

Aleph Farms launches new product brand Aleph Cuts

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Aleph Farms, an Israeli food technology company announced the launch of its first product brand, Aleph Cuts. Under the Aleph Cuts brand, the company will market its first product, the Petit Steak, the world's first cultivated steak anticipated to launch in Singapore and Israel later this year, pending regulatory approvals. Developed in partnership with brand and experience design agency, BOND, this branding initiative distinguishes Aleph Farms's products and builds momentum ahead of commercialisation and subsequent engagement with customers and end consumers.

"With the launch of Aleph Cuts, we are introducing our product through an epicurean lens to connect people to our incredible new take on steak, sharing what this choice means in an engaging and authentic way," said Nicky Quinn, VP of Marketing at Aleph Farms. "Iconic brands aren't built overnight or by one person or team. We look forward to co-creating our brand over time with consumers, so we can best serve their evolving needs."

The visual identities for Aleph Farms and Aleph Cuts are part of a unified system designed to support the scale of Aleph Farms's growing product portfolio. The brands are related through visual elements such as the wordmark, icon, and colour palette but evoke different aspects of the Aleph ethos: Aleph Farms is more pragmatic and focuses on technology and innovation, while Aleph Cuts is more emotional and focuses on educating about the product and celebrating culture through the lens of food. They share a new icon inspired by the company's previous ox head symbol, reflected in the letter A in Aleph but flipped, creating a mirror effect that compels the viewer to see familiar things in a new way.