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## PRESS RELEASE

### **Redefining dairy: Fooditive seeks partners to bring vegan casein revolution to Europe**

Fooditive is seeking prospective partners to help bring its non-animal casein to the European market after successfully demonstrating the feasibility of production at an industrial scale.

Produced from a proprietary bacterial strain using precision fermentation, Fooditive's vegan casein is genetically identical to dairy casein but completely animal-free and kinder to the planet. It opens the door to the development of sustainable, nutritious plant-based dairy products that are much closer to the originals in terms of taste and texture.

With manufacturing trials now complete, Fooditive is in a position to begin production of vegan casein at higher volumes to supply customers in Europe. However, prior to this, obtaining approval as a Novel Food in the EU is required, and Fooditive is hoping to collaborate with a like-minded partner to navigate this process.

Moayad Abushokhedim, Fooditive CEO and Founder, said: "As our trials reach a successful completion, Fooditive stands on the cusp of scaling up production of our vegan casein to cater to the needs of our European clientele. But our vision extends beyond mere production. At Fooditive, we firmly believe in the transformative power of partnerships and the profound market impact they can foster. With an imminent need to acquire Novel Food approval in the EU before we proceed, we are actively seeking an alliance with a partner who shares our commitment to sustainability and innovation."

He continued: "On this journey, we are not just navigating regulatory processes, but also reinforcing our belief in collaborative growth and shared success. Fooditive is not just hopeful, but enthusiastic to embark on this journey with a like-minded partner, to unlock new possibilities, and to redefine the vegan casein market together."

Development of Fooditive's non-animal casein began in 2019. Initially, it was produced from a

yeast, but is now made using a unique bacterial strain developed by Fooditive through gene synthesis. This offers a number of advantages, including improved scalability, efficiency, cost optimization and safety, with no compromise on quality or taste. The transition marks a significant milestone in Fooditive's pursuit of making healthy food accessible to a wider consumer base and positions the company at the forefront of advancements in sustainable food technology.

As well as plant-based dairy products such as cheese and yoghurt, the non-animal casein is suitable for use in vegan meat applications to provide a moist and pleasant mouthfeel.

Moayad Abushokhedim added: "Throughout its journey, Fooditive has remained steadfast in its commitment to making healthy food affordable and accessible to all. With this enhanced production process, we are poised to expand our offerings and meet the growing demand for sustainable and affordable dairy alternatives. By leveraging the advantages of our bacterial strain, we have further solidified our position as a leading player in the plant-based food industry, dedicated to driving positive change and revolutionizing the way we consume and enjoy food."

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**About Fooditive BV**

Based in Rotterdam, The Netherlands, Fooditive is a plant-based ingredient manufacturer committed to making healthy food available for all with its 100% natural ingredients. Since it was established in 2018, Fooditive has used its unique fermentation process to create a world-renowned sweetener, made from side-streams of apples and pears. The sweetener's unique approach provides not only taste but also functionality and a sustainable impact. As the world begins to recognize the value in veganism and sustainability, Fooditive has also recently launched a new plant-based protein that can be used in the food industry to replace dairy in food and beverage applications.