

Experts for meat substitutes – GEA offers the technologies and appropriate strategies

'New food' is a rapidly growing segment. An increasing number of consumers are substituting meat products at mealtimes in order to switch to a vegetarian or vegan diet. GEA is making its production know-how available to food manufacturers that want to benefit from the opportunities arising on the new markets – from protein extraction from plant material up to and including processing the high-quality ingredients.



GEA regards itself as a strategic partner to the food industry and is developing new, meat-free products together with its customers. (Photo: © GEA)

Meeting expectations at the point of sale

Whether we're talking about hamburgers, chicken strips or sausages, consumers prefer meat alternatives that bear a similarity to their usual products. And that means they have to meet expectations in terms of appearance, taste, feel in the mouth, juiciness and aroma as closely as possible. Know-how in the areas of food ingredients, processing processes and process control is crucial for ensuring that the substitute products resemble the animal-based originals as closely as possible as regards taste and juiciness. The manner in which basic ingredients such as water, fat and various dry substances are bound during process preparation is a key factor for the success of the subsequent processing process.

"The requirements in the meat-free segment differ from those of traditional meat processing. It's no longer simply sufficient to provide the right technology", explains Marcel Janssen, Vice President Product Management and Sales at GEA. This is related to the high number of different ingredients for meat-free products. The expert therefore believes that extensive knowledge and experience concerning the products and raw materials are needed so that they can be brought to bear in production. "We have this expert knowledge at GEA, and offer food manufacturers the opportunity to work in our technology centres – on site or online – in order

to determine the optimum combination of ingredients, equipment and system configuration. The transition from laboratory conditions to industrial production is also possible in our technology centres."



Left: meat substitute modelled on chicken nuggets. Right: patty for veggie burger.
(Photos: © GEA)

Test first, then invest

As a supplier of processing and packaging solutions, GEA offers an entire portfolio of technology based on tests and experience in extracting proteins from plant material as well as processing mixtures of high-quality ingredients. From extraction, mixing, forming, coating, frying, cooking and cooling up to and including packaging, GEA not only offers high-tech machines. The company also develops new, meat-free products together with its customers, leading to integrated solutions that are tailored to the requirements of the processing processes. "The possibility of testing is extremely important and significantly reduces the risk to which manufacturers are otherwise exposed when they extend their production. As a result, they can get their products onto the market faster and avoid costly modifications afterwards", sums up Marcel Janssen.

Further information and contact

GEA Group Aktiengesellschaft
Düsseldorf
Corporate Media & Press
Nicole Meierotto
Tel.: +49 211 9136-1503
nicole.meierotto@gea.com
www.gea.com