

MEALIWAYS

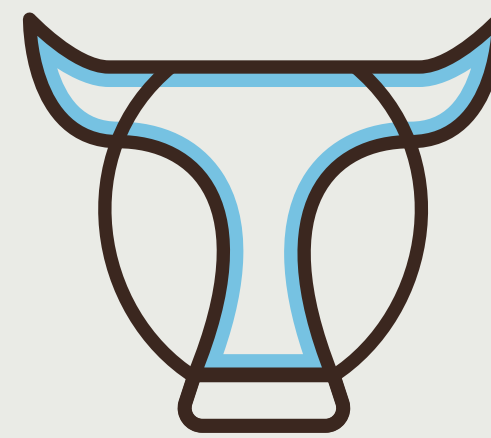
Masterfully crafting a complete meat experience
via 3D suspension technology

Deliverables: Communications strategy, branding, investor deck, one pager and landing page design









mealiways

meat matters



The revolution

Crafting Real Meat, Cell by Cell.

[read more](#)



Our expertise

Decades of stem cell research,
vast experience in food production,
safety and regulation

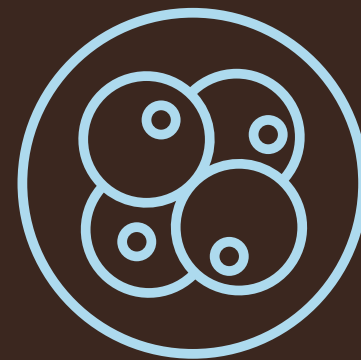
[read more](#)



