

PRESS RELEASE

Plant-Based Alternatives: New Approaches to Price Parity

Hamburg, December 2024 – More and more consumers expect plant-based alternatives to deliver high-quality eating enjoyment at fair prices. This expectation is clear from multiple market research studies. The Planteneers company of Ahrensburg, Germany shows how manufacturers can meet the demand, using plant-based sausage and cold cuts as examples.

Planteneers developed its fiildMeat S 111404 system to make affordable plant-based foods accessible to as many people as possible, without compromising on quality, texture, or flavor. The system enables the manufacture of cold cut alternatives like lyoner, fleischwurst, and salami and is based on functional plant proteins combined with hydrocolloids. To provide a cost-optimized solution, Planteneers first identified the price drivers, as Product Manager Rebecca Bohlmann explains: “We could most readily leave out the modified starch. Of course that meant we needed to substitute for the starch functionality. In plant-based sausage and cold cuts, starch prevents syneresis. We achieve the same effect through a clever combination of the other hydrocolloids.”

The good sliceability of the final cold cut products was also an important consideration in the choice and optimum dosing of the hydrocolloids, since the products need to slice cleanly and evenly on big high-speed slicers.

Making Optimum Use of Protein Functionality

Alongside the right choice of hydrocolloids, the proteins are important. This system uses soy and pea proteins from Europe. Soy protein features good functionality, an attractive amino acid profile, and neutral taste. European provenance also means short transportation routes for the raw material, and as a concentrate soy protein is less heavily processed than an isolate. Pea protein has proven a good adjunct, as it gives the final product the necessary firmness and stability.

However, the use of soy protein concentrate also brings with it special challenges. Its somewhat darker color compared to the isolate can be compensated with coloring foods. Rebecca Bohlmann: “Since these are typically not very heat-stable, the dosage form and amount need to be very precisely adapted to the end product in order to give plant-based cold cuts a fresh, natural color.”

The processing technology is of central importance for an appealing texture. “It’s all about the right shear in the cutter and the ideal processing temperature,” says Bohlmann. “Our technologists and applications researchers at the Stern Technology Center simulate and test the production process on pilot plants. This let us develop a cost-optimized recipe for plant-based cold cuts that also meets consumer expectations in terms of flavor, color, and texture.” Additional

storage testing ensures that the final products keep these qualities through their entire storage period to the end of the best-before date.

In fiildMeat S 111404 the synergies and interactions between the ingredients are used to maximum effect. The basic compound provides the typical firmness and texture of various cold cut specialties. The desired variety-specific properties of the final product are adjusted with the help of added components. Thanks to this modular structure, manufacturers get products tailored to market demands and consumer preferences. Best of all, these cold cut alternatives fit consumer budgets. Planteneers will continue to follow this approach. Among its current developments are cost-optimized solutions for convenience foods like plant-based alternatives to chicken breast, nuggets, burgers, and meatballs. The company also offers various kinds of steak, including marbled products.

*One more note: You can find **photos** of this press release under this link:*

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About Planteneers:

Planteneers GmbH, headquartered in Ahrensburg, Germany, develops and produces individual functional systems for plant-based alternatives to meat, sausage, and fish products, along with cheese, dairy products, and deli foods. As a member of the independent, owner-operated Stern-Wywiol Gruppe with a total of twelve sister companies, Planteneers can make use of many synergies. The company has access to the knowledge of some 125 R&D specialists and to the extensive applications technology of the large Stern Technology Center in Ahrensburg. Part of the Technology Center, the Plant Based Competence Center formed in 2019 is the creative pool for alternative solutions, and the heart of Planteneers. Customers also benefit from the Group's international network of 19 subsidiaries and numerous qualified foreign representatives in the world's key markets, as well as shared production facilities and the Group's own logistics resources. With revenues exceeding 672 million euros and some 1974 employees around the globe, the Stern-Wywiol Gruppe is one of the world's most successful international companies in the world of Food & Feed Ingredients.

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