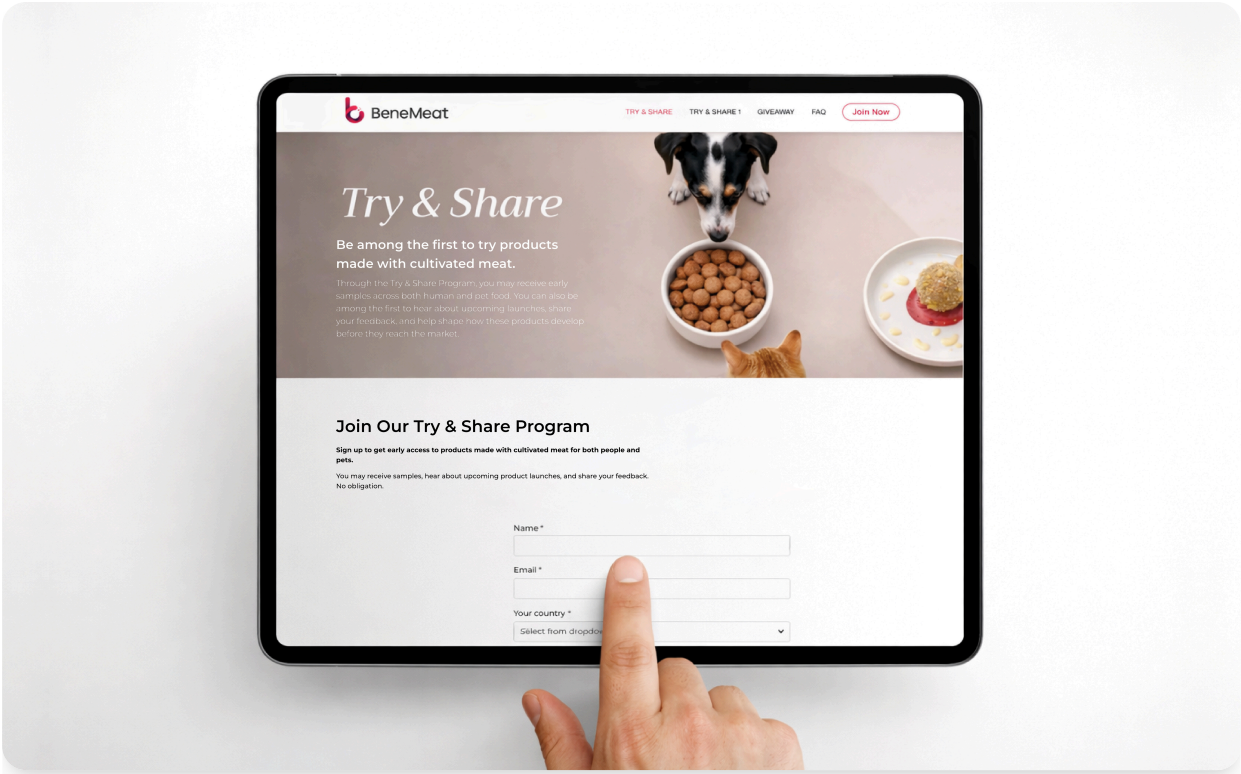
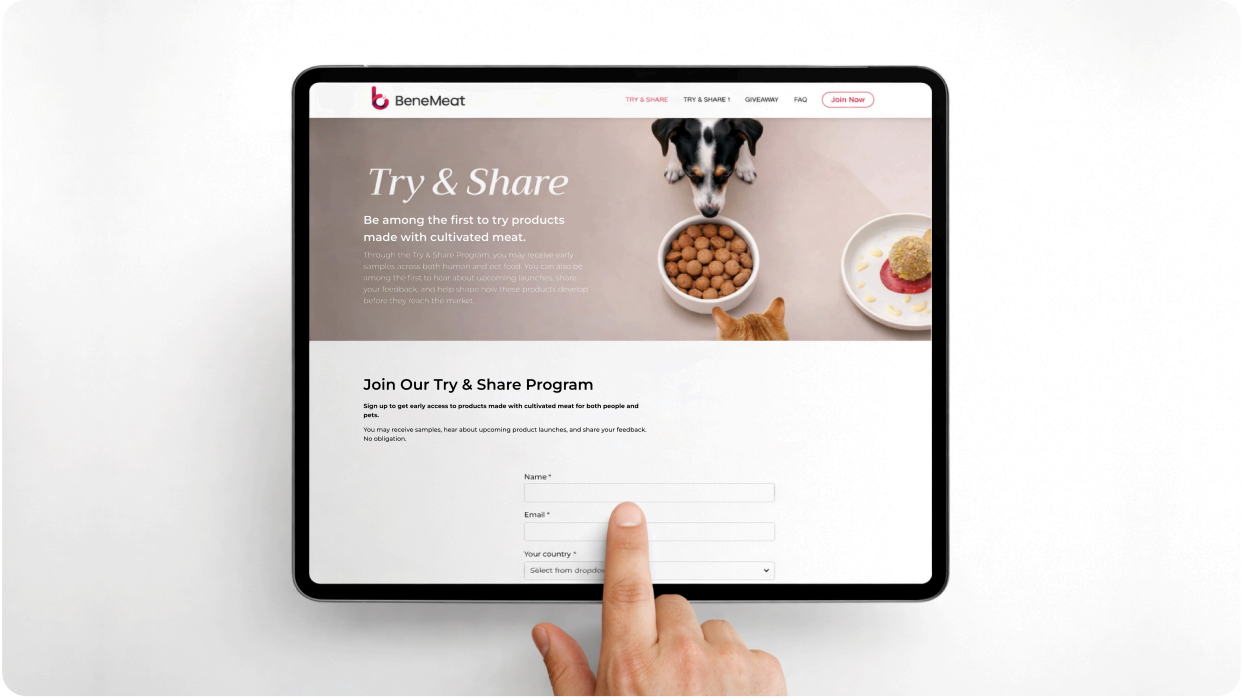


March 24, 2026 · Kateřina Dvořák Vašová, Kristýna Míčková

BeneMeat continues Try & Share Program: participants can test cultivated meat products and help shape their development

People interested in cultivated meat can now join the next phases of the Try & Share Program. This initiative offers a future opportunity to test cultivated meat products and participate in their development. BeneMeat is building on the first phase of the program, where dog owners tested cultivated meat treats real-life home settings.



T&S page

The goal of the first phase, Try & Share I, was to gather feedback from the real-world use of cultivated meat products for dogs. BeneMeat is now moving forward with the next stage. This opens the program to a wider group of people. Participants can learn about cultivated meat products and join further testing rounds. The program focuses on pet food and, in the future, food for human consumption. It also includes pilot product launches with partners. Participants will have the chance to try these products in practice and provide valuable feedback.



T&S PetFood

“Through the Try & Share program, we have been in touch with people who are interested in new ways of food production and want to see how they work in practice,” says Mgr. Kristýna Míčková, Ph.D., Communication & Education Specialist at BeneMeat, who leads the Try & Share Program. “It turns out that people don’t just want to watch the development, they want to actively participate in it.”



T&S, BeneMeat burger

Participation in the program is voluntary, and not every registered participant is selected for each trial. Registration for the program is open via the website: https://tryandshare.benemeat.com/.

The Try & Share Program represents a key step in connecting technological development with real-world use. It provides feedback that is essential for the further development of both the products and the entire industry.

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 150+ 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

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T&S community PetFood.jpg
4.8 MB

T&S BeneMeat Burger.jpg
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Roman Kriz CEO BeneMeat-..jpg
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