



# Let's Plant Meat

Our Eating Can Change The World

2021



let's  
plant  
meat  
เลือกเปลี่ยนมัน

PRICE \$5.99

# THE NEW YORKER

OCT. 26, 2010

## MEAT PRODUCTION REQUIRES SUBSTANTIAL RESOURCES



**83 %**  
of farmland is used  
to feed livestock



**27 %**  
of fresh water consumption  
is used for meat and dairy

Sources: Hoekstra, Mekonnen, PNAS, 2012  
Poore, Nemecek, Science, 2018

Photo Credit: [www.eatsens.com](http://www.eatsens.com)





301–500	Hazardous
201–300	Very Unhealthy
151–200	Unhealthy
101–150	Unhealthy for Sensitive Groups
51–100	Moderate
0–50	Good

**PM 2.5**  
**AQI**

**420**

Chiang Mai Thailand

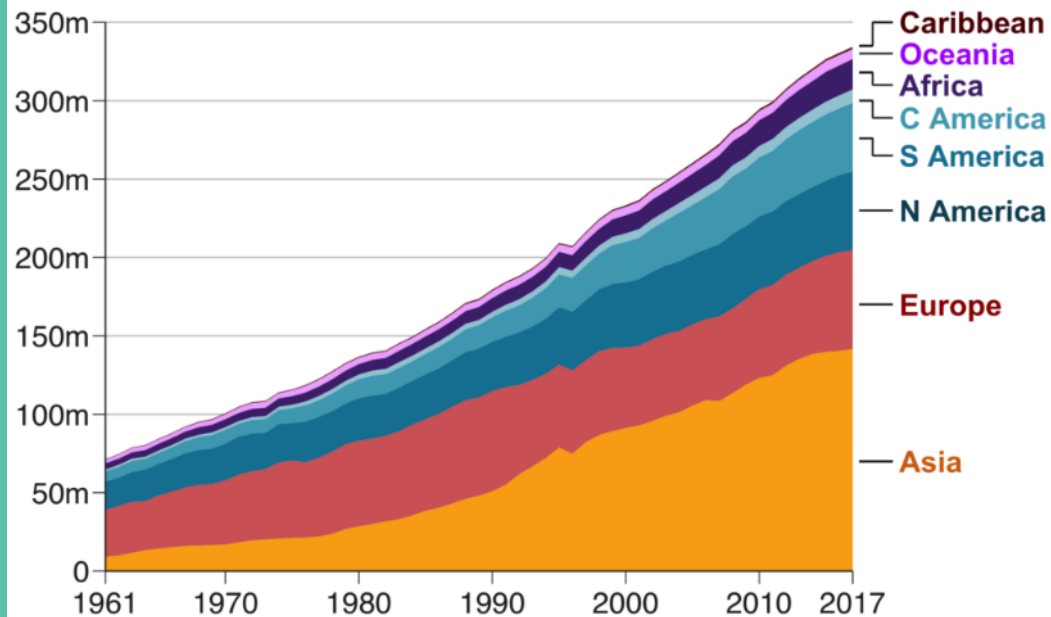
**Hazardous**

**Farmers growing corn for animal feed leads to massive burning.**

# The Rise of Meat Consumption Led to The Rise in Deaths from Cancer & Heart Disease.

## Meat production by region

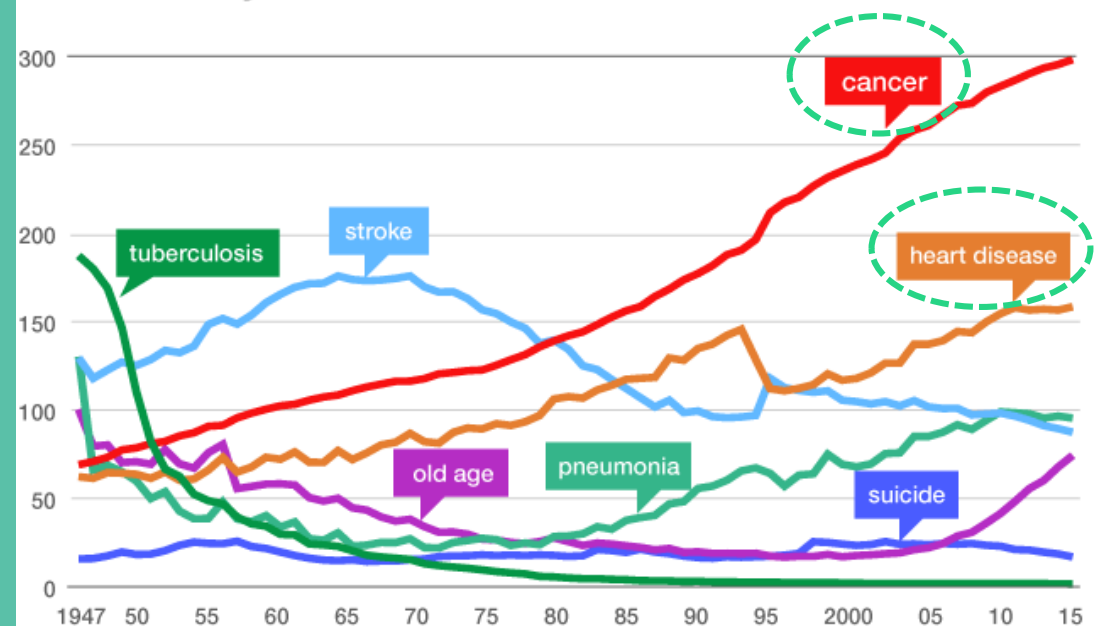
Annual production, in tonnes



Source: UN Food and Agriculture Organization / Our World in Data

BBC

## Death Rates by Cause



The death rate is defined as the number of deaths per 100,000 people.  
Created by Nippon.com based on the Vital Statistics report published in 2018  
by the Ministry of Health, Labor, and Welfare

nippon.com  
meat  
เค็ม ฟู ลิ้น มัน



We started with a burger patty...



“I’ve been eating veg burgers for decades,  
and these are the best I’ve tried.”

**Matt W.**  
Chiang Mai



...and now continue with what Asians want...





...and what the world wants from Asia.



A collection of colorful illustrations of gardening tools and plants arranged around the top and sides of the slide. On the left, there's a small green plant in a wooden crate. Above it are red-handled pruning shears, a silver trowel, a string of orange pumpkins, a small potted plant, and a silver rake. On the right, there's a large red watering can.

# What is it?

Plant-Based Meat is an alternative protein that try to satisfy the taste, texture & experience of eating meat but is wholly made of plant ingredients.



A collection of gardening-related illustrations in a watercolor style, including a pair of red-handled pruning shears, a silver trowel, a string of orange-brown beads, a small potted plant with a bulbous base, a red watering can, and a wooden planter box with green seedlings.

# How does it taste?

Once grilled, the burger tastes close to seasoned beef burger. Crusty outside & tender inside. Burger has aroma of spices (garlic, onion, pepper) & hint of natural smoke flavor.

A collection of gardening-related illustrations including a pair of red-handled pruning shears, a silver trowel, a coiled orange garden hose, a small potted plant with a thick root, a red watering can, and a garden fork. On the left, a wooden planter box contains several green seedlings.

## How is it made?

Made of 4 Plants: Soy (Non GMO Source), Rice, Coconut, Beetroot.

