

Press Release

IFFCO Group launch The First 100% Plant-Based Meat Factory in the GCC Bringing state-of-the-art plant-based technology to the region

1st November, 2022 Dubai, United Arab Emirates, IFFCO GROUP is launching its first Plant-Based Venture under the name THRYVE™. The new brand is created to spark the shift towards a sustainable and healthy food chain in the Middle East. The first 100% plant-based meat factory is planned to be commissioned in early 2023. It will be nourishing the growing group of health & sustainability-conscious consumers with regenerative, local, & healthy plant-based meat that the flavours of the Middle East have inspired.

"Our Plant-Based Venture launch is guided by IFFCO Group's Vision "Investing in the Future", where building a resilient and sustainable food chain is fundamental. We have embarked on our journey by investing in cutting-edge food technology and are committed to catalyst a sustainable shift in the food system in the Middle East." says Andrey Dribny, Chief Executive Officer-Culinary at IFFCO Group.

Enhancing accessibility to alternative proteins is the "most capital-efficient and high-impact" solution to today's climate crisis, according to a new report from Boston Consulting Group (BCG), which suggests more than 30% of consumers are willing to fully swap-out meat.

The impact of the increased global meat consumption is monumental; though livestock provides livelihoods and critical nutrients to millions, it comes with a high environmental cost. With 75% of all agricultural land used for animal production and more than a third of global calories and half of the worldwide protein inefficiently used as animal feed; The transition from animal products to plant-based alternatives could contribute to at least three of the UN's Sustainable Development Goals: good health and well-being, responsible consumption and production, and climate action.

To mark IFFCO Group's commitment to the sustainable development of regenerative agriculture in the Middle East, IFFCO is thrilled to announce the launch of the GCC's first 100% Plant-Based Venture.

This local venture is inspired by the GCC's DNA to continuously build on the learnings from the history, deep-rooted traditions and evolving new technologies to spearhead a brighter, healthier future.

THRYVE™ is an innovative plant-based food hub where re-discovered ancient agricultural wisdom meets new food research and technology while preserving the goodness of the plants' macro and micronutrients and celebrating the flavours of local cuisine.

"Our actions today impact how we can THRYVE™ tomorrow – IFFCO's action today is to seed a movement of change towards healthier, more sustainable eating in the Middle East and spark a local, regenerative, greener food value chain". Said, Valeria Krynetskaya, Head of Plant Based Venture by IFFCO Group.

The THRYVE™ philosophy is inspired by a universal cycle of generosity, where what we receive from nature, we also give back. Every living being relies on a balanced exchange between itself and the environment, processing it in its unique way and passing it on to the next member of the ecosystem. However, at the moment, this cycle is not complete, it is broken, and THRYVE™ is on a mission to play a role in restoring a balanced cycle by inspiring people to express their abundant love for and desire to nurture themselves, their loved ones, their communities and the planet.

Meet THRYVE™ at Gulfood Manufacturing, Za'abeel hall 4, Z4 b42, 8-10 November, 2022

About IFFCO:

Established in 1975, IFFCO is an international UAE-based group, which manufactures and markets a well-integrated range of innovative food products, related derivatives, intermediates, and services.



Having developed global leading FMCG brands such as London Dairy, Tiffany, Noor, Rahma, Al Baker, Hayat and Savannah, supported by 95 operations in 48 countries with 80 brands available over 100 markets, IFFCO Group continues to offer unmatched consumer value throughout the Middle East, Africa, Europe, Asia, and the Americas.

About THRYVE™:

THRYVE is the first 100% Plant Based Venture by IFFCO, based in Dubai Industrial City, UAE. THRYVE invents, manufactures and markets a portfolio of sustainable healthy plant-based food.

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