

BeneMeat

We're not here to sell cultivated meat.
We build the **technology** that
makes cultivated meat possible.
Safely, ethically, and at scale.

Our mission is to offer the next option
to meet meat demand — for people,
pets, and the planet.

*You're now part of making
that future real.*



Learn more at:



BeneMeat

Welcome to
Try & Share

You're Part of Something
Impactful

We're so glad you've joined us.
Your dog is helping test the EU's first
cultivated treat. And together, we're
opening the door to something better.

The Next Option for Pets, People, and the Planet

At Bene Meat, we believe your pet deserves better.

That's why we created the **first-ever EU cultivated meat dog treat**. Made safely from animal cells, cruelty-free.

It's clean, nutritious, and kind. With plenty of cultivated meat inside.

Backed by science Made with care

This sample is part of our **Try & Share** program for testing and public education.

Thanks for being part of something that makes sense.



What to do next

1

TREAT

Give your pup 3 of these bites every day for the next 7 days. And, if your pet enjoys the treats, there should be a few more left over for their enjoyment after the trial is over.

3

TELL

At the end of the week, we'll send you a short survey to share what you noticed.

5

TOP DOG?

Post by **Day 5** and you could be featured in our **Top Dog Hall of Fame** (and maybe earn a special reward.)

2

TRACK

Watch how they react and snap a photo or short video of their first taste, happy anticipation, tail wags, or best "treat face."

4

TAG

Post your photos or videos and tag **@BeneMeat** with **#TheFirstBite** **#TryAndShare** to join our pioneer pack and show off your star snacker.

Your pet's reactions - every photo, every wag, every story you share - help us understand how cultivated meat performs in the real world — and your voice helps us shape what comes next.

*Thanks for helping us
move pet food forward.*