

Mosa Meat Conducts First Pre-Approval Tasting of Cultivated Beef in the EU

MAASTRICHT, The Netherlands, July 25, 2024 - [Mosa Meat](#), the cultivated meat pioneer that produces beef directly from animal cells, has organised the first formal tasting of their Mosa Burger in The Netherlands. It's the first time a cultivated beef product was tasted in the EU after a ['code of practice'](#) was created in 2023, that makes tastings of cultivated foods under controlled conditions possible before receiving an EU-wide approval for sales. Participants included Dutch cattle farmers, food product developers and industry representatives who shared their tasting feedback with Mosa Meat. The goals for these tastings include assessing market readiness of products and collecting feedback from culinary experts for product development purposes.

Mosa Meat CEO Maarten Bosch said: *"We are delighted to finally share our burgers with experts outside of the company, so they can help us create the best burgers possible. In this first tasting we specifically evaluated the potential of cultivated beef fat as an ingredient in a blend with plant based ingredients, as we know it is responsible for the flavour, aromas, mouthfeel and even sizzle people love from beef. We've been able to conclude that our cultivated fat has a very positive impact on the product quality. This means that in addition to the cultivated beef for which we have submitted a regulatory approval request in Singapore, we can also elevate the culinary experience of plant based products and delight more beef lovers faster."*



One participant of the private tasting said: *"The burger really tasted like meat. [...] Usually I don't eat meat, but I miss the taste of meat a lot and this is the way to ultimately add it back to my diet, I hope."* Another taster shared: *"I thought the burger was delicious. It was juicy, nice and succulent."*



The tastings are organised after Mosa Meat opened and successfully started production in their [scale-up facility](#) and after [becoming a B Corp](#) last year, and [raising over €40M in new financing](#) this year.

ABOUT MOSA MEAT

Mosa Meat is a global food technology company pioneering a cleaner, kinder way of making real beef. Our founders introduced the world's first cultivated beef hamburger in 2013, by growing it directly from cow cells. Founded in 2016, Mosa Meat is now scaling up production of the same beef that people love, but in a way that is better for people, animals, and the planet. A diverse and growing team of 150 food-loving problem-solvers, we are united in our mission to fundamentally reshape the global food system. Headquartered in Maastricht, The Netherlands, Mosa Meat is a privately held company backed by Lowercarbon Capital, M Ventures, Invest-NL, Bell Food Group, PHW Group, Mitsubishi Corporation, Nutreco, [Leonardo DiCaprio](#) and others. Follow Mosa Meat on [Facebook](#), [LinkedIn](#), [Twitter](#) and [Instagram](#) or visit mosameat.com to learn more about why people [#cravechange](#).

For more information, reach out to press@mosameat.com.

Visual assets from the event:

Photography and B-Roll video of the tasting event:

<https://drive.google.com/drive/folders/1FgNwSbkdSRMXRAQip394ypCMgval7dwK>

Video summary (English subtitles): <https://youtu.be/ucEgmtNnyoA>

Video summary (Dutch): <https://youtu.be/ucEgmtNnyoA>

The general Mosa Meat press kit: <https://mosameat.com/press-kit>

ABOUT CULTIVATED MEAT

According to an independent and peer-reviewed [Life Cycle Assessment](#), cultivated beef production is projected to produce up to 93% fewer greenhouse gases, use 95% less land and 78% less water when compared to industrial meat production. Cultivated meat production offers the opportunity to use the spare land for re-wilding habitats and regenerative farming practices, which would naturally reduce emissions or for producing more food for people. Moreover, the automated process through which cultivated meat is produced, and the sterile environment of its manufacturing, will eliminate or drastically reduce the use of antibiotics and the risk for pathogens, contaminants, and foodborne illnesses associated with concentrated and intensive animal farming.