



Alt-Meat

# 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.

### Alt-Meat News Sponsorship

Food manufacturers ranging from startups to CPG companies and established meat companies are innovating rapidly in the alternative meat market.

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 publishes every weekday. 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.

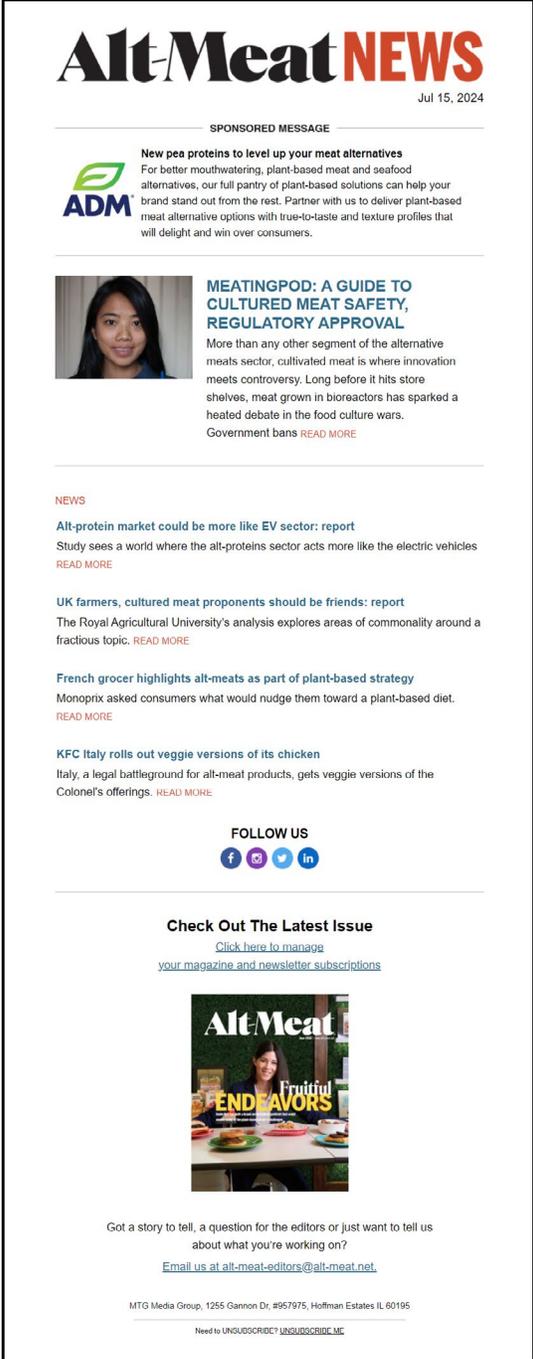
Advertising in Alt-Meat News helps you build your brand and fill your sales funnel.

**Distribution:** 22,000

**Deployed:** Weekdays (Mon.-Fri.)

**Sponsorship Opportunity:** A text ad and logo appearing at the top of the e-newsletter

SPONSORED PODCAST—Must purchase podcast sponsorship to appear



**Alt-Meat NEWS**  
Jul 15, 2024

SPONSORED MESSAGE

**New pea proteins to level up your meat alternatives**  
For better mouthwatering, plant-based meat and seafood alternatives, our full pantry of plant-based solutions can help your brand stand out from the rest. Partner with us to deliver plant-based meat alternative options with true-to-taste and texture profiles that will delight and win over consumers.

**ADM**

**MEATINGPOD: A GUIDE TO CULTURED MEAT SAFETY, REGULATORY APPROVAL**  
More than any other segment of the alternative meats sector, cultivated meat is where innovation meets controversy. Long before it hits store shelves, meat grown in bioreactors has sparked a heated debate in the food culture wars.  
Government bans [READ MORE](#)

**NEWS**

**Alt-protein market could be more like EV sector: report**  
Study sees a world where the alt-proteins sector acts more like the electric vehicles  
[READ MORE](#)

**UK farmers, cultured meat proponents should be friends: report**  
The Royal Agricultural University's analysis explores areas of commonality around a fractious topic. [READ MORE](#)

**French grocer highlights alt-meats as part of plant-based strategy**  
Monoprix asked consumers what would nudge them toward a plant-based diet.  
[READ MORE](#)

**KFC Italy rolls out veggie versions of its chicken**  
Italy, a legal battleground for alt-meat products, gets veggie versions of the Colonel's offerings. [READ MORE](#)

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### Alt-Meat Breaking News Sponsorship

When important industry news breaks, Alt-Meat Breaking News provides readers with timely coverage. Because it is reserved for significant events, Alt-Meat Breaking News garners attention among readers.

