

Launching of First Non-Dairy Beverage Based on Innovopro's Chickpea Protein

Wylers Farms, One of Israel's leading tofu company and Innovopro, a leading FoodTech Start-Up, have entered into a successful cooperation for the launch of non-dairy products in the Israeli market

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Innovopro's CP-Pro 70[®] chickpea protein concentrate, based on proprietary technology, is part of a new innovative non-dairy beverage product line to be launched by Wylers Farms in Israel. Consumers' evolving eating habits and their increasing awareness and preference of healthier food, are resulting in the growth of the global plant-based protein market. According to a recent Market Watch publication, the world plant-based beverage market is set to reach US\$ 38 billion by 2024, growing at a CAGR of over 14% during 2018-2024.

Furthermore, consumers are increasingly concerned about sustainability and environmental issues and about how their own actions can contribute to reducing negative environmental impacts.

"Innovopro's chickpea protein enables a sustainable supply chain, starting from the raw material itself, through the chickpea protein production that has a lower environmental impact than other utilization methods, to its use as the base ingredient for clean-label food products with shorter and healthier ingredient lists, for the health of the global market" says Taly Nechushtan, Innovopro's CEO.

"Innovopro's CP-Pro 70[®] is a functional plant-based protein and together with its unique neutral taste it's the perfect emulsification agent as well for the non-dairy industry" says Nechushtan,

"The cooperation between Innovopro and Wylers Farms is the perfect alliance to offer consumers with non-dairy alternatives" says Gilad Tzory, CEO of Wylers Farms. *"It will allow us to launch a unique non-dairy milk alternative for the Israeli market in order to meet the increasing demand for delicious and nutritious non-dairy products. CP-Pro 70[®] chickpea protein, with its high functionality and clean-label properties, has enabled us to successfully develop groundbreaking products. These are the first products of their kind in the Israeli market, and more new and exciting product launches are expected in the coming months."*

About Innovopro- Innovopro is committed to bringing unique plant-based protein ingredients to the global food market in order to create nutritious, tasty, safe and sustainable food products. Innovopro's chickpea protein concentrate, based on proprietary technology, has an excellent nutritional profile, "free-from" properties and wide usability in the food industry. CP-Pro 70[®] is the best choice for the growing plant-based protein market.

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About Wylers Farm- Founded in Israel in 1994, Wylers specializes in producing healthy, delicious and high-quality tofu and other non-dairy food products.

Website: <https://wylers.co.il/> Contact: office@wylers.co.il