

September 29, 2026 · Kateřina Dvořák Vašová

Global Technology Leader ZETA Visits BeneMeat

A delegation from international technology company ZETA, led by its CEO Alfred Marchler, visited BeneMeat’s production and development facility in Prague. ZETA is one of the leading global companies in bioprocess engineering and technologies for biotechnology manufacturing. The delegation came to BeneMeat to gain a closer understanding of its cultivated meat technology, the progress achieved so far and its potential for further scale-up.

The visit followed previous collaboration between the two companies and ZETA’s interest in learning more about

BeneMeat’s technology. In addition to ZETA Managing Director **Alfred Marchler**, the delegation included Head of Sales Eastern Europe & Middle East **Alexander Lausecker**, Business Development Manager **André Kruse** and **Hans Eder** Associate Director Business Line Sustainable Energy Solutions.



Group Photo of ZETA and BeneMeat Representatives During the BeneMeat Visit

During the visit, ZETA representatives toured BeneMeat’s production and development facility and learned about the company’s approach to cultivated meat development – from biological research to the technological solutions required for production at an industrial scale. The meeting also included discussions on technical and operational requirements, further technology development and potential areas for future cooperation.

„I am deeply impressed by the speed at which BeneMeat is transforming its vision into reality. What stands out most is the company's unique combination of scientific excellence, entrepreneurial courage, and an open mindset toward innovation and digital technologies. BeneMeat is not only shaping a new market but helping define the future of sustainable cultivated meat production. We are proud to support this journey with our expertise and look forward to expanding our cooperation even further. Together, I believe we can unlock new opportunities by combining advanced technologies, digitalization, and engineering know-how to create lasting value and accelerate innovation for the industry." said **Alfred Marchler**, Managing Director of ZETA.



ZETA and BeneMeat Representatives Meet During the BeneMeat Visit

ZETA specializes in bioprocess systems and engineering for biotechnology and biopharmaceutical manufacturing. Its expertise includes the design of manufacturing processes and equipment, bioreactors, automation, digital solutions and the scale-up of biotechnological processes from laboratory level to industrial production. This experience in translating biological processes into reliable industrial-scale manufacturing creates a natural connection between the technological expertise of ZETA and BeneMeat.

BeneMeat develops a complete technology for cultivated meat production and brings together more than 150 experts across biology, chemistry, hardware, software, regulatory affairs and final product development. The company develops its own technological solutions covering the entire process, from cell lines and cultivation media to bioprocessing, analytics, automation and production scale-up.



ZETA Visits BeneMeat – Representatives of Both Companies

“*The fact that a company with such extensive experience in industrial bioprocessing wants to gain a detailed understanding of our technology and its further development is an important signal for us. Cultivated meat is moving from laboratory research towards real industrial production, and at this stage, connecting biotechnology with high-quality process engineering becomes essential,*” says **Petr Sebera,** CTO of BeneMeat.

BeneMeat has already obtained registration for production in the EU, and its cells are listed in the EU Feed Materials Register for use in pet food, with its technology also entering commercial use. Cultivated meat from BeneMeat is also an ingredient in Coolty Meat, the world's first complete wet dog food with cultivated meat dog food by the Italian brand FORZA10.

The meeting opened the door to further technical discussions between the two companies on technological requirements, future development and potential areas of cooperation in the further scale-up of biotechnological processes.



ZETA and BeneMeat Representatives During the Visit to BeneMeat

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).

www.benemeat.com

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

PR-Zeta Visit - BeneMeat.docx

DOCX
1.3 MB

JPG
Group Photo of ZETA and BeneMeat Representatives During the BeneMeat Visit (1).jpg
12.5 MB

JPG
ZETA and BeneMeat Representatives During the Visit to BeneMeat (1).jpg
12.7 MB

JPG
ZETA and BeneMeat Representatives Meet During the BeneMeat Visit (1).jpg
13.1 MB

JPG
ZETA Visits BeneMeat – Representatives of Both Companies (1).jpg
7.9 MB

PDF
LOGO BeneMeat (1).pdf
840.7 kB

PDF
About company (1).pdf
2.9 MB

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

PDF
One Pager Next option in protein (1).pdf
733.8 kB

PDF
one_pager_1_EN (1).pdf
897.1 kB

PDF
One-pager The Next Option for Pets, People, and the Planet (1).pdf
711.3 kB

JPG
Roman Kriz CEO BeneMeat-. (1).jpg
9.2 MB