

FOR IMMEDIATE RELEASE

Next Meats Achieves 30 Tons of Alternative Meat Sales in Japan Over the Past Year; Unveils Latest “NEXT Burger 4.0” to Drive Further Market Expansion

Tokyo, Japan – Next Meats Co., Ltd. (Headquarters: Shinjuku-ku, Tokyo; CEO: Koichi Ishizuka), a pioneering alternative meat venture, is pleased to announce that it has sold a cumulative total of 30 tons of alternative meat in Japan over the past year. In line with its commitment to expanding its product lineup, the company is also launching its latest innovation: the 100% plant-based hamburger patty, “NEXT Burger 4.0.”



■ Steady Growth in the Alternative Meat Market – 30 Tons Sold in One Year

Since its founding in 2020, Next Meats has been dedicated to addressing the global protein shortage and reducing CO2 emissions from livestock by developing and selling alternative meat products that do not rely on animal-based ingredients. Sales channels have expanded steadily through domestic and international restaurants, supermarkets, and e-commerce platforms, leading to a cumulative total of 30 tons sold over the past year. As a Japan-born alternative meat brand, the company continues to strengthen its market presence.

■ Introducing the Latest Creation: “NEXT Burger 4.0”

The newly announced “NEXT Burger 4.0” is a 100% plant-based hamburger patty developed through continuous improvements to the company’s previous product series.

Using the recently launched NEXT Beef 1.0 as its base, the minced patty delivers a juicy texture and rich, meaty flavor. Made primarily from soybeans, it offers a satisfying taste and aroma that closely resemble real meat. The product will soon be introduced to restaurants and events both in Japan and overseas.

■ Comment from Koichi Ishizuka, CEO of Next Meats

“Achieving 30 tons in sales this past year was only possible thanks to the support of our customers and partner companies. The NEXT Burger 4.0 is a confident step forward, expanding the possibilities of alternative meat based on our popular NEXT Beef 1.0. We will continue to develop products that deliver both delicious taste and sustainability.”

■ Future Strategy

In addition to expanding market share in Japan, Next Meats will accelerate its overseas strategy in 2025, targeting the Netherlands, Thailand, India, and the United States. Our products have already earned high recognition, including a second-place ranking at last year’s Food Summit held at Cornell University in the US. With this confidence, we are committed to expanding globally.

【Company Overview】

Company Name: Next Meats Co., Ltd.

CEO: Koichi Ishizuka

Head Office: 79-49 Motomachi, Niseko-cho, Abuta-gun, Hokkaido 048-1544, Japan

Business Activities: Development of alternative meat products; planning and manufacturing of products using alternative meat; e-commerce; media operations

Official Website: <https://www.nextmeats.co.jp/>

Wholesale E-Commerce: <https://nextmeatsjp.i11.bcart.jp/>

Official Media: <https://media.nextmeats.jp/>

For inquiries regarding the new “NEXT Burger 4.0”:

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