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Strauss Group introduces revolutionary Cow-free dairy consumables in Israel

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CowFree Yotvata products and Symphony cream â??cheeseâ? based on animal free BLG protein, a protein identical in composition to one of the key proteins found in cowâ??s milk, produced through precision fermentation technology. By bringing Food-Tech innovation to consumers, Strauss Group reflects its purpose to "Nourishing a Better Tomorrow.".

The first products set to launch in the coming weeks include CowFree "Symphony" cream "cheese" and Yotvata CowFree drink. These items are enriched with calcium and high-quality protein, providing all essential amino acids. As the protein is structurally identical to milk protein, these products are not recommended for individuals with milk protein allergies.

Strauss is the first Israeli company, and among the first globally, to bring this technological innovation to the refrigerated aisle. This launch reflects the global trend of innovation and advanced nutritional technologies, making them accessible to Israeli consumers through a diverse range of high-quality, great-tasting offerings.

The CowFree product line is designed to cater to diverse dietary needs. Cow-Free products cater to those who separate meat and dairy, making them ideal options for lactose-intolerant individuals. Additionally, the products provide alternatives for vegans and those reducing their consumption of animal-based foods.

Ariella Schiffenbauer Weiss, GM of Strauss Dairies, added: â??The launch of CowFree marks another stage in the evolution of our dairy operations. As a leading food company in Israel, we are committed to continuing to surprise and delight with tasty, innovative, and nutritious products-giving consumers true freedom of choice.â?