



NALU NEWS

The latest news from BlueNalu, a global leader in cell-cultured seafood

Recent Announcements & Activities



BlueNalu Signs MOU with NEOM to Forge Food Security Collaboration in Saudi Arabia

BlueNalu CEO, Lou Cooperhouse, had the privilege of speaking at the InFlavour Expo in Riyadh this October about the extraordinary benefits of cell-cultured seafood. At a momentous signing ceremony during the event, BlueNalu also announced the establishment of a strategic partnership through the signing of an MoU agreement with NEOM, the cutting-edge regional development taking shape in northwest Saudi Arabia. This collaboration will progress the commercialization, marketing, and distribution of BlueNalu's cell-cultured seafood products to increase food security and further our shared aim to improve access to healthy foods for communities in the Kingdom and worldwide.

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BlueNalu to Speak at COP 28

BlueNalu's CEO, Lou Cooperhouse, will be in Dubai for the 28th session of the Conference of the Parties (COP28) to the United Nations Framework Convention on Climate Change (UNFCCC), as he will be speaking at a Special Edition program of Abu Dhabi Sustainability Week. BlueNalu is excited about opportunities to potentially meet with any of the company's investors, partners, and supporters who may be in Dubai or Abu Dhabi during the week of December 4th. For those who are interested, feel free to contact Lou directly or email us at info@bluenalu.com.

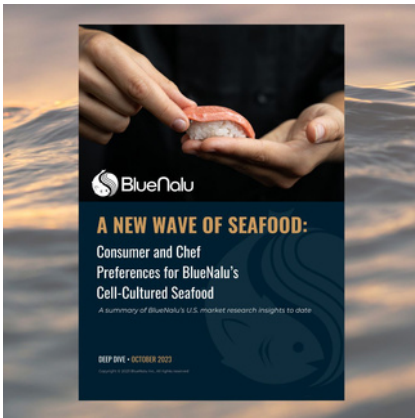
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BlueNalu Strengthens Strategic Partnerships with Prominent Seafood Companies in the APAC Region

BlueNalu announced the extension and enhancement of its strategic partnerships with three multinational seafood industry leaders, Mitsubishi Corporation, Pulmuone Co. Ltd. and Thai Union, headquartered in the Asia-Pacific (APAC) region. These partnerships will support BlueNalu's planned introduction of cell-cultured seafood in a number of APAC nations over the coming years, by fostering market insights, understanding regulatory requirements, and developing go-to-market strategies.

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BlueNalu Releases Whitepaper on Our Cell-Cultured Seafood Market Research Insights

Over the last three years, BlueNalu has completed ten independent market research surveys, and interviewed and surveyed ~4,400 consumers and 75 chefs in the United States to better understand the benefits and challenges of both conventional and cell-cultured seafood. Through a blend of proprietary and published research, these marketing efforts identified considerable benefits to both consumers and foodservice operators for BlueNalu's cell-cultured seafood, which are summarized in the executive summary and detailed throughout the report. The results from these research efforts showcase the role of cell-cultured seafood as an important and transformative product.

[Learn More](#)



The Importance of Global Allies in Creating Cell-Cultured Sea Change

Why has BlueNalu been so keen on collaboration and what benefits do strategic partnerships provide? In this blog, Lou Cooperhouse, BlueNalu's CEO, breaks down BlueNalu's unique approach to strategic partnerships, why we believe they are critical to cell-cultured industry success and what we hope to achieve through these unique relationships.

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BlueNalu Speaks at Climate Week 2023

BlueNalu was honored to speak at the United Nations SDG Summit, hosted by the UN Global Compact Network USA (UNGC) and held as part of Climate Week 2023, alongside other visionary leaders from food companies around the nation who are driving positive change in food system sustainability,

BlueNalu has been an active member of the UNGC since our commitment to the pact, participating in programs like the SDG Ambition Accelerator this year. We are proud to be one of the only cell-cultured protein companies globally in this important initiative, and we look forward to continued engagement and contributions towards collective sustainable impact.

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BlueNalu in the Press

SAN DIEGO
MAGAZINE

BlueNalu is Cooking Up Cell-Cultured Seafood to Save Our Oceans

"At BlueNalu's Sorrento Valley headquarters, Cooperhouse and chief technology officer Lauran Madden, PhD, walk me through their vision. Their goals are not simple, small, or straightforward, largely due to the fact that they're one of the first in the field. The process of establishing a supply chain of raw materials, developing alternative-protein technology, creating benchmarks for release, and lobbying for regulatory approval in multiple countries—not to mention convincing investors and consumers to put their faith in something brand-new—is a long, arduous one, which is why you haven't seen BlueNalu products on menus quite yet. But if they manage to pull it off, they believe their products have the potential to change—and feed—the world."

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AFN 

BlueNalu boosts Asia partnerships, aims to break ground on large-scale facility in 2026

"Speaking to AgFunderNews after extending strategic partnerships with leading seafood players in Japan, Korea, and Thailand, Cooperhouse said he remained confident investors would see a "rapid" return on a large-scale commercial facility deploying BlueNalu's technology."

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"오염수 걱정 뚫" ...푸드테크 활용해 '안전한 해산물' 만든다

BlueNalu was highlighted in Korean publication Global Economics in an article titled "Stop Worrying About Contaminated Water...Using food technology to create safe seafood, Pulmuone strengthens cooperation to introduce cell-cultured seafood domestically."

"As concerns about seafood safety increase due to the discharge of contaminated water from the Fukushima nuclear power plant in Japan, food companies appear to be speeding up the development of safe seafood using food technology. Seafood using land-based aquaculture technology and cell culture technology is attracting attention as a solution to food safety problems caused by marine pollution."

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It's All About the Team



BlueNalu's 5-Year Anniversary

This year, BlueNalu enjoyed our fifth birthday! Our team enjoyed a fun-filled BBQ to celebrate the company anniversary with friends and family, good food and a plethora of games! We are so excited to continue this journey together and cannot wait for what the next five years has in store.

Are you a chef or foodservice operator?

Sign up for BlueNalu's new culinary newsletter to Eat Blue™ and be one of the first to know BlueNalu's exclusive updates for chefs and restaurants.

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