

KFC developing world's first bioprinted chicken nuggets for planned rollout in Russia in fall 2020

KFC is taking the next step in its innovative concept of creating a “restaurant of the future” by launching the development of innovative 3D bioprinting technology to create chicken meat in cooperation with the 3D Bioprinting Solutions research laboratory. The idea of ??crafting the “meat of the future” arose among partners in response to the growing popularity of a healthy lifestyle and nutrition, the annual increase in demand for alternatives to traditional meat and the need to develop more environmentally friendly methods of food production.

The project aims to create the world's first laboratory-produced chicken nuggets. They will be as close as possible in both taste and appearance to the original KFC product, while being more environmentally friendly to produce than ordinary meat. Receiving a final product for testing is already planned for the fall of 2020 in Moscow.

3D Bioprinting Solutions is developing additive bioprinting technology using chicken cells and plant material, allowing it to reproduce the taste and texture of chicken meat almost without involving animals in the process. KFC will provide its partner with all of the necessary ingredients, such as breeding and spices, to achieve the signature KFC taste. At the moment, there are no other methods available on the market that could allow the creation of such complex products from animal cells.

The bioprinting method has several advantages. Biomeat has exactly the same microelements as the original product, while excluding various additives that are used in traditional farming and animal husbandry, creating a cleaner final product. Cell-based meat products are also more ethical – the production process does not cause any harm to animals. Along with that, KFC remains committed to continuous improvement in animal welfare from the farm and through all aspects of our supply chain, including raising, handling, transportation and processing.

Also, according to a study by the American Environmental Science & Technology Journal, the technology of growing meat from cells has minimal negative impact on the environment, allowing energy consumption to be cut by more than half, greenhouse gas emissions to be reduced 25 fold and 100 times less land to be used than traditional farm-based meat production.

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