

18th November 2019

Ojah BV announces the launch of 'The World's First Vegan Ribs'

The company behind the well-known, extra-ordinary chicken alternative, Plenti[®], is bringing to market its latest plant-based innovation, 6 years in the making. Plant based manufacturer Ojah bv, will launch the world's first vegan ribs at FIE Paris 2019.

Ochten, The Netherlands – Plant-based ingredients producer Ojah BV, known by the industry for its extraordinary chicken-alternative Plenti[®], will launch the world's first vegan ribs in December, during the Food Ingredients Europe trade show in Paris. The ribs are made with Ojah's newly developed texture, called Heppi[™].

“For the past 6 years, Ojah has been working on extending its high moisture extruded (HME) ingredients portfolio,” says Joeri Hollink, Head of Product Development at Ojah. “We were focussed on developing a new texture, based on a different protein source than soya, but with the same WOW-effect as Plenti[®].”

Heppi[™], as Ojah's new innovation is called, is a yellow pea-based HME texture that delivers the bite, mouthfeel and juiciness of meat that carnivores appreciate. It is 100% plant-based and chock-full of proteins, making it ideal for consumers who want to reduce their meat intake but still want a meat-like experience.

“With the premiere of **The World's First Vegan Ribs** during Fi Europe in Paris, Ojah demonstrates how Heppi[™] can be used to mimic pork ribs. Naturally without the bone” says Hollink.

The World's First Vegan Ribs

The World's First Vegan Ribs will seduce even hardcore meat lovers and will, according to Hollink, “be dripping all over your lips and spoil your favourite T-shirt”. No neighbourhood BBQ, family dinner, or rib burger to-go will ever be the same again. The ribs come as a 'rack' of approximately 10 ribs, making them ideal for grilling on a BBQ or for quickly warming-up in the oven. As the ribs are boneless, they can be served on a bun to create a vegan rib burger.

To manage the expected strong demand, Ojah plans to introduce the ribs in Dutch foodservice outlets first. In the second half of 2020, Ojah plans to expand production capacity and make Heppi[™] available to preferred food manufacturing partners. The world's first vegan ribs are 100% pea-based, additive-free, gluten-free and low in carbohydrates. But above all, these ribs are incredibly delicious!

Heppi™

The technological development behind Ojah's plant-based ribs is a new protein texture, called Heppi™. Heppi™ is a HME texture made from yellow peas and water. Nothing else is added. With a minimal ingredient list and a protein content of 25%, this innovation also delivers from a nutritional point of view.

Ojah BV

Ojah BV was founded as a start-up in 2009 and ran its first commercial production in 2010. Ojah dreams of a plant-based revolution and is stimulating the transition with the production of sustainable, plant-based protein products. As a business-to-business company, it develops and produces plant-based textures for the food industry. Ojah's original HME ingredient, Plenti®, was one of the first of such ingredients on the market and is well-known as the highest quality 'plant-based chicken chunks' available worldwide. Products made with Plenti® are brought to consumers via food service channels and various large retail brands. In 2012, Ojah was awarded the title “Most innovative SME of The Netherlands” by the Dutch ministry of economic affairs. Ojah uses only European soy for its Plenti® product range. Ojah’s production site is located in Ochten, The Netherlands.

Food Ingredients Europe 2019 Paris

Launched in 1986, Food ingredients Europe and Natural ingredients (Fi Europe & Ni) is the largest gathering of food and beverage professionals in Europe and the global meeting place for all stakeholders in the food ingredients industry. Fi Europe & Ni takes place annually in a major European city, uniting the world's leading food and beverage suppliers, research & development, production and marketing specialists, to showcase a diverse range of new and innovative ingredients and services.

The FI Europe 2019 takes place from 3 to 5 December 2019 at Paris-Nord Villepinte Parc des Expositions. Ojah can be found at **hall 7, stand 7 U 171**. All visitors to Ojah's stand will be given the opportunity to taste the world’s first vegan ribs.

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Attachment includes images of:

#1 the world's first vegan ribs

#2 vegan rib torn by hands

#3 juicy vegan ribs close-up

#4 vegan rib burger

#5 vegan ribs flame-grilled on BBQ

#6 vegan ribs on BBQ

#7 logo Ojah BV

**photo's #01 to #06 are shot by Anoeska van Slegtenhorst*