

Angel Yeast introduces Innovative Yeast Protein Solutions in APAC

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China's Angel Yeast, a global leader in yeast manufacturing, recently introduced its yeast protein and innovative application solutions at the Growth Asia 2024 summit held in Singapore.

"Angel Yeast introduced yeast protein product and innovative application solutions in the Asia-Pacific region. We shared insights on the advantages of yeast protein compared to other proteins and showcased successful global case studies." said Chen Zhixian, deputy general manager of Angel Yeast Nutrition and Health Technology Center.

Chen gave the keynote "The Science Behind AngeoPro" which centered on the background of Angel Yeast's R&D of yeast protein, the nutritional advantages, the latest research findings, application examples, and typical products.

Globally, consumers are growing more aware of food nutrition and achieving better health management, especially paying more attention to vitamins, minerals, proteins, and probiotics which are fundamental, as well as low-calorie, low-sugar, and high-protein solutions to improve intestinal, sleep, psychology health as well as sports nutrition.

The protein sources for most of the population in the Asia-Pacific region are mainly eggs, lean meat, and fish, as well as yogurt, protein ready-to-drink beverages, protein bars, and protein powders. Australia has the world's largest market for high-protein yogurt reaching \$47 million in scale, South Korea has 63% of the protein bar market share amounting to \$7.2 million, while Thailand's market for read-to-drink protein beverages and protein snacks totals \$4 million.

Yeast proteins can meet the growing consumer demand for health foods with high nutritional values and excellent functionality, and Angel Yeast is committed to leading the development of a healthy and sustainable food industry.

Angel Yeast Company is a high-tech listed company specializing in yeast and biotech. Product business covers Yeast and Baking, Yeast Extract-Savoury, Nutrition & Health and Biotechnology fields. It is one of the world's leading companies in the yeast industry. Angel has 12 holding subsidiaries and provides products and services for more than 160 countries and regions