

Media invitation
Press passes available

Latest developments in plant-based protein and clean meat to be revealed
Europe's leading conference on alternative proteins to return in April 2020

Want to be the first to hear the latest developments in plant-based protein and clean meat?

With Veganuary dominating the news, and half the country seemingly taking to social media to taste test vegan food launches - from Greggs' vegan steak bake to KFC's vegan burger - are you curious to find out what kind of products will hit the high street next, and what's further down the line?

The [New Food Conference](#), Europe's leading conference on new protein, will return for its second edition in Berlin on 23 and 24 April. It will focus on the latest developments in **plant-based protein** and cellular-based protein (also known as **clean meat**). Press passes are available.

Last year's conference quickly sold out, with over 300 delegates from 32 countries attending, and was covered by some of the world's leading media, including [Forbes](#) and [The Telegraph](#). The capacity for next year's event has been extended to 700 people, twice as big as its debut last year, with a new format that will include TED-style talks and 'fireside chats' with experts.

This year's conference, again hosted by ProVeg International, brings together scientists, startups, investors, entrepreneurs, and companies working in the new-protein sector. They will be presented with the latest cutting-edge cell-based-meat research, along with best practices and know-how from the plant-based sector. They will also hear plans for industry growth, investment strategies, and insights into retail psychology and consumer acceptance.

- To apply for a **PRESS PASS**; or
- To arrange an **INTERVIEW** with ProVeg International or the speakers at the New Food Conference, then please contact:

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Notes to editors:

The conference takes place against a backdrop of consistently rapid growth in the plant-based sector. The global plant-based meat market is currently valued at \$12.1 billion and is predicted to grow at an annual growth rate of 15% over the next six years, reaching almost \$28 billion by 2025.

About ProVeg International

ProVeg is an international food awareness organisation with the mission to reduce global animal consumption by 50% by the year 2040. We strive for a world where everyone chooses delicious and healthy food that is good for all humans, animals, and the planet.

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