

# E-NEWSLETTER & PODCASTS

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Developing engaging content can be a challenge for many marketing teams. Alt-Meat does the heavy lifting for you, with content targeted to alternative meat producers delivered in e-newsletters and engaging podcasts. The only thing you need to worry about is your advertising message.

Advertising in Alt-Meat News and sponsoring our podcast allows you to fill your sales funnel and generate awareness for your brand, all while taking advantage of Alt-Meat's trusted reputation. Our newsletter and podcasts are a cost-effective way to promote your brands to this growing market.

### More News for a Growing Market

Food manufacturers ranging from startups to CPG companies and established meat companies are innovating rapidly in the alternative meat market. According to the Good Food Institute, plant-based meat sales were up 45% in 2020. The audience for plant-based meats is also growing. In the U.S. 98% of people who buy plant-based meat also purchase conventional meat.

Alt-Meat News is the only media source solely devoted to covering the companies, people and products to watch in the alternative meat industry. To keep up with all the activity, Alt-Meat News is expanding to 2x weekly in 2022 to keep our audience on top of the latest business developments. Alt-Meat News is also where readers will find a link to the latest podcasts featuring conversations with industry thought-leaders. Our audience can get all the news they need from a single source.

Advertising in Alt-Meat News helps you build your brand and fill your sales funnel.

**Distribution:** 10,500

**Deployed:** Monday and Thursday

#### Advertising Opportunities:

AD POSITION #1—A text ad and logo appearing at the top of the e-newsletter

AD POSITION #2—A banner ad

SPONSORED PODCAST—Must purchase podcast sponsorship to appear

Was this newsletter forwarded to you? Sign up for your own subscription here

## Alt-Meat NEWS

Oct 19, 2021

#### SPONSORED MESSAGE



Power up your plant-based protein line with JBT. We can help you optimize your alternative protein operations to achieve the highest safety standards, maximize uptime, and keep your lines running smoothly. Check out our plant-based solutions. **JBT. We're with you, right down the line.™**

"Some goin' east and-a some goin' west; some stand aside to try their best. Some livin' big, but the most is livin' small. They just can't even find no food at all."

— Scroll to the end to see who said it and why it matters

#### WHAT COUNTRY'S SETTING THE BAR FOR CULTIVATED?



Research and production for cultivated meat is slowly learning to walk, and there is one nation — possibly not the one you'd expect — that walks the walk with determination.

NOT SIMPLY AN ALTERNATIVE



weber

#### NEWS

**PURIS/Cargill JV launches new facility, will double pea protein production**

**Redefine Meat appoints senior execs ahead of European launch of New-Meat**

**USDA funds cultivated protein research center**

**FDA wants 20% less salt in alt-meats**

**Canada announces alt-meat recall**

**GFI rolls out first alt-seafood report**

#### PODCAST



Alt-Meat talks with Equinom's VP of R&D, Oswald Crasta



Most plant-based proteins use processing techniques to optimize qualities like easily digestible protein and taste, and minimize qualities like off-flavors. Oswald Crasta, with Equinom, says we should change the plants, instead.

Sponsored by **Anritsu**  
Advancing beyond



## MEATINGPOD PODCASTS



MeatingPod is the podcast powered by Meatingplace and Alt-Meat magazines. Our award-winning editorial teams interview industry thought leaders on the topics that matter to these related industries.

### Frequency: Monthly

Alt-Meat podcasts are featured in Alt-Meat News, deployed on the third Monday of the month. The Alt-Meat podcasts are also hosted on Alt-meat.net, Meatingplace.com, Spotify, Google Podcasts, Apple Podcasts and more.

### Sponsorship

Sponsorship of podcast episodes include the following:

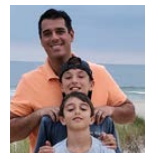
- 30-second midroll sponsor message/ad readout and sponsor acknowledgments
- Logo/sponsorship on the episode page of the podcast on alt-meat.net
- Logo/sponsorship in the Alt-Meat News where the podcast is featured.

The screenshot shows the Alt-Meat website interface. At the top, there's a navigation bar with 'HOME', 'PLANT BASED', and 'CULTIVATED'. Below that, a 'Podcast' section features the article 'Evangelism into action: an interview with Paul Shapiro of the Better Meat Co.' by Lisa M. Keefer, dated Aug. 26, 2021. The article includes a MeatingPod player for 'EP 31: Alt-Meat talks with Paul Shapiro'. To the right, there are 'Other Podcasts' and a 'MY ACCOUNT' section. A large inset image shows a close-up of the podcast player interface, displaying the ADM logo, the MeatingPod logo, and the episode title 'EP 31: Alt-Meat talks with Paul Shapiro' with a progress bar at 00:00 / 17:23.

## SALES CONTACTS **Contact your account executive to learn more about advertising in Alt-Meat.**



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