Beef meat process



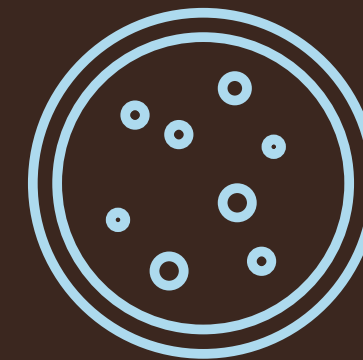
livestock
cow



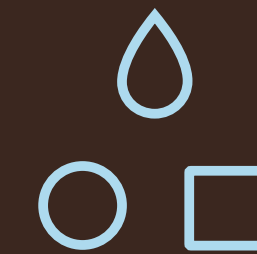
Embryonic
stem cells



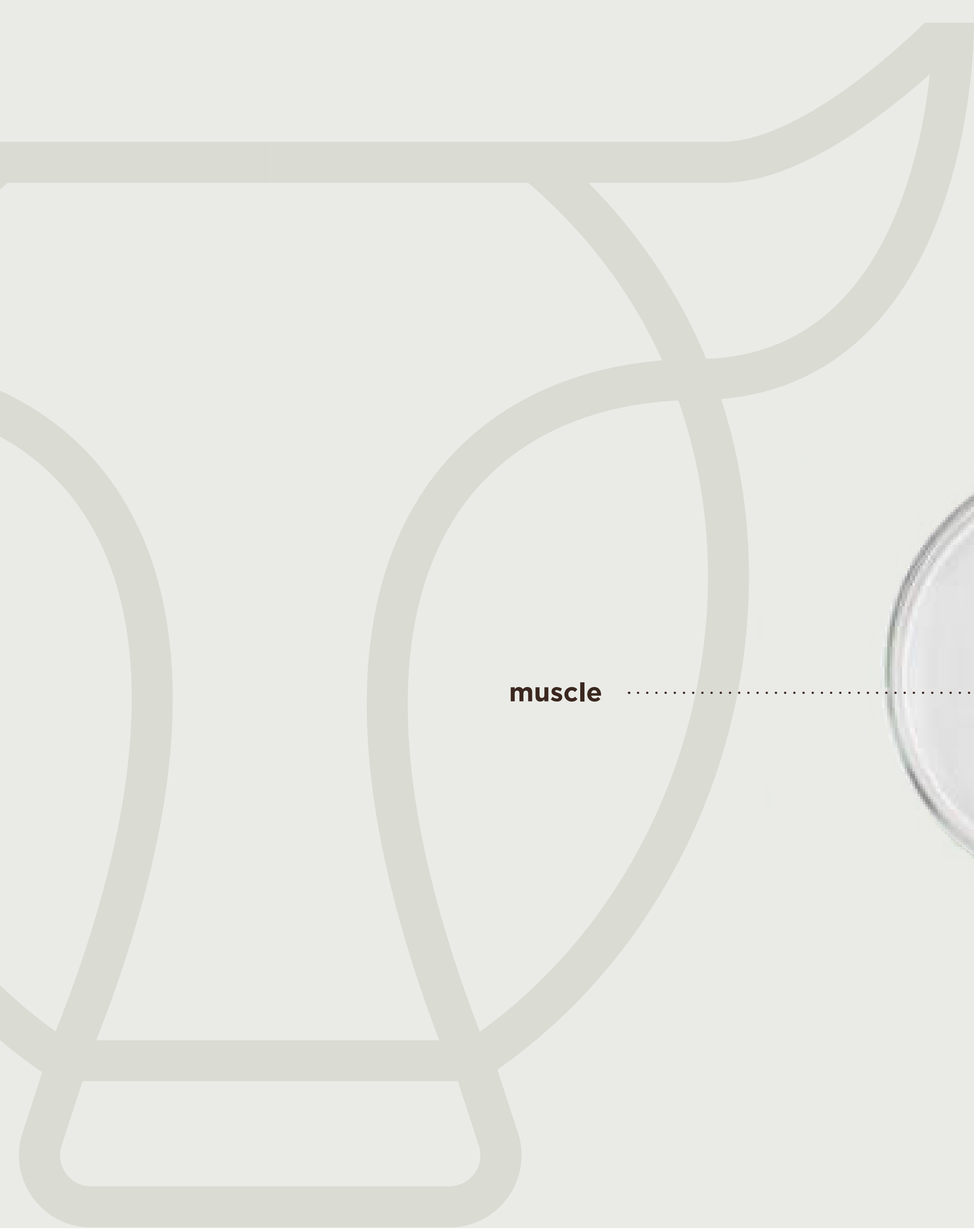
Pluripotent
cells in culture



ESCs

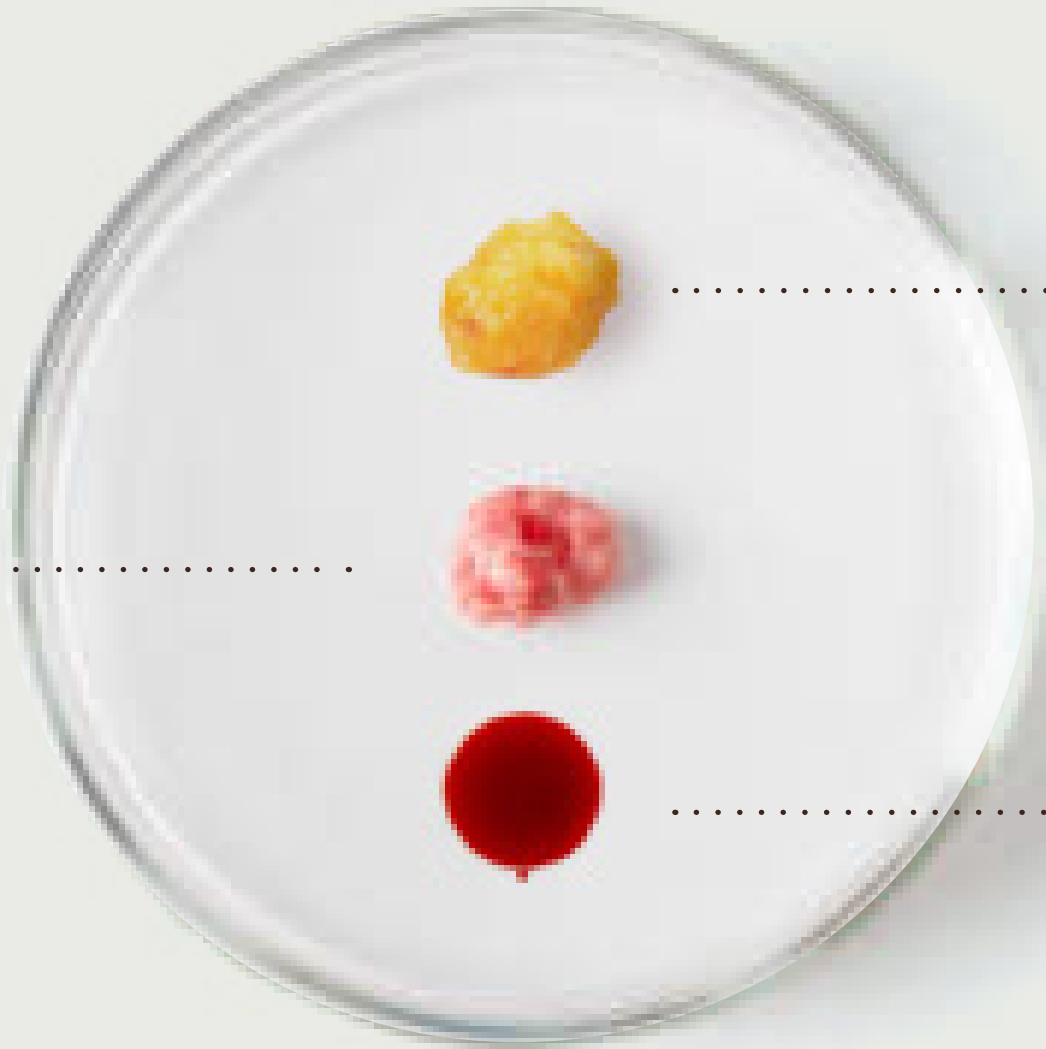


Differentiation:
muscle, fat, blood



The texture

muscle



fat



blood



The composition



..... **100% real**

The nutrients



zinc



iron



vitamin B12



The taste

yum!





mealiways
meat matters



100% pure cultured

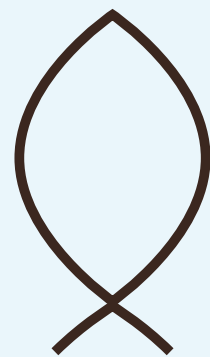
Ground beef

Mealiways uniquely crafts a complete meat experience with our lab-grown products, combining affordability, customization, and scale with pioneering technology.

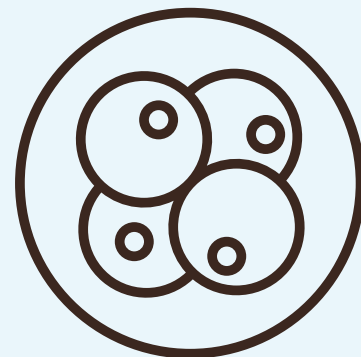
- 70% muscle
- 25% fat
- 5% blood



fish meat process



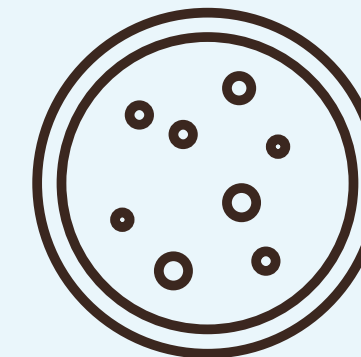
livestock
fish



Embryonic
stem cells



Pluripotent
cells in culture



ESCs



Differentiation:
muscle & fat

The composition



..... **100% real**

The nutrients

calcium

omega 3

vitamin D





mealiways
meat matters



100% pure cultured

Fish fillet

Mealiways uniquely crafts a complete meat experience with our lab-grown products, combining affordability, customization, and scale with pioneering technology.

☐ 90% muscle

☐ 10% fat









[About](#) | [Technology](#) | [Composition & Products](#) | [Team](#) | [Contact](#)

Revolutionizing meat, one cell at a time.

Masterfully crafting scalable, customizable,
and economically viable cultured beef and fish.

