

Veganz's Journey in Becoming a Cutting-edge FoodTech Company by Anja Brachmüller, Veganz

Key Learnings



From Retailer to Food Tech Pioneer

Veganz evolved from a vegan supermarket into a vertically integrated food tech company. This shift was driven by necessity—when traditional dairy producers rejected their cashew-based cheese idea, they built their own manufacturing capabilities, showcasing resilience and commitment to innovation.

Control Through In-House Production

Recognizing the strategic value of owning production, Veganz now operates three of its own factories across Germany and Austria. This ensures control over quality, supply chain sustainability, and the ability to scale innovations quickly across multiple product lines.

Radical Innovation in Meat Alternatives

Veganz's Peace on Earth brand tackles the dominant German meat substitute market with dry, shelf-stable pea-based proteins. These products offer long shelf life, high protein, no refrigeration, and wide usability, but the real innovation lies in the hyper-local supply chain.

Pioneering Vertical Farming for Protein Crops

Facing farmer reluctance to commit to mono-crop pea supply, Veganz partnered with Fraunhofer Institute to grow peas using vertical, aeroponic systems. This method uses just 5% of traditional water needs, no pesticides, and offers local protein production—even in climate-challenged regions.

Scalable Impact Through Licensing

To scale their OrbiFarm vertical farming model, Veganz licensed the patented technology for industrial development. One 30,000 m² farm can replace 500,000 m² of land and feed 155,000 people annually with plant protein.

Listen to the full episode here:

<https://circularity.fm/veganzs-journey-in-becoming-a-cutting-edge-foodtech-company-by-anja-brachmuller-veganz/>