**Distribution:** 22,000

**Deployed:** As it happens

**Sponsorship Opportunity:** A text ad and logo appearing at the top of the e-newsletter

## Alt-Meat NEWS

Aug. 5, 2024

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SPONSORED MESSAGE

 We can provide you with industrial-scale, complete solutions for processing alternative proteins into high quality meat or fish substitutes. Adjust the texture, shape, color, and flavor of the products according to the needs of your target market and supply your customers with tasty products.

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### BREAKING NEWS

**USDA ISSUES THREE GRANTS OF INSPECTION, CULTIVATED MEAT OK'D FOR SALE IN US**

The United States Department of Agriculture Food Safety and Inspection Service today announced that it has approved Grants of Inspection for three cultivated meat facilities in the United States, [READ MORE](#)

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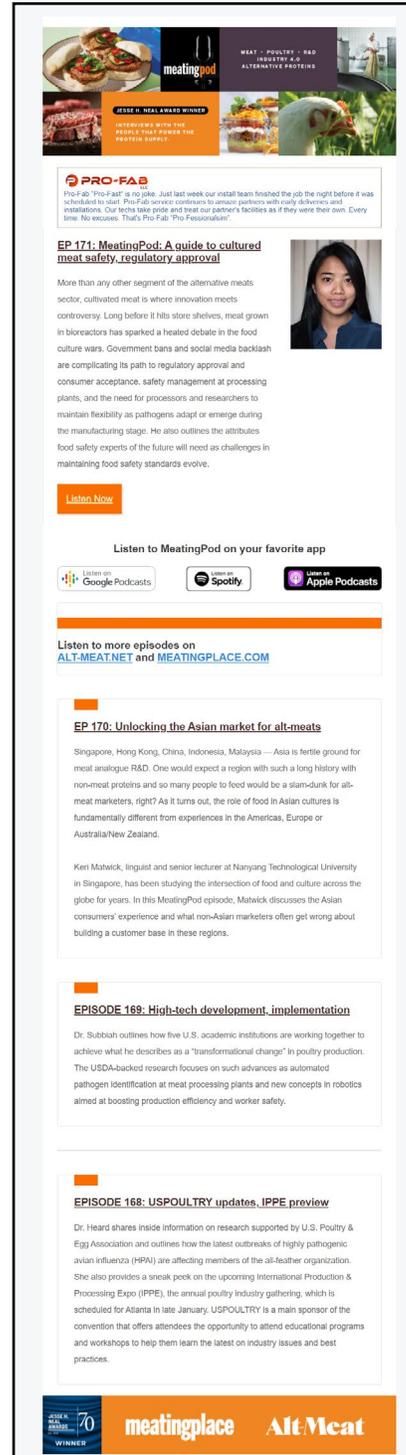
   

### MeatingPod Newsletter Sponsorship

The MeatingPod newsletter provides subscribers with access to MeatingPod, the award-winning podcast of Meatingplace and Alt-Meat magazines. Each week, our editorial teams interview industry thought leaders in business, plant operations, marketing, science and technology on the topics that matter to our community.

**Frequency:** Weekly (Thursdays)

**Sponsorship Opportunity:** A text ad and logo appearing at the top of the e-newsletter



The screenshot shows a newsletter layout. At the top is a banner with images of food and a person, with the text "MEAT - POULTRY - BEEF INDUSTRY & ALTERNATIVE PROTEINS". Below this is a section for "PRO-FAB" with a sub-headline "PRO-FAB 'Pro-Fab' is no joke. Just last week our install team finished the job the night before it was scheduled to start. Pro-Fab service contractors to amazing partners with early deliveries and installations. Our techs take pride and treat our partner's facilities as if they were their own. Every time. No excuses. That's Pro-Fab 'Pro Fessionals'".

The main content area features an episode titled "EP 171: MeatingPod: A guide to cultured meat safety, regulatory approval" with a photo of a woman. The text describes the alternative meats sector and the challenges of regulatory approval and consumer acceptance. Below the text is a "Listen Now" button and a section for "Listen to MeatingPod on your favorite app" with logos for Google Podcasts, Spotify, and Apple Podcasts.

Below this is another episode titled "EP 170: Unlocking the Asian market for all-meats" with a sub-headline "Singapore, Hong Kong, China, Indonesia, Malaysia — Asia is fertile ground for meat analogues R&D. One would expect a region with such a long history with non-meat proteins and so many people to feed would be a slam-dunk for all-meat marketers, right? As it turns out, the role of food in Asian cultures is fundamentally different from experiences in the Americas, Europe or Australia/New Zealand." The text discusses the intersection of food and culture across the globe.

