

MEMPHIS MEATS: FREQUENTLY ASKED QUESTIONS

What is Memphis Meats?

At Memphis Meats, our goal is to produce real meat that is delicious, affordable and sustainable. Meat as a product is great—it's delicious, over 90% of the world eats it, and it's at the center of the table in so many cultures around the world.

But the process of making meat is unsustainable and long overdue for innovation. Modern meat production creates big problems for the environment, animal welfare and human health. It is also inefficient. At Memphis Meats, we are developing a new way to produce delicious meat directly from animal cells, without the need to feed, breed and slaughter animals.

What are the benefits of Memphis Meats compared to conventional meat?

Most importantly, our meat is delicious! It's real meat, and life-long meat-eaters immediately recognize it and enjoy it. The way we make meat is an improvement in a few important ways. First, we expect our process to require less than a tenth of the land and water and less than half of the energy that it takes to produce conventional meat. Second, our goal is to produce meat without using animals to address some of the animal welfare issues of current meat production. Third, we believe our meat is safer. We've all read about food borne illnesses coming from conventional meat, and our process reduces that risk dramatically.

Do we call our products "clean meat"?

We like to call it meat, plain and simple. That said, we know that the term "clean meat" is intended to bring focus to the environmental, health and animal welfare benefits of our products, and we are always excited to talk about those benefits.

What products has Memphis Meats introduced?

In February 2016, we introduced the world's first clean meatball. In March 2017, we announced the world's first clean poultry, introducing both chicken and duck. We have many other exciting things cooking in our kitchen ... stay tuned!

How are Memphis Meats products made?

Our meat is the same product that humans have enjoyed for millennia. Our process is very different. We start by harvesting meat cells from the highest quality livestock, in a way that doesn't harm the animal. Then, we identify cells that are capable of self-renewal. We've learned which cells give us the flavor, textures and aromas we want. We grow those cells into meat in a clean, safe and nutritious environment. After 4-6 weeks depending on the cut, we harvest the meat, cook it and enjoy it!

Are Memphis Meats products vegetarian or vegan?

No, our products are meat. We think many consumers who don't eat conventional meat today – including vegetarians and vegans – will consider Memphis Meats, but we are firmly focused on bringing meat to the table for meat-lovers everywhere.

When will I be able to buy Memphis Meats?

We're aiming to be on the market by 2021.

