



MEATY MIX PRESS RELEASE – OCTOBER 2019

Unreal Co. – an Australian brand that started out with an honest approach to reducing our ecological footprint by driving change through premium yet affordable plant-based foods – continues to innovate at the grassroots by developing mouthwatering meat alternatives. The new Eco Range 'Meaty Mix' brings to market never-before-seen technology in plant-based meat, and requires no refrigeration to manufacture, sell, and store.

Meaty Mix is what the brand calls "space food" in terms of technology and real food in terms of taste. A dry mix composed of plant proteins and natural ingredients, the Meaty Mix comes in both red and white meat varieties that are allergen-aware, high in protein and fibre, and low in sugar without compromising on taste and texture.

"Our latest breakthrough is a game-changer. We're unleashing the best in plant-based innovation through a dry mix that needs just one ingredient for it to realise its potential: water. From there our customers can be creative by using herb and spice mixes to power up the taste and make it their own," said Jacques Giullaumier, Brand Director Unreal Co.

Aside from a 12-month shelf life, the dry mix boasts the benefit of accessibility on two fronts, it's less expensive than any competing plant-based meat alternative, and by its very nature can be stored in the pantry for use, whenever. Whether consumers want to make handmade patties or roasts, or turn up the volume with a flavour palette that's tailored to their own liking, at the heart of the product range is empowerment – which doesn't stop at taste.

"We're changing the rules when it comes to plant-based meat. Innovation and taste don't need a hefty price tag. We want accessibility on a global scale, because the problem we're tackling is greater than the sum of us. We believe that if we give people the power to create change, from breakfast to dinner, the world will be a better place. Our future is rooted in the practices we change today, there's just no place for mass meat consumption if we're to fight for the sustainability of our planet."

As an example, 9kg of grains used to feed cows creates only 1kg beef – it's energy intensive, water intensive, food intensive; we think about agriculture when we're making our products," says Jacques. Backed by research, and specialists in development, prototyping and manufacturing of allergen-aware and gluten-free plant-based foods, the Australian born company with a global impact launched in 2018. Theirs is a vision to be futurists, dedicated to making a difference now, so that we can build the right tomorrow. Made possible with fairness, transparency and a passion for sustainability, their products range anywhere from plant-based chicken schnitzels, to beef burgers and home-bake pizzas that promise to cook and taste like meat.

The low in fat and high in ingenuity Eco Range Meaty Mix is available for purchase at Woolworths stores nationally, and soon in various independent retailers.