

Corporate Innovation Challenge

Challenge Name: Development of vegetarian and vegan product portfolio
Code Name: BIOECONOMYVENTURES-2022-OC1-TB_3
Challenge Domain: <ul style="list-style-type: none"> • Food Tech • Food, Feed and Ingredients
Description of the Corporate innovation Challenge
<p>As the trends towards a more plant-based diet are increasing, Ter Beke expects an increasing demand for vegetarian and vegan ready meals and snacking products as well in the coming years. In response to this consumer demand, Ter Beke is looking for start-ups producing vegetarian/vegan meals and snacking products to expand their product portfolio of processed meat and ready meals. There are multiple ways both parties can support each other. A commercial collaboration as well as a technical collaboration to scale fast in this growing European market are in line with the ambitions of Ter Beke.</p>
Expected results
<ul style="list-style-type: none"> • New product development • New innovative market expansion • Increase in sales • International market access
Types of Collaboration
<ol style="list-style-type: none"> 1. Pilot running & product testing 2. Co-development 3. R&D opportunity 4. Corporate Venturing 5. Commercial agreement 6. New business model exploration (i.e. exclusive distribution, profit sharing, IP sharing ...) 7. Knowledge sharing and Tech Transfer

Company Information

Corporate Innovation Challenge

Company Name: Ter Beke

Company information:



Ter Beke is an innovative Belgian fresh food group with a wide range of high-quality fresh food products and associated services operating commercially in many European countries. We manufacture ready meals and processed meats for its own brand and for private labels.

The range of ready meals is divided into the following product groups: lasagnes, pasta meals, pizzas, other meals and quiches. Each is available in various recipes, formats and packaging and produced for the entire European market. Ter Beke is market leader in chilled lasagne in many European countries. The company markets its own brands Come a casa[®], Vamos[®] and Stefano Toselli and numerous private labels.

The processed meats range contains dry sausage, poultry, cooked ham etc., and increasingly also vegetarian and vegan alternatives. These processed meat products are produced for the Benelux, the United Kingdom and Germany. We are the largest slicer and pre-packager of meat products in the Benelux, the inventor of the freshpack packaging and a constant innovator in the segment for pre-packages meat products. We distribute our products under private labels as well as our own brands, including including Pluma[®], Daniël Coopman[®], Zonnenberg[®], Kraak-Vers[®] and FairBeleg[®].

Ter Beke prepares these ready meals and processed meat products in our 12 industrial locations in Belgium, the Netherlands, France, Poland and the United Kingdom. We have some 2650 employees, have been listed on Euronext Brussels since 1986 and in 2021 realised a turnover of EUR 696,9 million.

Ter Beke strives to embed innovation and creativity in all aspects of our business. Innovation must be the driving force of our strategy and our organization. New products, processes and services are an absolute prerequisite for growth. We also work on the execution of a long-term strategic plan in which sustainability will play a key role.