



Clément Tischer, Head of FoodTech at REWE Group, explains the potential of investing in alternative protein technologies.

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Q: Which synergies do you have between your investments and the daily retail business?

A: We only invest in companies with which we can develop products and whose technology we can use to further advance our product range strategy, i.e., to launch new products on the market or use innovative ingredients to further develop our private label ranges.

Q: What was the most important argument for starting this initiative?

A: Per se, it is the promotion of topics that drive the transformation of the food industry. **So, it is really about consciously not only giving innovation a chance but also supporting it.**

I think it's also worth mentioning that we have ambitious sustainability goals and that **Food-Tech is one of the areas where we see relatively high potential to support us in achieving these goals.**

Q: How much impact did this initiative have so far?

A: Generally speaking, we naturally strive to make a positive impact, and alternative proteins have the potential to offer products that are much more resource efficient. It's worth mentioning that **with LEKKA, for example, we had one of the most successful new product launches by a new company in 2025.**

It is important for us to emphasize that we are not trying to replace animal proteins one-to-one with plant-based proteins, but rather to shift the overall mix in favor of plant-based proteins. **The goal is**

always to offer our customers the best and most balanced selection possible, so that they can ultimately decide for themselves what they want to eat.

Q: Which further developments and effects of your initiative do you expect in the future?

A: We want to be able to bring products to the market together with startups that close the sensory gap between animal and alternative proteins, so that in addition to achieving price parity, which is of course important, we are also striving for sensory parity. We hope that these new technologies will enable us to develop and distribute products that are truly suitable for the mass market.

Q: Which additional benefits do you see in similar measures to increase the protein diversification in your company?

A: I believe that diversifying proteins enables greater resilience in the supply chain against external influences.

Protein diversification can also promote the cultivation of native plants. When we talk about peas, field beans, etc., we also have the opportunity to integrate them in the local agriculture. In general, of course, we also aim to relieve the value chain through diversification, thereby perhaps increasing the quality of the supply in general.

Global population growth in the coming decades is expected to require an increase in the supply of protein, which means that **alternative proteins offer a very good and sustainable way of meeting this additional demand.**



Figure 1: The plant-based cold cuts from Lekka was one of the most successful new product launches by a new company in 2025 at REWE