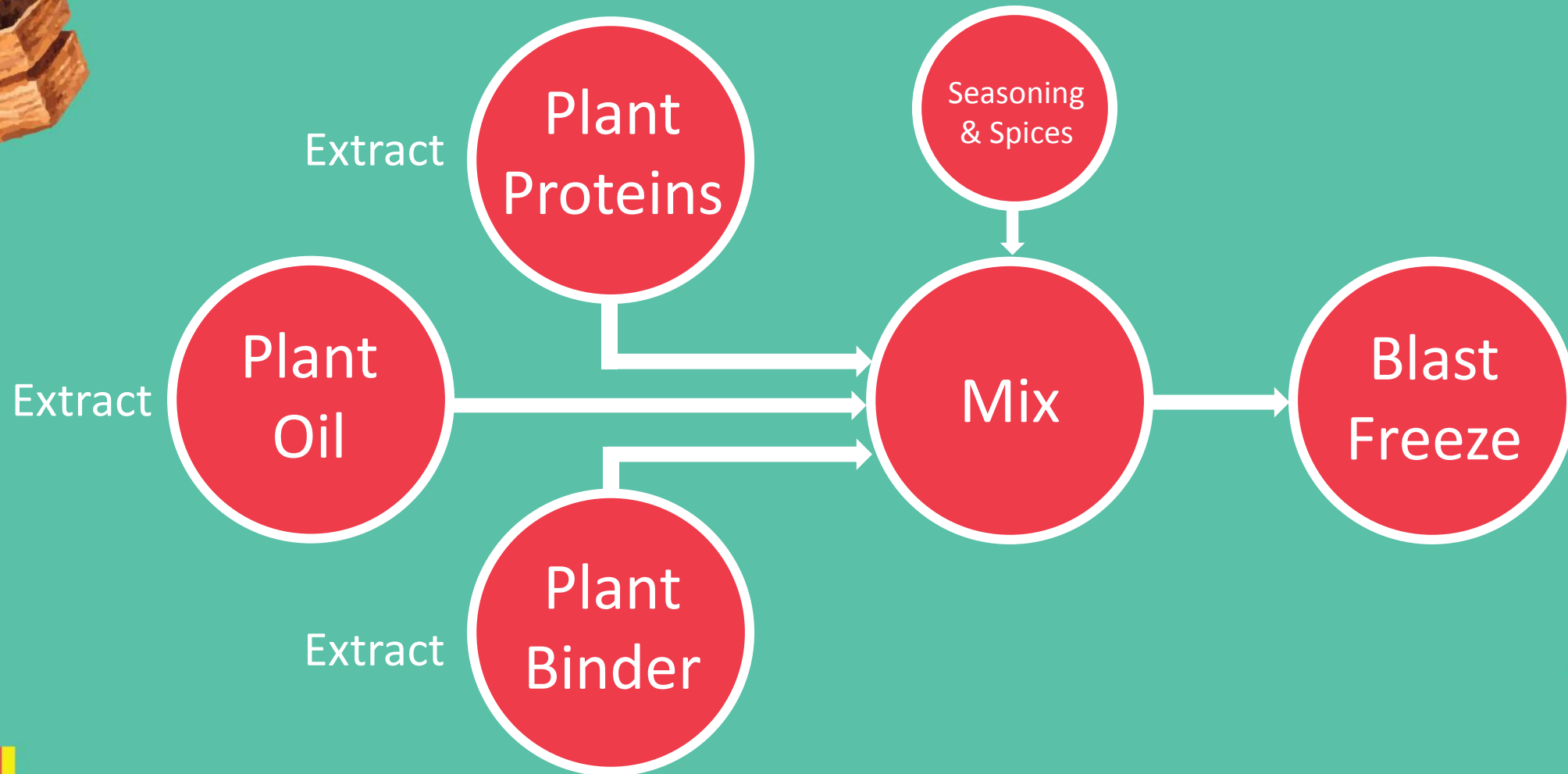
Protein Extracts from Soy & Rice are mixed with water & other ingredients.

Add seasoning to make good taste.

Form to burger shape & freeze quickly.



# How is Plant Based Meat made?





# What are benefits?

1. Health benefits
2. Environmental benefits
3. Compassion to living animals





A collage of gardening-related illustrations including a pair of red-handled pruning shears, a silver trowel, a coiled orange garden hose, a small potted plant, a red watering can, and a garden fork. On the left, a wooden planter box contains several green seedlings.

# Health benefits

1. No anti-biotic & growth hormones
2. No cholesterol
3. No animal proteins, fats – lower risks from NCDs (Non-Communicable Diseases) heart disease, stroke, type 2 diabetes, hypertension, cancer, kidney failures

A collection of gardening-related illustrations including a pair of red-handled pruning shears, a silver trowel, a coiled orange garden hose, a small potted plant, a red watering can, and a wooden planter box with a green plant.

# Environmental benefits

## Plant-Based Burger vs Beef Burger

- 99% Less Water
- 93% Less Land
- 90% Fewer Green House Gas Emission
- 46% Less Energy

Source: Beyond Meat Life Cycle Analysis (LCA) by The University of Michigan's Center for Sustainable Study











# Plant-Based Meatballs



Italian Meatballs



Larb Meatballs





## Let's Plant Meat

### Plant-Based Burger Patty



**Plant-Based Meat** is an alternative protein that tries to imitate the taste, texture & experience of eating meat but is **wholly made of plant ingredients**.

**Ingredients:** water 57%, vegetable proteins from **soy** & rice 21%, coconut oil & rice bran oil 15%, spices 2%, thickening agent (methyl cellulose, carrageenan) 2%, yeast extracts 0.5%, modified starch 0.5%, salt 0.5%, vinegar 0.5%, natural colors (beetroot extract, caramel) 0.5%, natural flavors 0.5%.

**Allergen Advice "contains soy"**  
(NO gluten, meat, milk, or egg)  
All soy ingredients are from "Non GMO Source"

- ✓ No antibiotics
- ✓ No cholesterol
- ✓ No animal
- ✓ Vegan
- ✓ Vegetarian
- ✓ Halal

Nutrition Facts	
1 serving per container	
Serving size: 1 patty (113 g/4 oz)	
Amount per serving	
<b>Calories</b>	<b>250</b>
% Daily Value*	
<b>Total Fat</b> 17 g	22%
Saturated Fat 10 g	50%
Trans Fat 0 g	
<b>Cholesterol</b> 0 mg	0%
<b>Sodium</b> 340 mg	15%
<b>Total Carb.</b> 9 g	3%
Dietary Fiber 3 g	11%
Total Sugars 0 g	
Includes 0 g Added	0%
<b>Protein</b> 15 g	
Vitamin D 0% • Iron 15%	
Calcium 6% • Potassium 10%	
* Percent Daily Values (DV) are based on a 2,000 calories diet.	

