

May 11, 2026 · Kateřina Dvořák Vašová

Try & Share I. Results: First EU Trial of Cultivated Meat for Dogs Shows Strong Interest and High Acceptance Among Owners

Czech biotechnology company BeneMeat presents the results of the Try & Share program. The first European trial of cultivated meat-based dog treats delivered highly positive outcomes. Participants from 25 countries took part in the pilot program, with results confirming not only a high level of acceptance among dogs, but also growing trust among their owners in this new technology.

The Try & Share program, conducted between September and December 2025, represents the first testing of cultivated meat for pets in the European Union. Its objective was to evaluate how dog owners perceive this new category of

products and to gather feedback from real consumers. Approximately 350 applicants from 25 European countries expressed interest in participating in the program.



BeneMeat Presentation at the Petfood Forum

The collected data confirmed that cultivated treats were very well received by both dogs and their owners. Nearly 88% of participants reported that their dogs liked the treats, and over 85% observed that their dogs were genuinely excited

when receiving them. Product quality was also rated highly. More than 83% of owners considered the treats to be as good as or even better than those commonly available on the market. In addition, 90% stated they would recommend them to friends or veterinarians.

Participation in the program also significantly shifted perceptions of cultivated meat. Following the trial, both trust in product safety and willingness to include it regularly in dogs’ diets increased. More than 95% of participants reported no concerns about feeding cultivated meat to their dogs. The study also demonstrated strong commercial potential, with over 86% of participants stating they would purchase the product once it becomes available. Beyond product quality, key drivers for future purchase included animal welfare benefits, the absence of slaughter, and sustainability.

The program also provided valuable insights for further product development. Participants most frequently suggested improvements in treat size and texture. Although the Try & Share I program has concluded, the program website remains active. Interested individuals can subscribe for updates and receive information about future trials and upcoming product launches.



BeneMeat Presentation at the Petfood Forum

These results were also presented on May 11, 2026, at the Petfood Forum in Nuremberg, where they were introduced by Jan Luprich, Business Development Manager at BeneMeat and Simone Stringhetti Feeding Studies Coordinator BeneMeat as part of a broader discussion on the future of innovation in the pet food sector.

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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