



**VANCOUVER, BC, April 21, 2023:** For Immediate Release

WHAT WILL TED TALKS FLAGSHIP CONFERENCE AND GERMANY'S LARGEST SUSHI CHAIN SHOW THE WORLD ABOUT THE 'POSSIBILITY' OF FOOD TECH?

**TED2023:**

This week's [TED2023 flagship conference](#) once again will showcase the greatest thinkers in technology, arts, culture and science. This year's conference called "Possibility" is billed as a break from the zero-sum battles between divergent groups and rather a look at what is truly possible with advancing technologies from the eyes and minds of the world's greatest dreamers, inventors, entrepreneurs, builders and visionaries from every field of human endeavor. This year's list of speakers includes leaders of the most important technology companies in the world: Open AI (ChatGTP) Co-founder Greg Brockman and TikTok CEO Shou Chew, amongst others.



TED2023 is once again also highlighting the some of the world most important food brands as they have done every year through their Innovation Showcase which has been instrumental in introducing brands such as Beyond Meat and Impossible Foods in years past. After a hugely successful launch in last years TED2022's innovation showcase, Wamame's Waygu® (pronounced way-goo) is going one step further at TED2023, having been selected as a TED2023 In-Kind Partner to be served as a menu option to attendees across multiple platforms at this year's event. The very best minds, innovators, change-makers and A-list celebrities that make up the conference attendees will be treated to Waygu over the course of the 5-day event with past attendees including the likes of Serina Williams, Al gore, Elon Musk and more.

**Coincides with Major European Launch for Waygu®:**



TED2023 Coincides with Waygu's® initial limited store trial launch at Germany's largest sushi chain "Eat Happy Group". With over 2500 potential locations across 6 countries, Eat Happy is another major milestone for Wamame and the first European launch for its brand Waygu. Eat Happy banners include Eat Happy, Yuzu, Wakame

and the Sushi Lab and operate as stand-alone restaurants and as independent kiosks inside major grocery store chains.

Germany is one of the fastest growing regions for plant-based adoption with figures suggesting as many as 73% of Germans regularly eat alternative proteins with 24% self-identifying as flexitarian ([VegConomist](#)).

### **Wamame Foods Quotes: Blair Bullus – Wamame Founder and President**

On TED and Eat Happy: “To be able to showcase Waygu at one of the world’s greatest culturally significant events in the TED flagship conference and to a whole new audience of customers in Europe simultaneously, is a wonderful opportunity to provide an experience to a range of new potential plant-based enthusiasts. Those attending TED, will be treated to a product that aligns with TED2023 values of sustainability and caters to the show’s themes of “Possibility”. To our new friends in Europe, we are excited that we get to share something with them that leads the trend of plant-based culinary innovation.”

On TED2023: “Participation at TED2023 once again exemplifies that Waygu is on par with the best culinary options in the world and highlights just how exceptional plant-based products can be. I think the theme of TED2023, “Possibility”, truly captures our feeling with regards to the future of food and plant-based options. We are just scratching the surface as to what is possible with sustainable food options and we are proud to an In-kind Partner of the TED2023 Conference.”

On Eat Happy: “We can’t be more excited to have our first launch into Europe be with one of the largest and most respected Japanese Food brands in Eat Happy Group. We have had many Germans who have reached out to us over the years and to finally be able to provide them with a great national option for them to try Waygu® is a dream come true. This is hopefully just the first step in a larger European expansion in the coming years, but for now we want to focus all our attention on making sure Eat Happy is supported in executing a great plant-based vision for their amazing clients.”

### **Praise for Waygu:**

**Tan Hsueh San (Singapore Straits Times Food Critic) on Waygu™:** *“The “beef” which comes in thin strips, curls and sears like the real thing. Plant-based oils lend the product the mouthfeel of marbled Japanese beef”*

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