**Nutrition Info:**  
**250 kcal** – like any burger  
**15 g protein** – feeling full  
**17 g fat** – for juiciness (saturated fat is nature of coconut oil)  
**0 g cholesterol**  
**340 mg sodium** – balance taste & control



Plant-Based Meatballs

**Taste:** Once grilled, the burger tastes close to seasoned beef burger. **Crusty outside & tender inside.** Burger has aroma of herbs (rosemary, thyme, garlic, onion) & a hint of natural smoke flavor.

**Cooking Method:** Thaw burger in refrigerator overnight (5 hours), set pan on medium-high heat, grill 3 minutes per side, garnish & serve.

**Food Safety:** Use within 3 days of thawing. Use all at once. Do not refreeze after thawed. Fully cooked when core temp reaches 74°C.

**Shelf Life:** 18 months from production date. keep product frozen under -18°C.

**Logistic Info:** Net weight per patty 113 g/4 oz. 20 patties in a carton. Net wt/carton 2.26 kg carton dimension = W 21 x L 24 x H 12 cm. Thai FDA Number: 50-2-04844-6-0141 Package Barcode Number 8 858714 703005

50-2-04844-6-0141



### When Eating Can Change The World !



**Plant-Based Burger vs Beef Burger**  
**99%** less water, **93%** less land, **90%** fewer green house gas emission, **46%** less energy U.of Michigan's Center of Sustainable Study.

**Ingredients:** water 57%, vegetable proteins from **soy** & rice 21%, coconut oil & rice bran oil 15%, spices 2%, thickening agent (methyl cellulose, carrageenan) 2%, yeast extracts 0.5%, modified starch 0.5%, salt 0.5%, vinegar 0.5%, natural colors (beetroot extract, caramel) 0.5%, natural flavors 0.5%.

**Allergen Advice "contains soy"**  
(NO gluten, meat, milk, or egg)  
All soy ingredients are from "Non GMO Source"

### Nutrition Facts

1 serving per container  
Serving size: 1 patty (113 g/4 oz)

Amount per serving  
**Calories** **250**

	% Daily Value*
<b>Total Fat</b> 17 g	22%
Saturated Fat 10 g	50%
Trans Fat 0 g	
<b>Cholesterol</b> 0 mg	0%
<b>Sodium</b> 340 mg	15%
<b>Total Carb.</b> 9 g	3%
Dietary Fiber 3 g	11%
Total Sugars 0 g	
Includes 0 g Added	0%

<b>Protein</b> 15 g	
Vitamin D 0% • Iron 15%	
Calcium 6% • Potassium 10%	
* Percent Daily Values (DV) are based on a 2,000 calories diet.	

### Nutrition Info:

**250 kcal** – like any burger  
**15 g protein** – feeling full  
**17 g fat** – for juiciness (saturated fat is nature of coconut oil)  
**0 g cholesterol**  
**340 mg sodium** – balance taste & control



Plant-Based Meatballs

let's  
plant  
meat

เลือกเพื่อโลกที่ดีขึ้น





## Let's Plant Meat

### Plant-Based Minced Meat



**Plant-Based Meat** is an alternative protein that offers the taste, texture & experience of eating meat from animal but is **wholly made of plant ingredients**.

**Ingredients:** water 69%, vegetable proteins from soy & rice 19%, rice bran oil 3%, thickening agent (methylcellulose, carrageenan) 3%, sugar 2%, yeast extracts 1%, salt 1%, modified tapioca starch 1%, natural colors (beetroot extract, caramel) 0.5%, natural flavors 0.5%.

**Allergy Advice "contains soy"**  
(NO gluten, meat, milk, or egg)  
All soy ingredients are from "Non GMO Source"

- ✓ No antibiotics
- ✓ No cholesterol
- ✓ No animal
- ✓ Vegan
- ✓ Vegetarian
- ✓ Je 齋 13



#### Nutrition Facts

2 servings per container	
Serving size: 1/2 bag (75 g/2.6 oz)	
Amount per serving	
<b>Calories 100</b>	
% Daily Value*	
Total Fat 2 g	3%
Saturated Fat 0 g	0%
Trans Fat 0 g	
Cholesterol 0 mg	0%
Sodium 290 mg	13%
Total Carb. 9 g	3%
Dietary Fiber 4 g	14%
Total Sugars 1 g	
Includes 1 g Added	2%
Protein 11 g	
Vitamin D 0% • Iron 10%	
Calcium 4% • Potassium 8%	

\* Percent Daily Values (DV) are based on a 2,000 calories diet.

