



AGRI FOOD
Foodtech Roadshow
to Japan 2025

Resugar

Resugar

Resugar is the food-tech company responsible for pioneering the first all-natural, 100% sugar-like substitute. Resugar replacement solutions perfectly replicate the taste and properties of sugar while eliminating its harmful effects. Resugar launched its first commercially available product in the market a year ago, "Resugar Synergy," which perfectly replicates the sweetness and properties of sugar while reducing (up to) 70% of the sugar content and (up to) 50% of the caloric value.

Resugar entered into its first collaboration with Nestlé ice creams, where Resugar Synergy's ingredient was incorporated into a new series of ice creams that is now being sold to consumers in the Israeli market. "Resugar allowed us to produce a very tasty product with less than 10% sugar for the first time. It is a winning combination of low caloric value and excellent taste". Ariel Elhadaf, Chief Technology Officer at Nestle Ice Cream.

<https://www.resugar.com/>





Wanda Fish

Wanda Fish is dedicated to creating high-quality fish products using innovative cell-cultivated platforms, paving the way for a sustainable future with culinary excellence. Our flagship offering is the toro bluefin tuna, prized for its distinctive sensory attributes, boasts the highest fat content and a lusciously buttery flavor, promising an unparalleled culinary experience.

Wanda Fish redefines whole-cut fillets, leveraging cellular mass of muscle and fat, created from the fish's own cells. With our patent-pending fat formation technology and an efficient whole-cut manufacturing process, we make delicious and nutrition cultivated toro. Because when it comes to authenticity, settling for anything less is simply not an option.

<https://wandafish.com/>





Forsea Foods

Forsea is a cultivated meat company. The company has a unique, proprietary organoid technology that produces cell-based products in a very similar way to nature.

The company's technology significantly reduces the usage of growth factors, simplifies the cultured meat production process, and improves scalability. Forsea focuses on highly priced, endangered species with unmet market need. The company's first product is the meat of freshwater eel (Unagi).

Forsea's technology can be used to produce any type of fish and seafood, and the company is working on additional fish types as part of its pipeline.

The company is led by CEO Roei Nir, a Biotech engineer with an MBA from New York University with vast experience in Foodtech, Biotech and Digital Health industries, and by the CTO Dr. Moria Shimoni, an experienced biologist, R&D executive, and entrepreneur. Before Joining Forsea Moria served as EVP of R&D at Believer Meats (previously Future Meat Technologies).

www.forseafoods.com





myAair

Leverage Your Stress Resilience in every bite. At myAir, we've harnessed the power of nutrition as a tool for behavioral change and stress resilience. Discover how and which food can improve your mood, enhance function, and personalize your nutrition plan. The creation of myAir is a dream come true for Rachel Yarcony and Dovev Goldstein, and their scientific team from UC Berkeley, Stanford, McGill University, and Israel's Technion. As busy executives, parents, and caregivers to elderly parents, stress was having terribly negative effects on their health and lives. They decided to take control of their health and manage their personal stress levels - in a natural way.

With the goal of introducing a more effective and natural way to manage stress, myAir was developed with the first personalized nutrition solution for stress management, they gathered a team of world-renown researchers, scientists, clinical herbalists, nutrition experts, physicians, and professors from leading universities, along with a top-notch technology team.

<https://myair.ai/>





CraobWay

CarobWay is the start-up that is reintroducing carob – the anciently rooted superfruit – to the mainstream. Carob was largely ignored for centuries, but where predecessors saw carob trees as shade providers, CarobWay saw a treasure with hidden gems. CarobWay has forged a whole new path in the industry for functional foods and nutritional supplements with added value. The company is developing a portfolio of bioactive ingredients for well-being based on the whole carob fruit.

With a passion for climate resilience, CarobWay has built a vertically integrated food system from farm to fork. CarobWay is innovating low-GI sweeteners, prebiotics and other visionary clean-label products with standout benefits and abundant applications.

<https://carobway.com/>





ANINA Culinary Art

ANINA Culinary Art creates the future of a healthy culinary consumer experience: A ready-to-cook meal pod that is 100% natural, super delicious, rich in vegetables & nutrients, easy to cook, and made from discarded fresh produce.

Approximately 30 percent of food farmers worldwide produce is never consumed.

A significant portion of the global food loss is classified as "ugly" produce. ANINA has a unique technology for upcycling food waste into delicious food pods of RTC (ready-to-cook) meals.

ANINA Culinary Art is reshaping the future of the food industry by merging art with unique technology through a culinary experience of meals from upcycled vegetables. ANINA brings a different culinary experience to RTC meals by offering a healthy, delicious, and sustainable meal in just a few minutes.

www.anina.com



Aleph Farms[®]

Aleph Farms

Aleph Farms is an Israel-based food technology company designing new ways to grow quality animal products that improve sustainability, food security and animal welfare in our food systems. Founded in 2017, the company utilized cellular agriculture technology to unveil the world's first cultivated thin-cut steak in 2018, the world's first cultivated ribeye steak in 2021, and cultivated collagen in 2022.

Under its product brand, Aleph Cuts, the company will launch its first product, the Petit Steak, grown from the non-modified cells of a premium Angus cow. For its contributions to climate leadership including a net zero commitment made in 2020, it has received top accolades from the World Economic Forum and the United Nations.

www.aleph-farms.com





Vision and Mission:

Novella is transforming the landscape of sustainable ingredient sourcing with a revolutionary approach to cellular agriculture. Founded in 2022, we produce high-quality, functional ingredients without cultivating entire plants, significantly reducing resource consumption by 94%. This positions Novella as a leader in environmentally conscious food production. Our Target Markets: we focus on the dietary supplement and food ingredient sectors, offering a groundbreaking solution that balances natural attributes with the efficiency and sustainability of lab-grown methods. Our ingredients appeal to companies seeking:

- Exceptional Sustainability: Our process significantly minimizes environmental impacts.
- Natural Integrity: We enhance essential qualities from within the plant cells while maintaining a nutrient-rich composition.
- Consistent Performance: Our method ensures consistent batch quality at competitive prices.

<http://www.novella.co.il/>

