The fat Company

The Future of Food Innovation

Our Vision?

Fueling real meat with better fat
0% compromise, 100% Health

A $1.8 trillion problem

Food manufacturer's reliance on unhealthy fats in products (like sausages and burgers etc.) causes:

•**Rising production costs**: caused by expensive fat processing methods and increasing animal fat prices

•**Health issues**: like heart disease, obesity, etc.

Our Solution?

Creating new fat particles from plant sources which are similar in:

Click here to see:
What famous chefs think about our products?

Texture
Structure
Deliciousness
Enhanced cost-efficiency

0% Cholesterol
0% Trans fat
Medium Chain Triglyceride (MCT)

*Currently, meat processing companies and factories blend unhealthy animal fat into various meat products to enhance flavor, texture, and juiciness.

The tech behind the fat

A mass-production machine
producing fat particles from sustainable plant sources identical to animal source fat

•Producing amorphous fat particles from plant source
•Scalable solutions to improve efficiency and reduce costs
•Sustainable, healthy & cost-effective ingredients
•Amorphous Emulsion Crystallization (AEC) technology
•Identical to animal-sourced fat

Why Now?

•Over the past few years, the meat industry has experienced an increasing **demand** for high-quality, healthier fat to enhance flavor and texture.

•Especially over the past two years, we have seen a **significant jump** in animal fat prices.

•Better fat solutions, the current fat solutions fall short in price, texture, and health, leading to a rising demand for fat solutions.

•Our development - **a formula that meets those demands** by providing an efficient affordable healthier solution that sets us apart.

The Market

The animal fat source market is $292 billion and is expected to reach $492 billion by 2032.

B2B Model

Selling finished products, white-labeled

Selling new-fat to CPG food manufacturer so they can develop better products

Our Team

Shahar Margalit
Co-founder, CEO

VC Partner (VFR), Entrepreneur & Founder, Mentor (8200 EISP For Startups, Ariel Hub University), Advisory Board.

Fueling individual growth, fostering team spirit
Disrupting the status quo with innovation that creates real change

Asaf Cohen-Jonathan
Founder, CTO

Food scientist and a Chemist, VP R&D and CTO in the food industry (Nestlé, Tnuva, CHKP, Yo-Egg, Fabumin), Protein and Raw materials specialist.

Great progress in R&D, Stemmed from a new boldness of imagination

Asaf Avner
R&D Food Engineer

Food Engineer, R&D Lab manager, Food production technologist. Global food tech competition winner

We craft the frontiers of technology, where extreme R&D work, transforms vision into revolutionary reality

Gili Nachmani
R&D Food Engineer

Biotechnology student, R&D Food Engineer, Protein production processes.

Implementing culinary expertise, passion and science.

Dror Avni
Technology & Mechanical System Designer

B.Sc. Electronics, E.MBA, Product development with Expertise in system design for various industries, 15 year at Intel, VP product development at Saifun.

Leveraging deep technical expertise and leadership in product development to drive innovation & efficiency