#### Nutrition Info:

100 kcal – 30% less cal  
11 g protein – feeling full  
2 g fat – 75% leaner  
0 g saturated fat  
0 g trans fat  
0 g cholesterol  
290 mg sodium – lightly season for good taste



Plant-Based Meat Cutlet

**Taste:** marinade, season with spices or sauce, our plant-based meat can pick up flavor well; the meat texture is uniquely chunky.

**Cooking Method:** thaw package in refrigerator overnight (5 hours), use plant-based meat to stir-fry, fry, grill or steam until cooked.

**Food Safety:** use within 3 days of thawing. Use all at once. Do not refreeze after thawed. Fully cooked when core temp reaches 74°C.

**Shelf Life:** 18 months from production date. keep product frozen under -18°C.

**Logistic Info:** Net weight per pack 150 g/5.2 oz. 20 packs in a carton. Net wt/carton 3.00 kg carton dimension = W 21 x L 24 x H 12 cm. Thai FDA Number: 50-2-04844-6-0142 Package Barcode Number 8 858714 703012

50-2-04844-6-0142



#### When Eating Can Change The World !



#### Plant-Based Burger vs Beef Burger

99% less water, 93% less land, 90% fewer green house gas emission, 46% less energy U.of Michigan's Center of Sustainable Study.

**Ingredients:** water 69%, vegetable proteins from soy & rice 19%, rice bran oil 3%, thickening agent (methylcellulose, carrageenan) 3%, sugar 2%, yeast extracts 1%, salt 1%, modified tapioca starch 1%, natural colors (beetroot extract, caramel) 0.5%, natural flavors 0.5%.

**Allergy Advice "contains soy"**  
(NO gluten, meat, milk, or egg)

All soy ingredients are from "Non GMO Source"

#### Nutrition Facts

2 servings per container  
Serving size: 1/2 bag (75 g/2.6 oz)

Amount per serving  
**Calories 100**

	% Daily Value*
Total Fat 2 g	3%
Saturated Fat 0 g	0%
Trans Fat 0 g	
Cholesterol 0 mg	0%
Sodium 290 mg	13%
Total Carb. 9 g	3%
Dietary Fiber 4 g	14%
Total Sugars 1 g	
Includes 1 g Added	2%

Protein 11 g  
Vitamin D 0% • Iron 10%  
Calcium 4% • Potassium 8%

\* Percent Daily Values (DV) are based on a 2,000 calories diet.

#### Nutrition Info:

100 kcal – 30% less cal  
11 g protein – feeling full  
2 g fat – 75% leaner  
0 g saturated fat  
0 g trans fat  
0 g cholesterol  
290 mg sodium – lightly season for good taste



Plant-Based Meat Cutlet

let's plant meat

เลือกเพื่อโลกที่ดีขึ้น





**Plant-Based Meat** is an alternative protein that offers the taste, texture & experience of eating meat from animal but is **wholly made of plant ingredients**.

**Ingredients:** water 52%, **breader** 25%, vegetable proteins from **soy** & rice 13%, coconut oil & rice bran oil 5%, thickening agent (methylcellulose, carrageenan) 2%, modified starch 1%, spices 1%, salt 0.5%, yeast extracts 0.3%, sugar 0.2%, natural color (beetroot extract), raising agent (INS450i, INS500ii), natural flavors.

**Allergy Advice “contains wheat (gluten) & soy” (NO meat, milk, or egg)**

All soy ingredients are from “Non GMO Source”

- ✓ No antibiotics
- ✓ No cholesterol
- ✓ No animal
- ✓ Vegan
- ✓ Vegetarian
- ✓ Halal

Nutrition Facts	
1 serving per container	
Serving size: 125 g / 4.4 oz	
Amount per serving	
Calories	260
% Daily Value*	
Total Fat 8 g	10%
Saturated Fat 3.5 g	18%
Trans Fat 0 g	
Cholesterol 0 mg	0%
Sodium 420 mg	18%
Total Carb. 32 g	12%
Dietary Fiber 5 g	18%
Total Sugars 4 g	
Includes 0 g Added	0%
Protein 14 g	
Vitamin D 0% • Iron 15%	
Calcium 6% • Potassium 10%	
* Percent Daily Values (DV) are based on a 2,000 calories diet.	

