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## MEDIA ALERT

### AltProteins 23 tickets now on sale

Australia and New Zealand's premier conference on alternative proteins returns in 2023.

Food Frontier's AltProteins 23 event is on **Wednesday, 4 October, 2023** in Melbourne and is a must for anyone engaged or interested in the plant-based meat, cultivated meat or precision fermentation sectors—from primary production, investment and R&D, to manufacturing, foodservice and retail.

After last year's inaugural event sold out quickly and was heavily waitlisted, Food Frontier is expanding the conference to accommodate 500 delegates.

It will also include more concurrent programming and a food menu that will not disappoint!

In a clear sign of investment and support for emerging proteins, the Victorian Government returns as the lead sponsor.

In the past few years, the number of Australian and New Zealand alternative protein companies has grown tenfold, from 4 to more than 40. There are now over 300 plant-based meat products in our supermarkets—up by a third since 2021—with Australian and New Zealand brands making up two-thirds of the category. And more foodservice outlets are adding plant-based meats to their menus.

With rapid growth comes major challenges, and new opportunities. Is category consolidation inevitable? How can the industry maximise growth potential in foodservice? What can be learnt from industry strategies that have come to fruition and those that haven't, here and overseas?

Food Frontier's AltProteins 23 will explore these questions plus everything from game-changing protein technologies on the horizon to immediate scale-up bottlenecks across R&D, ingredients, and production.

To secure your early bird tickets or for more information head to [altproteinsconference.com.au](https://altproteinsconference.com.au). To learn more about sponsorship or speaker opportunities for AltProteins 23 contact Food Frontier Event Manager Liz Shaw [info@altproteinsconference.com.au](mailto:info@altproteinsconference.com.au).

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