[Read more](#)



About Mealiways





About | Technology | Composition & Products | Team | Contact

Crafted. Not Compromised.

Real Meat. Complete Composition.
Authentic Experience.

[Read more](#)



About Mealiways

Mealiways uniquely replicates traditional meat's taste, texture, and nutritional value by including the full spectrum of components of traditional beef and fish. We masterfully craft scalable, customizable, and economically viable products by harnessing our proprietary 3D suspension technology. This innovation allows us to offer a real meat solution without the environmental footprint or ethical dilemmas.



Scalable
Efficiency



Customizable



Consistent &
Reliable Supply



Sustainable



True Culinary
Experience

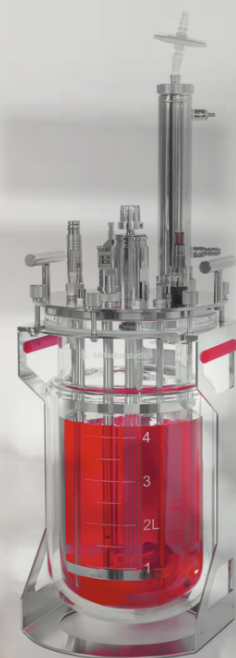


Ensured Safety
& Precision

Technology & Scale

Making Meat Matter

Mealiways' patented 3D suspension culture technology revolutionizes meat production. Non-GMO pluripotent stem cells are cultivated in advanced bioreactors, crafting meat without the need for scaffolds or microcarriers. This innovative approach supports environmental sustainability and scalability, driving the future of responsible meat production.



Composition & Products

Tailored to match traditional meat's taste & Nutrition

Mealiways' technology enables a new level of meat customization, offering tailored options to match traditional meat's taste and nutrition. This precise control creates versatile applications for both fish and bovine products. Sourced from native cells, the entire cultivation process is free from scaffolds, serums, carriers, GMOs, antibiotics, and hormones, ensuring a product that is as wholesome as it is innovative. Mealiways excels in mass production with high-density cell cultivation, offering a scalable supply that meets year-round demands of the food industry and consumers alike.



Team



Hagit Domev-Cohen
PhD, MBA, CEO



Anna Yaakov-Altshuler
PhD, Senior Scientist



Bassam Hosiesy
Bioprocess Researcher

Board



Omer Lavi
Director & Chairman



Menash Shalom
Director



Shlomo Pleban
PhD, MBA, Director





Revolutionizing meat, one cell at a time.

Masterfully crafting scalable, customizable, and economically viable cultured beef and fish.



Transforming meat production: Navigating environmental, ethical, and health challenges

The global demand for meat continues to climb, challenging traditional production practices amid concerns of environmental impact, unethical treatment of animals, and health risks. While the cultured meat industry represents a promising solution, it has faced hurdles in delivering products that fully meet consumer expectations in terms of taste, texture, and nutritional value. These challenges, from perfecting composition to ensuring production effectiveness and cost efficiency, are critical for consumer acceptance and market growth. Nonetheless, the sector is projected to expand significantly, with expectations of reaching a \$25 billion evaluation by 2030 and a CAGR of over 78%. This growth is fueled by continuous advancements in cultured meat technologies and a marked shift in consumer attitudes towards choices that promote sustainability and health, highlighting a clear opportunity for innovation and investment in this cutting-edge field of food technology.

Crafting a complete meat experience without the compromise

Mealiways uniquely replicates traditional meat's taste, texture, and nutritional value by including the full spectrum of components of traditional beef and fish. We masterfully craft scalable, customizable, and economically viable products by harnessing our proprietary 3D suspension technology. This innovation allows us to offer a real meat solution without the environmental footprint or ethical dilemmas. Founded on pioneering stem cell research and food industry expertise, Mealiways is positioned at the forefront of the cultured meat revolution. Our technology is patented, proven, and ready for global deployment, supported by a team with a profound commitment to sustainability and health.

Crafted. Not compromised.

