discerning consumers who love the taste of meat, but want to consciously cut down on their meat consumption for ethical, religious, environmental or health reasons. The offering is also to encourage vegetarians to experience the taste and texture of non-vegetarian food, without having to eat an animal.

Charcoal Eats has partnered with another Mumbai-based startup Blue Tribe, a pioneer in plant-based meat products in India, to jointly develop this new dish.

While it has taken years of experimentation, only recently plant-based meats have started to become competitive with animal-based meat products in terms of taste, price, accessibility, and ease of use.

Research indicates that plant-based diets can be beneficial for weight management, diabetes, and the microbiome. Research also suggests that they may help prevent various health issues, such as hypertension and cardiovascular disease due to their inherent low cholesterol and sodium levels, and high fiber content.

Read online: https://nuffoodsspectrum.in/news/30/18123/charcoal-eats-launches-indias-first-plant-based-chicken-keema-biryani.html
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