

May 12, 2026 · Kateřina Dvořák Vašová

Coolty Meat: Complete cultivated dog food introduced at Interzoo 2026 FORZA10 becomes the first in the world to launch complete dog food based on cultivated meat under the newly established brand „Coolty Meat“.

At the international Interzoo 2026 trade fair in Nuremberg, the FORZA10 brand, part of Nasta Pet Food, introduced Coolty Meat, a complete wet dog food containing cultivated meat supplied by BeneMeat. This is the world’s first commercial launch of complete pet food with cultivated meat and represents a major milestone for the pet food industry. BeneMeat acts as the technology partner and supplier of the feed ingredient for the launch.

“Our goal is to work long-term with the cleanest possible protein sources and to offer solutions for dogs with food intolerances. Cultivated meat allows us to combine high nutritional quality, digestibility, and safety in a single ingredient,” says **Gianandrea Guidetti**, representative of the FORZA10 brand (member of NASTA Pet Food Family). *“Our collaboration with BeneMeat has enabled us to work with an innovative ingredient that aligns with our focus on quality and a scientific approach to animal nutrition.”*

“Forza 10 is a perfect fit for BeneMeat. Their strong position in the market and intention to grow in pet food segments with added value is an ideal combination with our complete biotech knowledge. Pet owners will soon have another high-quality protein option available to them, one that is safe, healthy, defined, ethical and environmentally friendly,” says **Roman Kriz**, CEO of BeneMeat.



Coolty Meat

From Development to First Commercial Applications

BeneMeat was founded in 2020 and has gradually built its own end-to-end solution covering the entire cultivated meat production process, from cell lines and cultivation media to

bioprocessing and scalable manufacturing. As the first company in the world, BeneMeat fulfilled all requirements to legally produce and market cultivated meat as a raw material for pet food back in 2023. Since then, the company has carried out multiple product tests and trials with external partners to ensure absolute safety and strong nutritional values. The current launch by FORZA10 represents the first commercial application of this technology in the pet food segment within the European Union.

In parallel, the company is developing cell lines optimized for human consumption and working with commercial partners to bring these to market in the human food segment once all regulatory approvals are received.

“We aim to be a partner for manufacturers who want to bring cultivated meat into real-world applications. We have scalable technology that can be directly implemented into their production systems, and we guarantee its safety and quality. We leave the final commercialization to our partners, as it is their primary expertise,” says **Simone Stringhetti,** Clinical Studies Coordinator at BeneMeat.

A New Generation of Nutrition for Dogs

The pet food segment is one of the fastest-growing parts of the food industry. Consumers are increasingly focused on the origin of ingredients, protein quality, and their impact on animal health and the environment. **Coolty Meat by FORZA10** is a complete wet dog food designed as a highly

digestible solution, particularly for dogs with food intolerances. It contains **26% cultivated meat** and is formulated as a monoprotein product, free from antibiotics, hormones, and preservatives.

The cultivated meat used in the product is real animal meat produced by cultivating animal cells in a controlled environment, without the need for animal farming or slaughter. This approach enables precise control over quality, composition, and safety, while reducing environmental impact and offering hypoallergenic properties.

With more than 30 years of experience in scientifically driven pet nutrition, FORZA10 is now introducing a new generation of animal protein that combines functionality, quality, and sustainability.

“FORZA10 is a brand that has long been committed to a scientific approach to animal nutrition, which is why this collaboration makes perfect sense to us,” says **Jan Luprich**, Business Development Director, BeneMeat. *“We believe this partnership demonstrates what the future of pet food can look like.”*



Coolty Meat

The product was officially presented on May 12, 2026, at 4:00 PM during the Interzoo trade fair in Nuremberg. FORZA10 is located at the NASTA Pet Food Family booth (Hall 7A / Booth 7A-506), while BeneMeat is present at Hall 10.0 / Booth 10-410. At both locations, visitors can learn more about cultivated meat technology and its applications in pet nutrition.

About BeneMeat

BeneMeat is a biotech company founded as part of the BTL Industries Group, a global leader in medical devices. 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 a complete technological ecosystem, from versatile cell line development to scalable, reliable, and cost-effective manufacturing solutions, with the goal of becoming the No. 1 partner for anyone looking to produce cultivated meat efficiently and at scale. As the first company in the EU registered to produce cultivated meat for pet food (2023), BeneMeat is not seeking investors; its goal is to make cultivated meat a truly accessible option for those who want safe, healthy, ethical, and sustainable animal proteins with a clearly defined origin. BeneMeat acts strictly in compliance with its Ethical Codex.

For more information, contact: media@benemeat.com

About FORZA10

FORZA10 is a leading Italian brand in the pet food industry, with 30 years of experience in developing premium foods for dogs and cats. Thanks to a strong commitment to research and development, FORZA10 creates advanced formulations designed for animal well-being, with a particular focus on food intolerances and the specific nutritional needs of dogs and cats.

Since 2021, it has been part of the international Nasta Pet Food, which is committed to offering innovative nutritional solutions based on nature, science, and taste.

About Nasta Pet Food

Founded in 2016 in France, Nasta Pet Food is an international family-owned group specializing in ultra-premium pet nutrition, combining the benefits of Nature, Science, and Taste. The Group develops a complementary portfolio of high-value brands, driven by entrepreneurial teams, integrated industrial expertise, and high standards of quality, transparency, and nutritional performance. Its portfolio includes Bab’in, Forza10, Natural Code, and FirstMate, representing more than 150 years of combined expertise in animal nutrition.

Present in France, Italy, North America, and China, Nasta Pet Food distributes its products in over 30 markets worldwide and pursues a sustainable growth strategy combining organic development and targeted acquisitions.

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).

Attachments

PR- Coolty Meat Complete cultivated dog food introduced at Interzoo 2026.docx
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Roman Kriz CEO BeneMeat-. (1).jpg
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