Cell-based beef & fish
Pluripotent stem cell cultivation allows for similar taste, texture, and nutritional value as conventional meat

Patented, proven & actively deployed technology
IP in 3D cell suspension, culturing and differentiation technologies

Scalable solutions for Mass production
Optimal scale and quality in minimum time and cost

Customizable meat products
Variable muscle, fat, and blood content with taste and nutrition optimization through ingredient adjustment

Backed by industry leaders
Joint venture between Accellta, a Technion-born company, and Feed Better Group



Scalable Efficiency



Customizable Products



Consistent & Reliable Supply



Sustainability & Ethics



True Culinary Experience



Ensured Safety & Precision

The Mealiways offering: Real meat. Complete composition. Authentic experience.



True to Source
Sourced from ESCs for a real meat experience matching traditional meat in taste, texture, and nutrition.

Advanced 3D culture technology preserving cellular properties.

Production free from scaffolds, serums, carriers, GMOs, antibiotics, and hormones.



Scalable Efficiency
Mass production at lower costs enabled via 3D culture for high-density cell cultivation.

Rapid scale-up in advanced bioreactors.

Year-round supply via a continuous system.



B2B Advantage
Versatile stem cell use for both fish and bovine meat products.

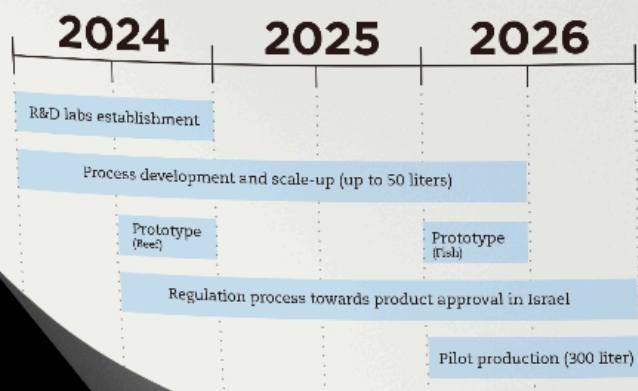
Meat customization options adjusting muscle, fat, and blood composition.

Flavor and nutritional enhancement through precise ingredient control.

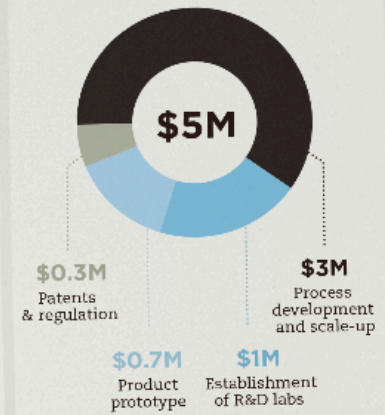
Mealiways technology: Making meat matter

Leading the cultured meat industry with patented 3D suspension culture technology, Mealiways cultivates non-GMO pluripotent stem cells in state-of-the-art bioreactors, forgoing the need for scaffolds or microcarriers. This process yields a full spectrum of meat components, such as muscle, fat, and blood cells, ensuring a product that rivals traditional meat in taste, texture, and nutritional content. Delivering an authentic meat experience that meets consumer expectations and supports environmental sustainability, Mealiways merges advanced science with scalability and economic viability to set new standards in responsible meat production.

Our Roadmap



Ask & Use of Proceeds



Shen, PhD, CEO | +972-528707738 | hagitd@mealiways.com | www.mealiways.com



“ Our partnership with PearlCom has been instrumental in defining Mealiways' unique approach in the cultured meat market. Their strategic insight and creative execution have brilliantly captured the essence of our 'Meat Matters' philosophy, showcasing our commitment to delivering a full-spectrum meat experience that mirrors traditional meat. This collaboration has been vital in communicating the groundbreaking nature of our products. ”

