

About

Bene Meat

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BeneMeat is a biotechnology company based in Prague, founded in 2020. As one of the first companies in the world, we have developed a scalable, efficient, and ethical technology for the production of cultivated meat, initially for use in pet food, and in the future also for human consumption.

In autumn 2023, we became the first registered producer of cultivated meat for pets, and our raw material is listed in the European Feed Materials Register. This is a significant step, where cultivated meat becomes a reality, not just a vision of the future.

We focus on B2B cooperation. We are not producers of pet food, but technology providers for the production of a next-generation ingredient, meat from real animal cells that grow in a cultivator. This is not “lab-grown” or “artificial” meat, but real meat produced without the need to slaughter animals. That is why we use the term “cultivated meat”, which accurately reflects reality.

We collaborate with pet food and food manufacturers to whom we provide technological know-how that enables them to integrate cultivated meat into their product portfolios. Our goal is to become a key technology partner for companies that want to offer a new type of protein – high-quality, ethical, and sustainable.

Our team consists of more than 150 international experts and scientists. We are building a complete technological ecosystem: from the development of cell lines and cultivation media to production scale-up in cultivators and the creation of technological protocols.

We are actively looking for business partners around the world. We want not only to deliver our unique technology, but also to co-develop new products and enter new markets together. We are the biotechnology company behind the next option for people, animals, and the planet.



ROMAN KŘÍŽ

CEO BeneMeat

“Our technology enables producers to expand their portfolios with a safe, ethical, and sustainable alternative that respects both nature and consumers. We are not creating a meat substitute — we are offering another option for producing animal protein.”

Born in 1967, Roman Kříž is the CEO of BeneMeat, where he oversees strategic management. His primary goal is to turn innovative research into scalable industrial reality and to build a complete technological ecosystem that enables manufacturers to integrate cultivated meat into their business.

“At BeneMeat, we do not primarily produce meat — we develop technology that gives producers a new way to manufacture cultivated meat. Our solutions help food and feed companies diversify their product portfolios and unlock new revenue streams, and help governments bolster food security through local production.”

After graduating from the Faculty of Law at Charles University, Roman Kříž worked in international trade, which brought him to the USA, South Korea, and most European countries. In Ukraine, he spent 17 years leading a firm distributing BTL medical devices. His extensive experience in technology and strategic leadership now shapes BeneMeat’s approach: combining innovation, scalability, and ethics

into real industrial-scale practice. At BeneMeat, Roman ensures that scientific research is not merely an academic experiment, but has a clear path toward real-world manufacturing. This includes efficient production scaling, technological precision, strict adherence to safety and regulatory standards, and advocating for a continued opening of the cultivated meat market.

Roman Kříž believes that the greatest innovations emerge where people have room for creativity and take responsibility for their decisions. That is why he builds an environment at BeneMeat where the scientific team not only conducts research but also participates in strategic decision-making about its direction. This approach enables faster development of technological solutions, efficient testing, and an accelerated transition from laboratory research to real production.

In his free time, he enjoys spending time with his family and is interested in economics, the education of gifted children, and playing chess.



