

An Open Letter to Beyond Meat & Impossible Foods

Enough.

Enough with the hyper-processed ingredients, GMOs, unnecessary additives and fillers, and fake blood.

While we want the same things — a greener planet and a more sustainable food system — at Lightlife, we've chosen a very different way to get there.

We're making a clean break from both of you "food tech" companies that attempt to mimic meat at any cost.

We are, and always have been, a real food company. One that is committed to using simple ingredients and methods to make clean and delicious plant-based food.

People deserve plant-based protein that is developed in a kitchen, not a lab. Our burger has only 11 ingredients. That's it — not 18 or 20. Our ingredients are clean, recognizable, and simple to pronounce. There are no fillers, GMOs or additives like synthetically produced "soy leghemoglobin" for flavor and color. These just aren't necessary.

We are making a clean break because the real future of protein is cleaner, tastier, and nutritionally superior. We're going beyond, and it isn't impossible. In fact, we're already on the way.



Dan Curtin
President, Lightlife Foods


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