

About JUICYMARBLES™

JUICYMARBLES™ is an exciting SME food tech company that combines state of the art texturisation of plant-based protein techniques and food design to develop plant-based whole cuts of meat that taste better than the real thing. JUICYMARBLES' vision is to produce a variety of meat products that match, and eventually outcompete, animal-driven counterparts by taste, price and convenience.

JUICYMARBLES is well on the way to achieving its goals by the creation of the first fillet mignon made from plants (www.juicymarbles.com). JUICYMARBLES' proprietary technology has enabled its plant based meat cuts to have a striking similarity to muscle fibres. This, together with JUICYMARBLES' non-animal based "intramuscular" marbling, keeps the "meat" moist during cooking, ensuring a juicy steak.

Why HGF?

The AltProtein market is a rapidly growing and is highly competitive. JUICYMARBLES is keenly aware of the importance of IP in securing funding and for underpinning the growth of its business.

HGF is JUICYMARBLES' "one-stop" provider of IP services. Led by Partner, Kerry Rees, the HGF team works alongside JUICYMARBLES' talented R&D team, to devise and implement an IP strategy that helps JUICYMARBLES achieve its business aims from attracting funding to securing market share. HGF is also instructed in the brands arena, and coordinates the protection of the JUICYMARBLES brand in commercially important territories.

Kerry Rees is a life science patent attorney and is a member of HGF's Food and Drink Group – a team of patent and trade mark attorneys and IP solicitors with wide-ranging experience of all aspects of IP relating to the food and drink industry.