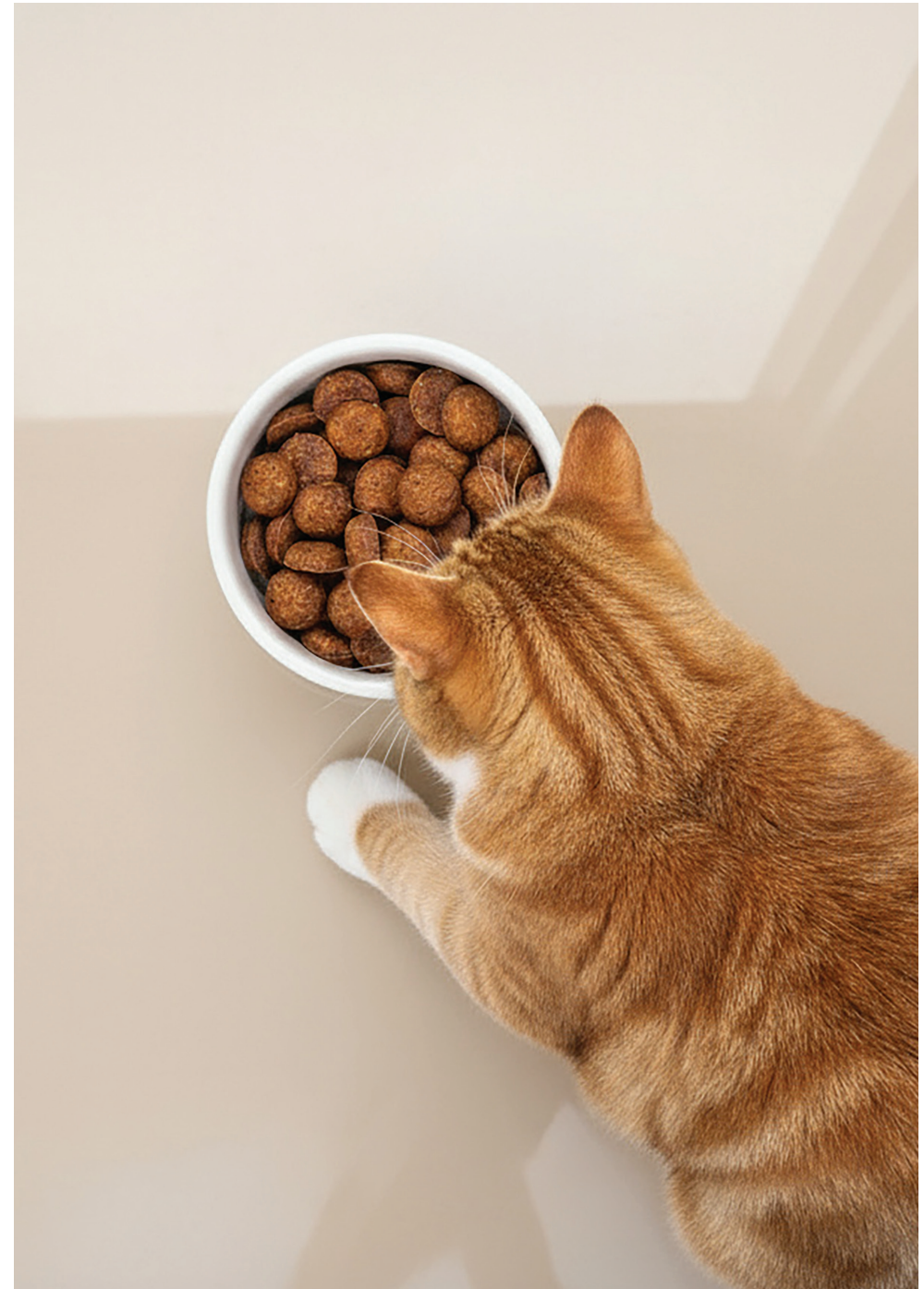
CULTIVATED MEAT

& why use the term

To describe the product of our technology, we would recommend using the term Cultivated Meat, as it better reflects what it is. Our meat is not artificial. It is real meat from real animal cells that grows in a cultivator. That's why we don't call it lab-grown meat, as it doesn't actually originate in a laboratory.

We do not recommend using terms such as cultured meat, lab-grown meat, or artificial meat, as they may be confusing and misleading for consumers.

Cultivated meat, also known as cultured meat or cell-based meat, is real animal meat produced by directly growing animal cells in a controlled environment instead of raising and slaughtering animals. The process begins with a small sample of animal cells, which are nourished with essential nutrients and guided to form muscle, fat, and connective tissue, replicating natural biological growth. The result is meat that is biologically identical to conventional meat but can be produced more sustainably, with lower environmental impact and improved animal welfare. The term Cultivated meat refers to meat (including muscle cells, fat cells, connective tissue, blood, and other components) produced by cultivating animal cells, not by slaughtering a live animal. (Source: New Harvest – a research institute that aims to accelerate progress in cellular agriculture).



BeneMeat &

CONNECTION TO BTL

As a subsidiary of BTL, a global leader in medical equipment manufacturing, BeneMeat brings the same precision, rigor, and obsession with quality to cultivated meat manufacturing as we do to the healthcare industry. This isn't just food manufacturing science. It's industrial-grade innovation.

BTL Industries is a global leader in medical technologies, with offices in more than 90 countries worldwide. We push beyond technological limits and set new industry standards. Our innovations drive medicine forward—empowering professionals with game-changing tools and giving patients access to treatments once thought impossible.

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