

Hey Maet

Hey Maet was established in Shanghai in March 2020. The founding team included former employees of Nestle, Cargill, Unilever, Taitale, China Agricultural Development Group, Dacheng Food, Hainan Airlines and other professional fields. In just one year, Hey Maet has won multiple rounds of investment from well-known institutions such as Tiantu and Shuangta.

Before founding Hey Maet, founder Chichi had been a vegetarian for ten years. During these ten years, she felt efforts to promote vegetarianism met great resistance and people were unwilling to give up meat completely. However, with the goal of increasing the proportion of plant-based foods in everyday diets, Chichi found that a vegetarian concept that focuses on advocating healthy lifestyles, conserving resources, and environmental protection is more easily accepted by mainstream consumers.

Strength: R & D team

Hey Maet is well aware that R&D strength is the top priority in the plant-based meat industry, so the company hired Professor Jiang Lianzhou as the chief scientist. Professor Jiang is currently an academician of the International Academy of Food Sciences; Dean, Professor, and doctoral supervisor of the food College of Northeast Agricultural University; and director of the National Soybean Engineering Technology Research Center. He has been committed to the research of soybean processing theory and technology for more than 30 years. He is a leading figure in the field of soybean research in Asia.

Hey Maet is also the only owner of wet extrusion technology in China. Hey Maet has adopted a more advanced wet extrusion technology for plant protein, which is based on the traditional drawing protein extrusion process. Hey Maet uses the innovative Layernect technique to splice common plant proteins with Flexi-Fiber (flexible protein

molecules) to achieve directed recombinant plant protein molecules, thus forming realistic meat-like structure.

Combining the only fully customized wet extrusion equipment in China and an original compound multi-protein formula, Hey Maet's high-moisture plant protein has better structure and taste than traditional high-moisture plant proteins. At present, Hey Maet is equipped with two independent laboratories and a joint laboratory of Northeast University. The company has established a supply chain management system integrating logistics, capital flow, information flow and business flow. In terms of R&D, it has established cooperative relationships with the Suzhou Research Institute of the National University of Singapore, Heilongjiang Academy of Green Food Sciences, and several leading domestic factories.

Focus on young consumers

In terms of brand marketing, Hey Maet prioritizes rebellious youths. Founder ChiChi believes that many people in the vegetarian group are non-conformists, and they will be more willing to challenge the relationship between humanity and nature and the relationship between humans and food. Hey Maet hopes to redefine "meat" in a way that subverts tradition, diverts the hidden dangers of traditional animal husbandry, adheres to the principles of healthy plant-based food, and conveys a friendly attitude to the younger generation.

"Twinkling Power" is Hey Maet's brand targeting young consumers. As soon as it was launched, Twinkling Power became a star in the field of plant protein snack food. The brand started from the real lifestyle and habits of modern youth and designed a delicious plant-based snack based on their tastes. At present, Twinkling Power has launched the shelf-stable, ready-to-eat Twinkle Hot Dog, Twinkling Genki Roll (a plant-based meat stuffed seaweed snack), and Twinkling Moon, a plant-based meat-stuffed mooncake developed with popular snack



brand AKOKO. All products of this series are made of plant protein and contain no animal products. Among them, the Twinkle Hot Dog ranked first in the sales of plant-based meat across the internet only one month after it was launched, and won several awards and recognitions, including Top 5 in the Tmall New Brand Innovation Camp, the Wow Food Award, iSEE Innovation Award, and others.

Organic integration with large-scale activities

Hey Maet has been actively looking for events aligned with the company's philosophy where it can invite more people to try the plant-forward diet.

Twinkling Power × Anaya Drama Festival

Hey Maet participated in the 2021 Anaya Drama Festival and displayed and sold Twinkle Power hot dogs to festival goers. This engagement attracted actors, artists, expats, tourists, and a diverse range of people to try plant-based hot dogs. By leveraging the influence of Anaya Drama Festival, Hey Maet enabled more people to know and experience plant-based food. At the same time, the brand also integrated its own brand concept with the artistic atmosphere of the festival to convey its ideas in a more tangible way.



Hey Maet×NIO

Hey Maet cooperated with the electric car brand NIO to host a one-day food presentation workshop. Participants learned how to creatively plate and present beautiful dishes while trying fun and delicious plant-forward cuisine, an experience that blended food and art.



Twinkling Power × BLUE UP

On International Ocean Day, Twinkling Power participated in the BLUE UP activity with Yi Wen, a Plant Forward Chef Educator and close friend of the brand. In this event, Hey Maet invited people to try a plant-forward diet that promotes caring for the planet and sustainable healthy eating.



Hey Maet x Midi Music Festival

At the Midi Music Festival, Hey Maet set up a food tasting booth to create a connection between rebellious rock culture and plant-based food! The booth attracted many tourists who were trying plant-based meat for the first time. Attendees also had the pleasure of meeting the Black House Band and the Li Shi Band.



Hey Maet will continue to participate in diverse activities, hoping to interact with more like-minded upstream institutions, organizations, and brands for cooperation, joint participation, charity engagements, and plant-forward education.

Next, Hey Maet will work within consumers, businesses, factories and overseas markets, strive to replace 2% of domestic meat consumption, and use environmentally friendly packaging materials and other production methods to benefit the environment and reduce global carbon emissions. Hey Maet strives to bring people healthy food in an environmentally friendly way and open infinite plant-based possibilities.

