



Good food, Good life

## Press Release

Beijing, December 9, 2020

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### **Nestlé Ushers in a New Era of Healthy, Tasty Food in China with Launch of Plant-based 'Harvest Gourmet' Brand**

**BEIJING, December 9, 2020** - Nestlé, a global food giant, made its official plant-based food debut in China today with an “Unleash the Good of Plant-based Food”-themed event to celebrate the launch of Harvest Gourmet, its tasty and nutritious plant-based food brand. The day also saw Nestlé inaugurate its first plant-based production line in Asia. Situated in Tianjin, China and already in full operation, the facility will primarily manufacture a wide variety of plant-based products for the food service industry under the Harvest Gourmet brand.

#### **High-tech plant-based products set to enhance Chinese quality of life and promote sustainable development**

Rashid Qureshi, Chairman & CEO of Nestlé GCR, said at the event that China is an essential global market with a long and distinguished food culture. He went on to say that Nestlé is committed not only to bringing cutting-edge technology and high-quality products to China but also ensuring they are localized to the needs of Chinese consumers and wider society. Mr. Qureshi also said that the launch of Harvest Gourmet’s products not only introduced more high-quality and healthy food choices but, together with the full operation of Nestlé’s new Tianjin production facility, demonstrated Nestlé’s long-term commitment to the China market and to propelling China to the very forefront of plant-based development.

Nini Chiang, Nestlé GCR’s CMO and Head of Confectionary and Plant-Based Food, meanwhile said that there is a surge in interest among Chinese consumers for healthy, flavorsome and environmentally-friendly meat alternatives in 2020. According to a 2019 survey by GlobalData, 84% of Chinese consumers seek a balanced and flexible diet that helps them stay healthy as well as look and feel good, making them ideal candidates for plant-based meat alternatives that retain all the tastiness and flavor of actual meat. Nevertheless, plant-based food remains a brand-new market in China. Closely imitating the taste of actual meat such as pork and chicken, Harvest Gourmet plant-based products are created using cutting-edge technology perfected in Europe over three decades combined with a deep understanding of Chinese consumers and their culinary needs. The launch of Harvest Gourmet marks the beginning of an innovative new era of localized plant-based food in China. Harvest Gourmet’s official flagship store will officially open on Tmall in December, with plans afoot to gradually enter Hema offline stores in Beijing and Shanghai starting from the end of 2020.

Mr. Altug Guven, Senior Vice President of Nestlé Professional GCR, further commented that, as many consumers tend to have their first ‘plant-based food’ experience in an out-of-home environment such as a restaurant or café, the launch of products for food service customers forms a crucial part of Harvest Gourmet’s category strategy.

#### **High-quality plant-based food that’s both tasty & nutritious**

Today’s “Unleash the Good of Plant-based Food”-themed event included the introduction of six delicious and healthy plant-based Harvest Gourmet products for individual retail consumers, as well as another four aimed at food service customers.

For consumers, the full list of products comprises: chicken nuggets, kung pao chicken, braised meatballs, braised pork belly, sausages and a spicy wok. The products, all of which are plant-based, are a spin on classic Chinese dishes and have been designed to cater to the Chinese diet in three main scenarios: family dinners, late-night overtime and three-generation families. All of the dishes can be cooked easily at home.

The four brand-new plant-based products aimed at the food service space are Harvest Gourmet's plant-based burger patties, chicken nuggets, beef mince and pork mince. Based on Harvest Gourmet's plant-based formula which closely imitates the authentic taste of meat, the products are suitable for use in both Chinese and Western cuisines. Harvest Gourmet products represent an ideal choice for restaurants, cafes, caterers and other food-related businesses looking to introduce tasty and healthy plant-based cuisine to their customers.

Chinese food culture traditionally puts a great deal of emphasis on the perfect combination of color, aroma and flavor. Guests at today's "Unleash the Good of Plant-Based Food"-themed launch event got to see Nestlé's ingenious interpretation of this at an interactive sensory experience zone highlighting key attributes of the Harvest Gourmet brand, including its commitment to individual health and the environment, as well as introducing the process of turning the raw materials into delicious and healthy dishes.

Renowned Chef Mr. Shuwei Lin and National Senior nutritionist Ms. Yuzhi Zhu were also on-hand at the event to share their own unique perspectives on the advantages of plant-based food. They also provided useful tips on pursuing a healthy diet and easy-to-follow nutritious recipes for cooking with Harvest Gourmet plant-based products at home and in a professional setting. Both spoke highly of Harvest Gourmet products, remarking especially on their exceptional flavor.

With more and more consumers seeking healthier but also more environmental-friendly food choices, Nestlé looks forward to supporting Harvest Gourmet in helping customers to attain a deeper understanding of plant-based food and supporting the further development of the fast-growing market in China.

### **About Harvest Gourmet**

Harvest Gourmet is a plant-based food brand under Nestlé. It inherits advanced production technology perfected in Europe and implements a strict system of ingredients selection and quality control. Harvest Gourmet commits to using familiar plant-based protein to produce tasty, healthy and innovative plant-based food for individual and professional food service customers.

*Source: Global Data, China 2019 Q3*

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### **Contacts:**

Media	Nancy He	Tel.: +(010) 84347656	<a href="mailto:nancy.he@cn.Nestlé.com">[nancy.he@cn.Nestlé.com]</a>
Media	Lillian Liao	Tel.: +(010) 84344626	<a href="mailto:lillian.liao@cn.Nestlé.com">[lillian.liao@cn.Nestlé.com]</a>