**Nutrition Info:**  
260 kcal – energy source  
14 g protein – feeling full  
8 g fat – from plants  
3.5 g saturated fat  
0 g trans fat  
0 g cholesterol  
420 mg sodium – lightly season for good taste



Plant-Based Meat Cutlet

## Let's Plant Meat Plant-Based Meat Katsu



**Taste:** first taste crispness of our breading following by tenderness of plant-based meat, complete it with your favorite tonkatsu sauce.

**Cooking Method:** directly from frozen, deep fry in medium heat oil (150°C) for 7 minutes,

**Food Safety:** Can cook directly from frozen. Do not refreeze after thawed. Fully cooked when core temp reaches 74°C.

**Shelf Life:** 18 months from production date. keep product frozen under -18°C.

**Logistic Info:** Net weight per pack 125 g/4.4 oz. 20 packs in a carton. Net wt/carton 2.50 kg carton dimension = W 21 x L 24 x H 12 cm. Thai FDA Number: 50-2-04844-6-0177 Package Barcode Number 8 858714 703142

50-2-04844-6-0177



**When Eating Can Change The World !**

plants help lower global impact on



**Meat industry takes so much from our planet.** 83% of farmland is growing for livestock. 27% of fresh water is used in meat & dairy. Take a notice & start changing your meat now.

**Ingredients:** water 52%, **breader** 25%, vegetable proteins from **soy** & rice 13%, coconut oil & rice bran oil 5%, thickening agent (methylcellulose, carrageenan) 2%, modified starch 1%, spices 1%, salt 0.5%, yeast extracts 0.3%, sugar 0.2%, natural color (beetroot extract), raising agent (INS450i, INS500ii), natural flavors.

**Allergy Advice “contains wheat (gluten) & soy” (NO meat, milk, or egg)**

All soy ingredients are from “Non GMO Source”

## Nutrition Facts

1 serving per container

Serving size: 125 g / 4.4 oz

Amount per serving

**Calories 260**

% Daily Value\*

**Total Fat** 8 g 10%

Saturated Fat 3.5 g 18%

Trans Fat 0 g

**Cholesterol** 0 mg 0%

**Sodium** 420 mg 18%

**Total Carb.** 32 g 12%

Dietary Fiber 5 g 18%

Total Sugars 4 g

Includes 0 g Added 0%

**Protein** 14 g

Vitamin D 0% • Iron 15%

Calcium 6% • Potassium 10%

\* Percent Daily Values (DV) are based on a 2,000 calories diet.

## Nutrition Info:

260 kcal – energy source

14 g protein – feeling full

8 g fat – from plants

3.5 g saturated fat

0 g trans fat

0 g cholesterol

420 mg sodium – lightly season for good taste



Plant-Based Meat Cutlet

let's plant meat  
เลือกเพื่อโลก





## Plant-Based Ingredients for Food Services

Winner of "Plant Protein Award" from Future Food Asia 2020

**Plant-Based Meat** is an alternative protein that offers the taste, texture & experience of eating meat from animal but is **wholly made of plant ingredients**.

- ✓ No antibiotics
- ✓ No cholesterol
- ✓ No animal
- ✓ Vegan
- ✓ Vegetarian

**Shelf Life:** 12 months from production date.  
keep product frozen under  $-18^{\circ}\text{C}$ .

**Allergy Advice "contains soy"**  
(NO meat, milk, or egg)  
All soy ingredients are from  
"Non GMO Source"



Online Recipes



齋 17 1 kg

Beef Style



齋 17 1 kg

Mince Style



齋 17 80gx12

Chicken Breast Style



Tonkatsu Style

Shaped  
& Ready  
to Cook

contains wheat



Meat Balls Style



Spicy Larb Style



4 oz Seasoned Burger



4 oz Unseasoned



2 oz Unseasoned

Produced by: Nithi Foods Co., Ltd.  
21/6 M2, Banklang, Sanpatong,  
Chiang Mai 50120 Tel: 053 481 484  
sales@nithifoods.co.th  
www.letsplantmeat.co



## Plant-Based Meat for Value-Adding Food Industry

Winner of "Plant Protein Award" from Future Food Asia 2020

**Plant-Based Meat** is an alternative protein that offers the taste, texture & experience of eating meat from animal but is **wholly made of plant ingredients**.

