

September 24, 2025 · Kateřina Dvořák Vašová

BeneMeat launches Try & Share Program today. The program invites those who want to provide products based on cultivated meat to their four-legged friends and share their experiences.

The program opens up the possibility for EU citizens to test dog treats rich in cultivated meat. Other cultivated products will follow in the EU soon, followed by other territories once the regulatory approvals are granted. The Program offers an opportunity for those who want to actively participate in the development of top-quality cultivated products that are unconditionally safe, cruelty-free, and environmentally friendly. Developed together with established pet food

producers and overseen by veterinarians, BeneMeat Cultivated Dog Treats meet the highest safety standards while ensuring excellent digestibility. The dog treat trial builds on successful safety and digestibility testing of complete cat food conducted at a prestigious European university. The Program’s primary goal is to help producers collect long-term, meaningful feedback from real potential customers. The Program’s primary goal is to provide producers with long-term, meaningful feedback from real potential customers. Its second goal is to build awareness and interest in cultivated meat as it moves from curiosity to a genuine new choice for consumers. Dogs and their owners are now invited to take part in this pioneering journey by signing up through the landing page at tryandshare.benemeat.com.



BeneMeat 2025 Try&Share Package

The Try & Share program is also an educational initiative, designed to showcase cultivated meat in practice and raise awareness of its potential. Beyond demonstrating taste and quality, it offers society and regulators a transparent view of how cultivated meat is made and why it matters. The outcomes will help build credibility for the entire industry and spark informed discussions about the future of protein. This step reflects BeneMeat’s philosophy as the “Next Option for

Meeting Meat Demand”, producing meat in a way that is safe, ethical, and sustainable.



BeneMeat 2025 Try&Share QR

According to Roman Kříž, CEO of BeneMeat, the aim is to prove authenticity and deliver a true experience for pets: *“We don’t want imitations, but a genuine product that dogs can truly taste. With this step, we not only bring cultivated meat closer to pets and their owners but also help society and regulators better understand what cultivated meat is and why it matters.”* Adding to this, Jan Luprich, Strategic Partnerships Lead, highlighted the broader ambition: *“Our ambition is to show that cultivated meat has its place in pet*

food, and that we can make high quality, affordable products. The Program is another step in bringing our work closer to people and their four-legged companions, while helping them understand the benefits of this technology.”



BeneMeat 2025 Try&Share Treats in bowl

BeneMeat is the world’s first registered producer of cultivated meat for pet food. Its production has been registered by the Central Institute for Supervising and Testing in Agriculture (CZ 802529-01). The recipe for BeneMeat Cultivated Dog Treats was developed directly by the company, with production carried out in cooperation with a partner firm and in full compliance with EU pet food regulations. Every ingredient and process has been carefully tested to ensure safety, making these treats a trusted choice for pets. The result is a premium-quality treat: safe,

rigorously controlled, and crafted to deliver both nutritional value and authentic taste.



BeneMeat 2025 Try&Share Treats

Everyone is welcome to sign up for the trial through our dedicated landing page: tryandshare.benemeat.com. Participants are encouraged to share their experiences on social media using the hashtags **#FirstBite** and **#TryAndShare** and tagging company **@BeneMeat**. Spaces are limited, and sample packs will be shipped out soon.

http://tryandshare.benemeat.com

Cultivated meat

Cultivated meat, also known as cultured meat or cell-based meat, is real animal meat produced by directly growing animal cells in a controlled environment instead of raising and slaughtering animals. The process begins with a small sample of animal cells, which are nourished with essential nutrients and guided to form muscle, fat, and connective tissue, replicating natural biological growth. The result is

meat that is biologically identical to conventional meat but can be produced more sustainably, with lower environmental impact and improved animal welfare. A term Cultivated meat refers to meat (including muscle cells, fat cells, connective tissue, blood, and other components) produced by cultivating animal cells, not by slaughtering a live animal. (Source: New Harvest – a research institute that aims to accelerate progress in cellular agriculture).

BeneMeat

BeneMeat is a biotech company, part of the BTL Group, focused on developing scalable and efficient cultivated meat production technology. Since 2020, the company has developed deep, end-to-end expertise across biology, chemistry, hardware, software, and commercial implementation of cultivated meat. With 100+ R&D experts, BeneMeat is building the complete technological ecosystem, from versatile cell line development to scalable, reliable, and cost-effective manufacturing solutions. The company is prepared to support manufacturers through all the key challenges of bringing cultivated meat to market: technical, legal, regulatory, and commercial. BeneMeat is the first in the EU to be registered as a producer of cultivated meat for pet food (Autumn 2023), proving our regulatory leadership in this space. *“We are not just another company in cultivated meat, we are the technology partner shaping its future.”*

For more information, contact: **media@benemeat.com**

Attachments

PDF **About company .pdf**
2.9 MB

PDF **A4 Cultivated Meat Flyer - ENG.pdf (1).pdf**
2.0 MB

PDF **LOGO BeneMeat (1).pdf**
840.7 kB

PDF **One Pager Next option in protein .pdf**
733.8 kB

PDF **One-pager The Next Option for Pets, People, and the Planet .pdf**
711.3 kB

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JPG **Roman Kriz CEO BeneMeat.JPG**
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JPG **Roman Kriz CEO BeneMeat-.JPG**
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