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GOOD Meat partners with Huberâ??s, worldâ??s first butchery to sell cultivated meat

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GOOD Meat, the cultivated meat division of food technology company Eat Just, announced thatÂ Huberâ??s Butchery, one of Singaporeâ??s premier producers and suppliers of high-quality meat products, will become the first butchery in the world to sell and serve cultivated meat. With the introduction of the latest version of GOOD Meatâ??s cultivated chicken, the family-owned and operated business is thrilled to add a new, locally produced offering to its display case and bistro menu.

â??Offering this new approach to making meat at a butchery is another historic moment in the long road to making our food system more delicious and sustainable. Iâ??m very proud to partner with the Huberâ??s team to give people a whole new way to experience our cultivated chicken," said Josh Tetrick, co-founder and CEO of Eat Just.

â??When we founded our butcher shop, we made it our mission to provide top quality and exceptional tasting meat products with the highest food safety standards at an affordable price. Partnering with GOOD Meat is in keeping with that vision and the realities of our ever-changing food system,â?• said Ryan Huber, Huberâ??s Butchery Managing Director. â??Cultivated meat could be one of the solutions to over-farming due to increased population size and density and an increase in animal protein consumption in many parts of the world,â?• added Andre Huber Executive Director.

GOOD Meatâ??s partnership with Huberâ??s is the latest in a series of exciting announcements for the company. GOOD Meat won regulatory approvals for its chicken in Singapore in November 2020 and December 2021. It remains the only cultivated meat producer in the world with the ability to sell to consumers. Since its launch, the companyâ??s chicken has been featured on menus at local fine dining establishments, roadside hawker stalls and via food panda, Asia's leading food

and grocery delivery platform.