- ✓ No antibiotics
- ✓ No cholesterol
- ✓ No animal
- ✓ Vegan
- ✓ Vegetarian

**Allergy Advice "contains soy"**  
(NO meat, milk, or egg)  
All soy ingredients are from  
"Non GMO Source"

**Shelf Life**  
Frozen: 12 months under  $-18^{\circ}\text{C}$   
Chilled: 6 days under  $4^{\circ}\text{C}$

Scan QR for



Online Recipes

End Products



Dim Sum



Frozen Ready Meals



Retort Foods

How to Use



Selections

\*15 kg for chilled only



Beef Style  
1/2.5/15\* kg



Mince Style  
1/2.5/15\* kg



Chicken Breast Style  
1/2.5/15\* kg

Frozen Only



Meat Balls  
12/14/16 g

Frozen Only



Patties  
2/3/4 oz

Produced by: Nithi Foods Co., Ltd.  
21/6 M2, Banklang, Sanpatong,  
Chiang Mai 50120 Tel: 053 481 484  
sales@nithifoods.co.th  
www.letsplantmeat.co

nt  
eat  
let's plant meat



# 70 branches of Khiang

ข้าวกะเพราไม่เนื้อ + ไข่ดาว  
Plant Meat

ฟรี น้ำอัญชันมะนาว  
พิเศษ 125.-  
(ปกติ 140.-)

ข้าวผัดกะเพราไม่เนื้อ + ไข่ดาว 125.-

น้ำอัญชันมะนาว 15.-

let's plant meat

เพราะเราคือ "คนกินเนื้อที่ไม่ใช่เนื้อ"  
เราคือคนที่ไม่อยากกินเนื้อสัตว์แต่อยากกิน  
รสชาติของเนื้อที่ไม่ใช่เนื้อ เรา  
ผลิตน้ำอัญชันมะนาวจากธรรมชาติ

ผลิตภัณฑ์ของเราเป็นมิตรต่อสิ่งแวดล้อม  
• ไร้ไขมัน 0% คาร์โบไฮเดรต 0%  
• 0% โซเดียม  
• 0% คอเลสเตอรอล

ที่ตั้ง : - สาขาหน้าร้าน 88 ซอยสุขุมวิท  
หรือสั่งผ่าน Grabfood หรือ Get it now  
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สาขาหน้าร้าน : 10 สาขา 63 - 23 สาขา 63  
"ติดต่อสอบถาม โทร 09-000-0000"

khiaang.tummyour

Coca-Cola





# Sukishi Korean BBQ



let's plant meat

Sukishi  
KOREAN CHARCOAL GRILL

齋

อิมอรอยรับเทศกาลเจกับ  
**Plant Based**  
เพื่อสุขภาพ เพื่อสิ่งแวดล้อมที่ดีขึ้น

เมนูแนะนำ  
ข้าวหน้าหมูย่างกิมจิ  
**150 บาท**

เนื้อย่างจากพืช เสิร์ฟพร้อมกิมจิ  
Plant Based Meat with Fresh Kimchi

100%  
PLANT BASED

ตั้งแต่วันที่ 12 ต.ค.63 - 25 ต.ค.63  
\*ภาพอาหารใช้สำหรับการโฆษณาเท่านั้น ราคาอาหารจริงไม่รวมค่าบริการ 10%



