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Japanese plant-based company Next Meats forays in Indian market

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By **Sanjiv Das** | January 3, 2022



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Launches meat-free alternatives for consumers in tie up with Vegan Meat India

Tokyo-based Next Meats has teamed up with Indian food-tech startup Vegan Meat India to launch meat-free alternatives with the motive to prioritise sustainability in food production and pare down the incremental burden on the environment using crossover technology.

Next Meats is planning to expand its product assortment by introducing plant-based cakes, vegan cheese, tuna, egg and soya milk especially for their consumers in India, will have their online retail presence in five cities including Delhi/NCR, Bengaluru, Hyderabad, Pune and Mumbai.

“Our products are high in protein, low in saturated fats with no added flavours and cholesterol. These items are just apt for people suffering from diabetes and blood pressure,” said Ryo Shirai, Founder, Next Meats.

The plant-based meats are meticulously produced using Non-GMO soy, pea proteins and other plant extracts in factories that meet HACCP and ISO standards. In the future, they are also planning to open a lab and manufacturing unit in India and develop the products with Indian taste.

The brand is also planning to launch its brick-and-mortar store in India in the next fiscal.

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