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Revo Foods bets on Mycoprotein chicken as demand grows for next-generation proteins

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Austrian food-tech company Revo Foods is broadening its alternative protein portfolio beyond seafood-inspired products with the launch of EL POLLO, a mycoprotein-based chicken alternative that will debut this month across supermarkets in Austria, Germany, and Italy.

The move marks a significant expansion for Revo Foods as it targets the world's largest meat categoryâ??chickenâ??while leveraging its proprietary fermentation and food-structuring technologies to compete in the rapidly evolving protein market.

Made from fermented mycoprotein (Fusarium venenatum), fava bean protein, canola oil, and bamboo fiber, EL POLLO features a streamlined ingredient list of seven components and carries a Nutri-Score A rating. The product is also gluten-free, cholesterol-free, and available in three varieties: Original, Asian Fusion, and BBQ Style.

Betting on the World's Most Popular Meat

Chicken remains the most consumed meat globally, making it one of the most attractiveâ??and competitiveâ??segments for alternative protein companies seeking mainstream adoption.

"Chicken is the most-eaten meat in the world, and plant-based versions can often be bland," Revo Foods said in announcing the launch. "We experimented extensively with our texturizing process and believe we have developed a product that delivers a juicier and more fibrous eating experience."

Each 150-gram serving is designed to provide high levels of protein and dietary fiber while appealing to consumers looking for healthier and more sustainable protein options.

From Alternative Seafood to Alternative Poultry

The launch builds on a period of rapid product innovation for Revo Foods, which has gained attention for applying mycoprotein and 3D food production technologies to seafood alternatives.

Over the past year, the company introduced EL BLANCO, a black cod-inspired fillet, and THE KRAKEN, a mycoprotein-based octopus alternative that sold out during pre-orders, signaling growing consumer interest in next-generation protein formats.

The expansion into poultry represents a strategic shift toward larger-volume categories that could significantly expand the company's addressable market.

Powered by Industrial-Scale Food Technology

Central to Revo Foods' growth strategy is its Taste Factory in Vienna, which opened in 2024 and is described by the company as the world's first industrial-scale facility dedicated to mycoprotein-based 3D food production.

The facility enables the company to engineer texture, structure, and nutritional profiles more precisely than conventional plant-based manufacturing methods, creating products designed to more closely replicate the sensory experience of animal proteins.

Expanding Retail Footprint

EL POLLO will be available through major supermarket chains in Austria, Germany, and Italy, complementing Revo Foods' direct-to-consumer online channel.

The company has steadily expanded its retail presence across Europe and is currently stocked by leading supermarket groups including EDEKA, REWE, BILLA, and SPAR.

As consumer demand for alternative proteins continues to diversify beyond traditional plant-based burgers and sausages, Revo Foods is positioning mycoprotein as a next-generation category capable of delivering improved nutrition, texture, and sustainabilityâ??while moving closer to the center of everyday protein consumption.