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Onego Bio partners with Zen Waffles to bring precision-fermented egg protein to high-protein breakfasts

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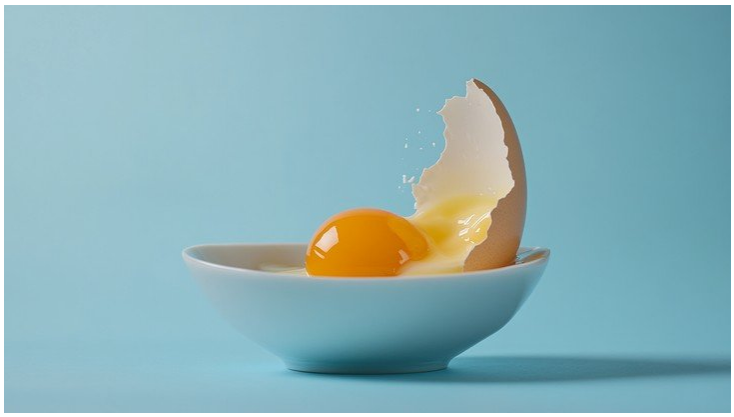
Partnership brings animal-free egg protein to the growing market for protein-rich convenience foods as demand for everyday nutrition continues to rise



Onego Bio, a food ingredient company developing non-animal egg protein through precision fermentation, has entered a commercial partnership with Brooklyn-based Zen Waffles to supply its Bioalbumen ingredient for use in high-protein waffle products.

The agreement expands the application of precision-fermented egg protein into the high-protein breakfast and convenience food category, marking another step in Onego Bio's commercial expansion in the United States. It also reflects a broader shift in the protein market, where manufacturers are increasingly incorporating protein into everyday foods beyond traditional sports nutrition products.

Zen Waffles has built its consumer business around convenient, protein-rich foods that combine nutrition, taste and simplicity. The company sells its high-protein waffles directly to consumers across all 50 US states and through retail and wholesale channels, including grocery stores, fitness centres and specialty retailers such as Citarella Gourmet Market.

Bioalbumen is designed to deliver the protein quality and functional properties of conventional egg white protein without requiring animal-derived inputs. According to Onego Bio, the ingredient has an environmental impact approximately 90 per cent lower than conventional egg protein, based on research published in Nature Food in 2021.

"At Zen Waffles, our goal is to make high-protein foods convenient and delicious. Bioalbumen offers a great source of high-quality protein, helping us make products consumers already love nutritious and satisfying. We're excited to partner with Onego Bio as we continue to grow Zen Waffles and reach more customers across the country," said Eugene Komissarov, co-founder of Zen Waffles.

The partnership comes as protein gains prominence across mainstream packaged foods. US retail sales of high-protein packaged foods grew 25 per cent between 2021 and 2025, reaching nearly $24 billion in 2025. High-protein baked goods expanded by nearly 46 per cent over the same period, according to Euromonitor International.

For food manufacturers, the opportunity extends beyond protein content. Egg white protein plays a critical role in the structure, texture and appearance of baked products, making functional performance a key consideration when developing alternative ingredients.

“In a waffle, egg protein does a lot of work: it provides structure for a light, tender interior and supports browning for a golden, crisp exterior, all while delivering high-quality protein. Bioalbumen brings that multifunctionality together, giving food manufacturers a new way to meet growing demand for protein. Zen Waffles has built a brand with incredible customer loyalty by showing that high-protein foods can be both nutritious and delicious, and we’re thrilled to partner with them as they continue to grow nationwide,” said Maija Itkonen, co-founder and CEO of Onego Bio.

Produced through precision fermentation, Bioalbumen is designed to replicate the taste, nutritional characteristics and functional properties of egg white protein without the need for animal-derived ingredients. Its potential applications extend across bakery products, snacks, nutrition products and other protein-rich foods.

The partnership places precision-fermented egg protein in a consumer category where nutritional value must be matched by familiar taste and texture. For Onego Bio, the agreement represents a step towards integrating fermentation-derived ingredients into established food formats, while Zen Waffles gains access to an alternative source of functional egg protein for its growing product portfolio.