The next episode is "EPISODE 169: High-tech development, implementation" with a sub-headline "Dr. Subbiah outlines how five U.S. academic institutions are working together to achieve what he describes as a 'transformational change' in poultry production. The USDA-backed research focuses on such advances as automated pathogen identification at meat processing plants and new concepts in robotics aimed at boosting production efficiency and worker safety."

The final episode is "EPISODE 168: USPOULTRY updates, IPPE preview" with a sub-headline "Dr. Heard shares inside information on research supported by U.S. Poultry & Egg Association and outlines how the latest outbreaks of highly pathogenic avian influenza (HPAI) are affecting members of the all-feather organization. She also provides a sneak peek on the upcoming International Production & Processing Expo (IPPE), the annual poultry industry gathering, which is scheduled for Atlanta in late January. USPOULTRY is a main sponsor of the convention that offers attendees the opportunity to attend educational programs and workshops to help them learn the latest on industry issues and best practices."

At the bottom of the newsletter is a footer with logos for "meatingplace" and "Alt-Meat", and a "70th Anniversary Winner" badge.

## PODCAST SPONSORSHIP



### Podcast Sponsorship Package

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:** Podcasts are featured each Monday in the following targeted newsletters as well as in four issues of the Meatingpod e-newsletter deployed each Thursday:

**Week 1:** Poultry Processor

**Week 2:** Industry 4.0 Connect

**Week 3:** Alt-Meat News

**Week 4:** R&D Matters

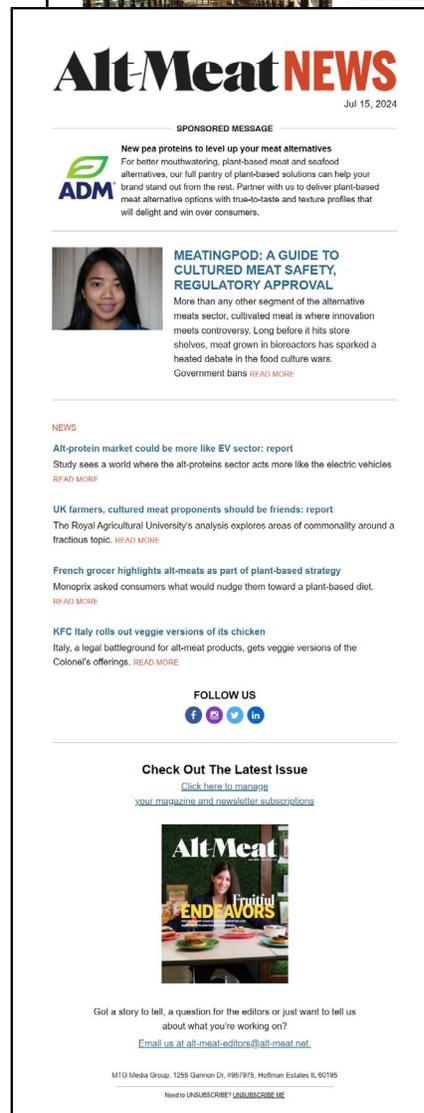
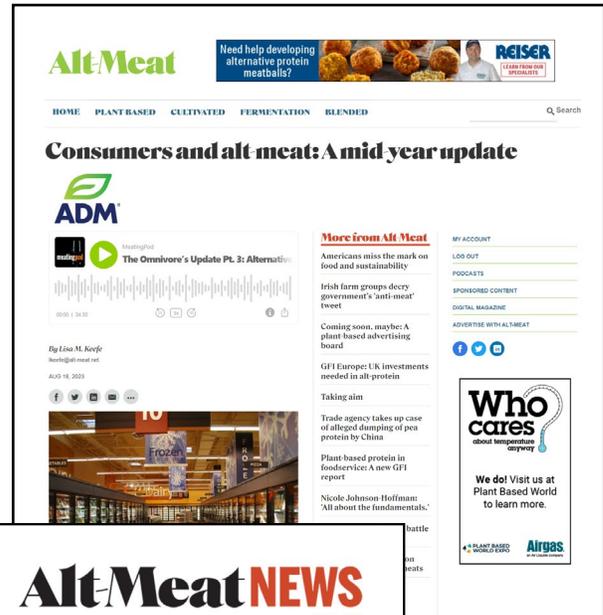
The Alt-Meat podcasts are featured in Alt-Meat News on the third Monday of the month. Alt-Meat podcasts are also hosted on Alt-Meat.net, Meatingplace.com, Spotify, Google Podcasts and more.

### 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 or meatingplace.com
- Logo/sponsorship in the e-newsletter where the podcast is featured
- Report with the name, title, company and email address of those who downloaded the podcast

Sponsorship of the weekly MeatingPod e-newsletter is not included.



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

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