



Press Release  
July 2022

## World Premiere : The French start-up La Vie™ produces plant-based meat so indistinguishable from pork that the French pork lobby is attacking them for “unfair competition”.

Mission accomplished for La Vie™: After more than 3 years of R&D, 5000 tests, the French start-up has managed to create a unique patented fat recipe that replicates the taste, look and texture of pork. Its bacon and bacon bits are a world first, a hit in France that brings all food lovers together around the same table. Moreover, after officially validated tests, consumers in France confirm that it tastes just like bacon. In fact, one in two consumers can't tell the difference<sup>1</sup>!

With its high quality Made in France bacon, La Vie™ proposes a meat alternative which encourages you to take up new eating habits...without giving up the pleasures of tasty meat!



Since its launch in late 2021, this new generation of plant-based meat has been received with open arms by consumers, distributors and French restaurateurs. After winning over investors, including the famous actress Natalie Portman (part of a 25 million euros raise in January), La Vie™ has already won multiple awards (best plant-based bacon in the United Kingdom at the Plant Based World Expo 2021, Saveurs de L'année 2022 in France...). It has also become partners with leading brands such as Burger King. Not to be sniffed at, after only a few months!

**But this stellar success has not gone unnoticed and comes with a price. The start-up has been subjected to relentless pressure from the French Pork lobby which accuses La Vie™ of, wait for it...of doing too good a job in being just like bacon!**

---

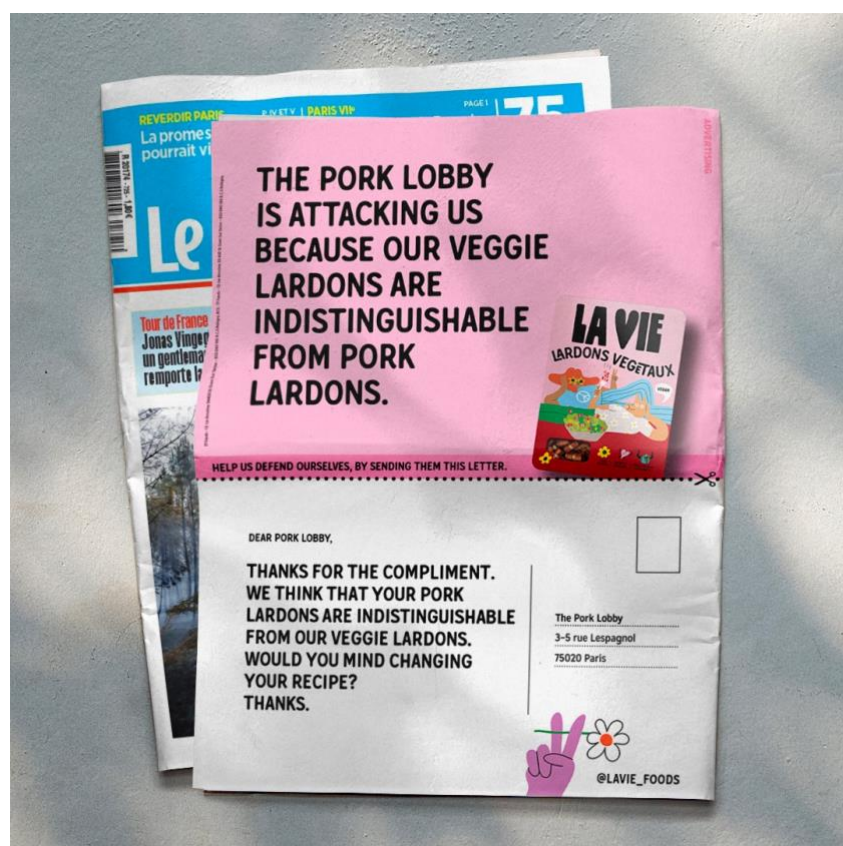
<sup>1</sup> Technisens Study, June 2022

## La Vie™, victim of its own success

Considerable energy and budgets have been used by the pork lobby to roll back the inevitable emergence of plant-based alternatives. The latest attack? The industrial charcuterie lobby is giving La Vie™ formal notice to cease any act of unfair competition because their veggie bacon is indistinguishable from the real thing: **“you simply reproduce the shape, colour, texture, ... and the taste of traditional bacon lardons.”** Excerpt from the cease and desist letter, from the pork lobby.

## A campaign in response to a lobby’s “tough love”

In response to the pork lobby’s pressure and this absurd attack, La Vie™ is today launching a campaign by Buzzman™, one of the highest profile advertising French agencies. Now is the time for the start-up to counter-attack with humour, attacking publicly the pork lobby because THEY are too similar and asking them to change THEIR pork bacon recipe.



With its fun, joyous and colourful DNA, the brand hopes to finally get meat eaters and vegans around the same table. La Vie™ has built up a head of steam and has no plans to stop. For the UK, we’re coming over this September and like evil Bond villains we have plans for world domination. Stay tuned!

### About La Vie™:

La Vie™ (formerly 77 Foods) is a start-up behind a patented plant-based fat technology that mimics the taste, appearance and texture of meat. With its quirky universe, La Vie™ wants to gently guide consumers towards plant-based substitutes, which are more respectful of the environment and healthier. Founded by Nicolas Schweitzer and Vincent Poulichet, the start-up aims to expand at great speed in large retail chains and restaurants all over Europe. January 2022, La Vie™ announced a record

series A fundraising of €25M from investment funds and international celebrities committed to protecting the planet, including Natalie Portman (actress, director, producer), and the CEO's of Vinted, Blablacar, and Back Market. In May 2022, Burger King France chose La Vie™ vegetable bacon as an ingredient of its new Veggie burgers.

**More information on:** [www.laviefoods.com](http://www.laviefoods.com) and [https://www.instagram.com/lavie\\_foods/](https://www.instagram.com/lavie_foods/)

**Press Contact:**

**Agence Impulse Communication**

**Coralie Diallo - +33(0)6 22 58 88 71 - coralie@impulse-communication.fr**

**Marie Legrand - +33(0)6 09 88 62 27 - marie@impulse-communication.fr**