let's  
plant  
meat  
เล็ก แฟลิม บัน



Cheese Burger



Meatball Salad



Cutlet Sandwich





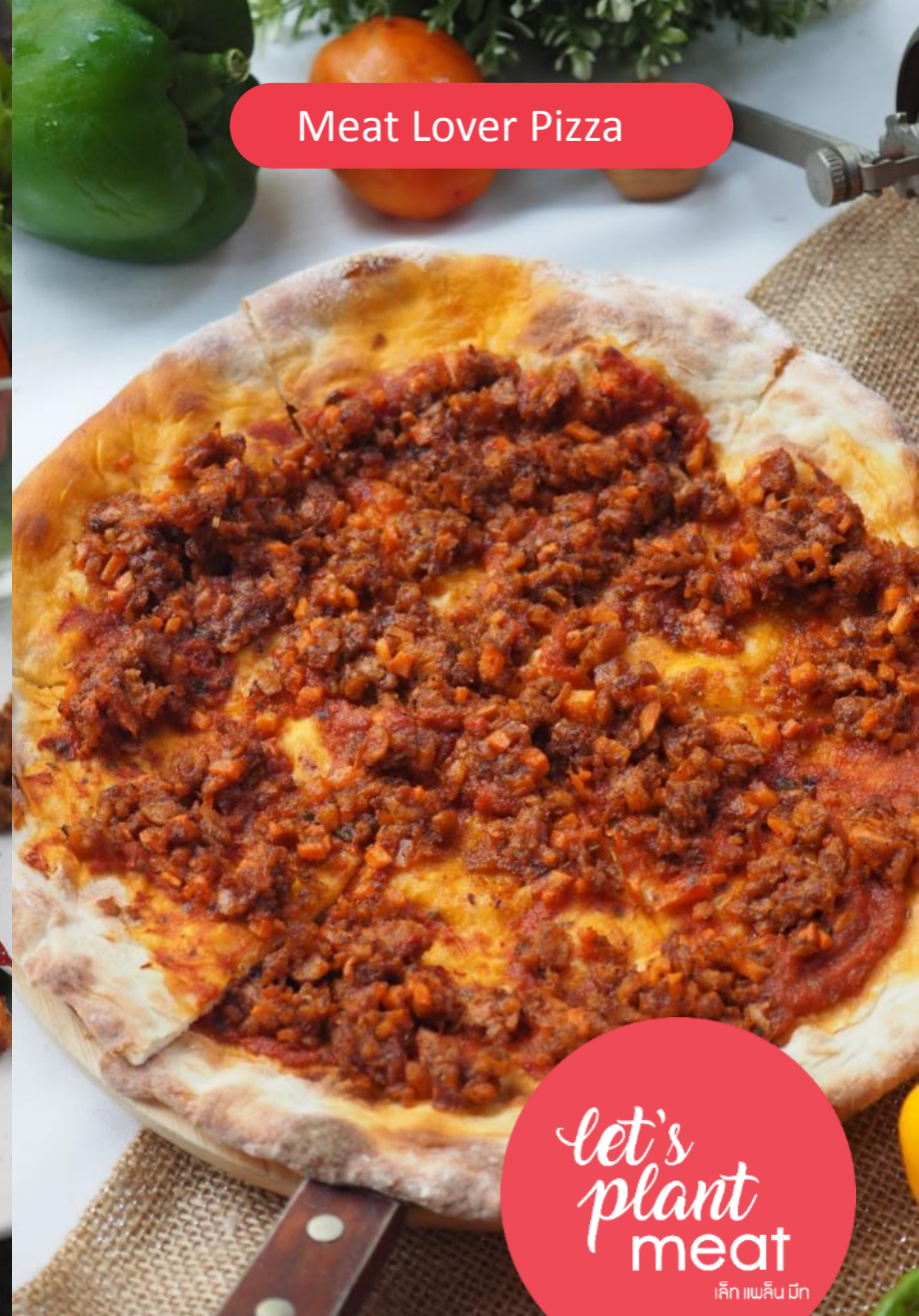
Spaghetti Meatball



Spicy Basil Stir Fry



Meat Lover Pizza



let's  
plant  
meat

เลิกแพ่สันคีน



Katsu Don



Katsu Curry



Katsu Burger



let's  
plant  
meat

เลือกทานพืช





เบอร์เกอร์  
เนื้อจากพืช  
plant-based  
burger patty



Let's Plant Meat

53 subscribers

[https://www.youtube.com/channel/UC4vZ3b\\_Xl1NINIBhr2F5RsQ](https://www.youtube.com/channel/UC4vZ3b_Xl1NINIBhr2F5RsQ)

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2 วิธีปรุงสุก Let's Plant Meat  
เนื้อจากพืช ด้วยหม้อทอด...

10 views • 2 days ago



วิธีย่าง Let's Plant Meat เบอร์  
เกอร์เนื้อจากพืช แบบไม่ต้อง...

7 views • 2 days ago



Stir Well - Minced Meat will  
break to smaller chunks

807 views • 6 months ago



Chai Chuan Chim x Let's  
Plant Meat

126 views • 8 months ago



[Official Cooking Video]  
Let's Plant Meat Basil Stir...

168 views • 11 months ago



[Official Cooking Video]  
Let's Plant Meat Nacho

63 views • 11 months ago



[Official Cooking Video]



[Official Cooking Video]



[Official Cooking Video]



Let's Plant Meat - Prototype



Let's Plant Meat-







# More Marketings



let's  
plant  
meat  
เล็ก ๆ พืช ผัก





Spices  
Seasoning  
Plant-Based  
Foods

GMP  
HACCP  
FSSC22000  
ISO14001  
ISO45001  
Halal

Nithi Foods Co., Ltd.

# Awards & Honors



The Best Practice of The  
Sufficiency Economy  
Philosophy



Best Industry Award -  
SME Management



Good Governance Award



Best STI -  
National Award



Best STI -  
Northern Thailand Award



Innovation Award -  
Healthy Food



National Innovation  
Agency Award



SME Inno Awards



National Innovation  
Award



National Innovation  
Awards 2020



Bai Po Business  
Awards 2020



# พิธีมอบรางวัลนวัตกรรม ประจำปี 2563



## STARTUP THAILAND



## National Innovation Award 2020



i Brand



ผลิตภัณฑ์

**P** PRIME  
MINISTER'S  
EXPORT AWARD 2017  
LEADING THE WAY



Prime Minister Export Award 2017



# Current Exports







Factories in Chiang Mai