Hagit Domev-Cohen | Chief Executive Officer
Mealiways | **T.** +972.52.870.7738

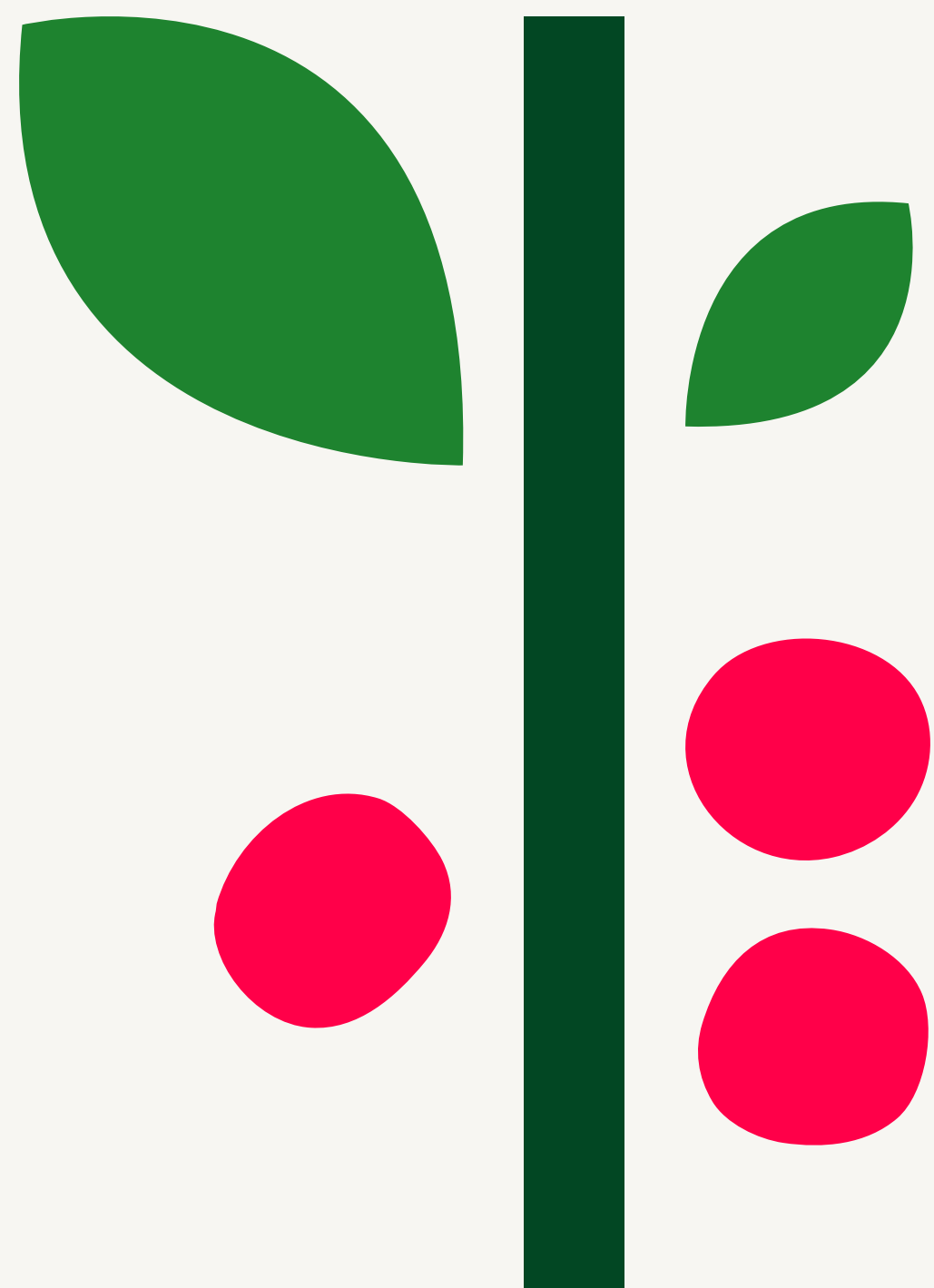
COFEESAI

Eco-efficient, lab-grown coffee production

Deliverables: Communication's strategy, branding, investor deck





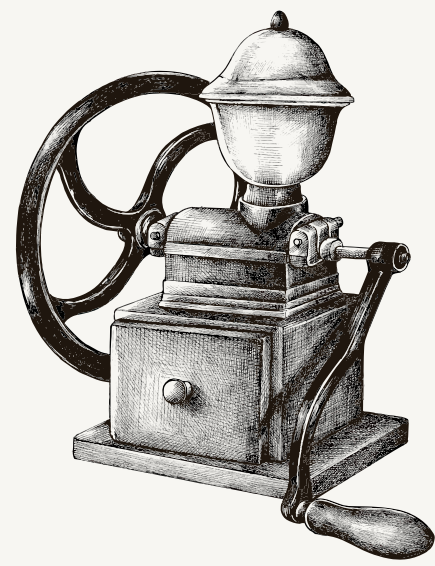




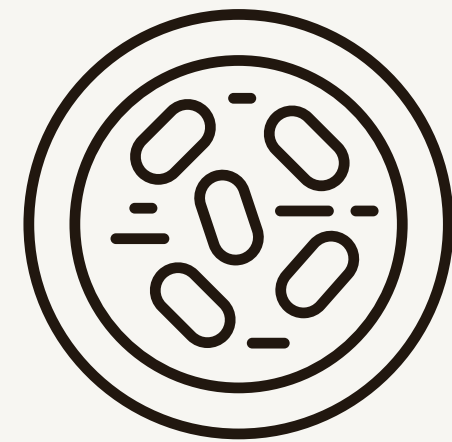
The background is a dark brown color. It features several large, overlapping, organic shapes in two shades of green: a vibrant medium green and a darker forest green. Interspersed among these green shapes are five solid, bright pink circles of varying sizes. The overall composition is abstract and modern.

From Lab to Latte

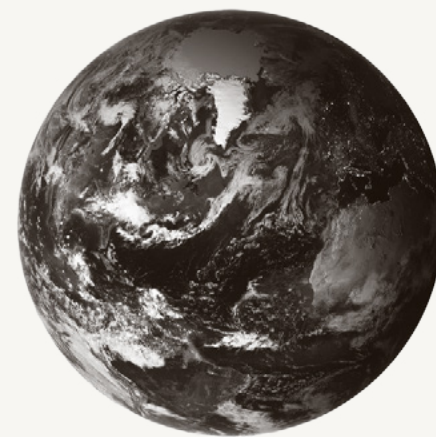




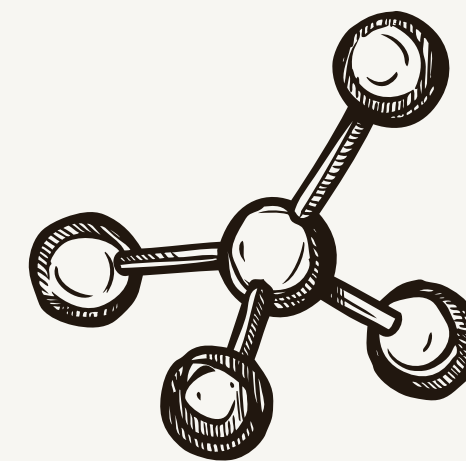
Authentic



Innovative



Sustainable



Expert



Reliable

Revolutionizing Coffee, *One Cell at a Time*

[Learn More](#)



Cultivating the Future *of Coffee*

[Learn More](#)



Revolutionizing Coffee, *One Cell at a Time*

[Learn More](#)



Harnessing two decades of biotechnological expertise, our patented approach uniquely crafts coffee through cellular agriculture, combining unmatched eco-efficient scalability and a profound understanding of cell behavior and integrity.



Authentic
coffee



Cellular
agriculture



High
scalability



Cell
integrity

Revolutionizing Coffee, *One Cell at a Time*

[Learn More](#)



Cultivating the Future *of Coffee*

[Learn More](#)



Harnessing two decades of biotechnological expertise, our patented approach uniquely crafts coffee through cellular agriculture, combining unmatched eco-efficient scalability and a profound understanding of cell behavior and integrity.



Authentic
coffee



Cellular
agriculture



High
scalability



Cell
integrity

Cultivating the Future *of Coffee*

[Learn More](#)





From Lab to Latte.
100%
real coffee.

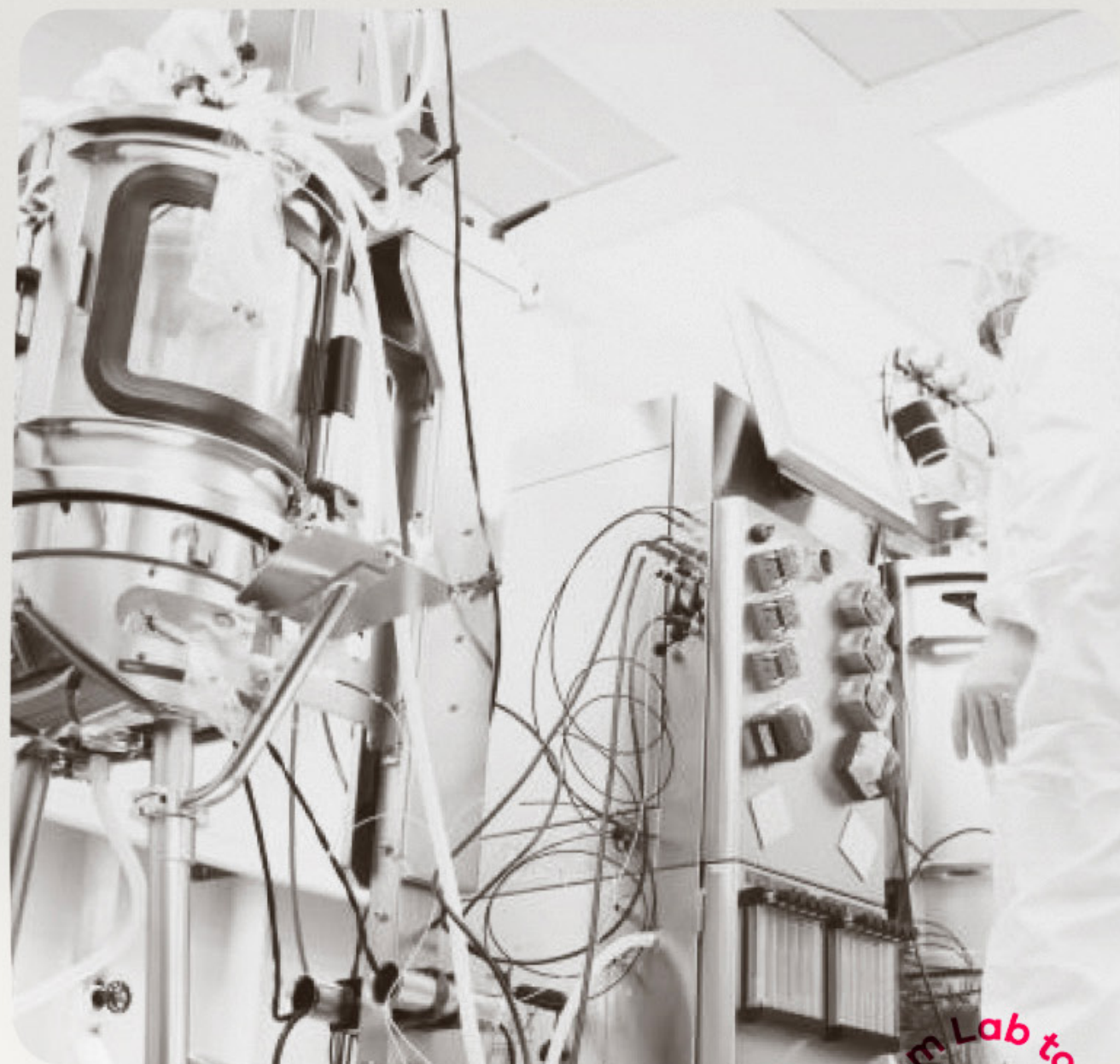
 coffeesai

Revolutionizing Coffee

One Cell at a Time

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



From Lab to Latte.
100%
real coffee.

 coffeesai

Pioneering technology

crafting sustainable, own coffee with ched eco-efficient y.

