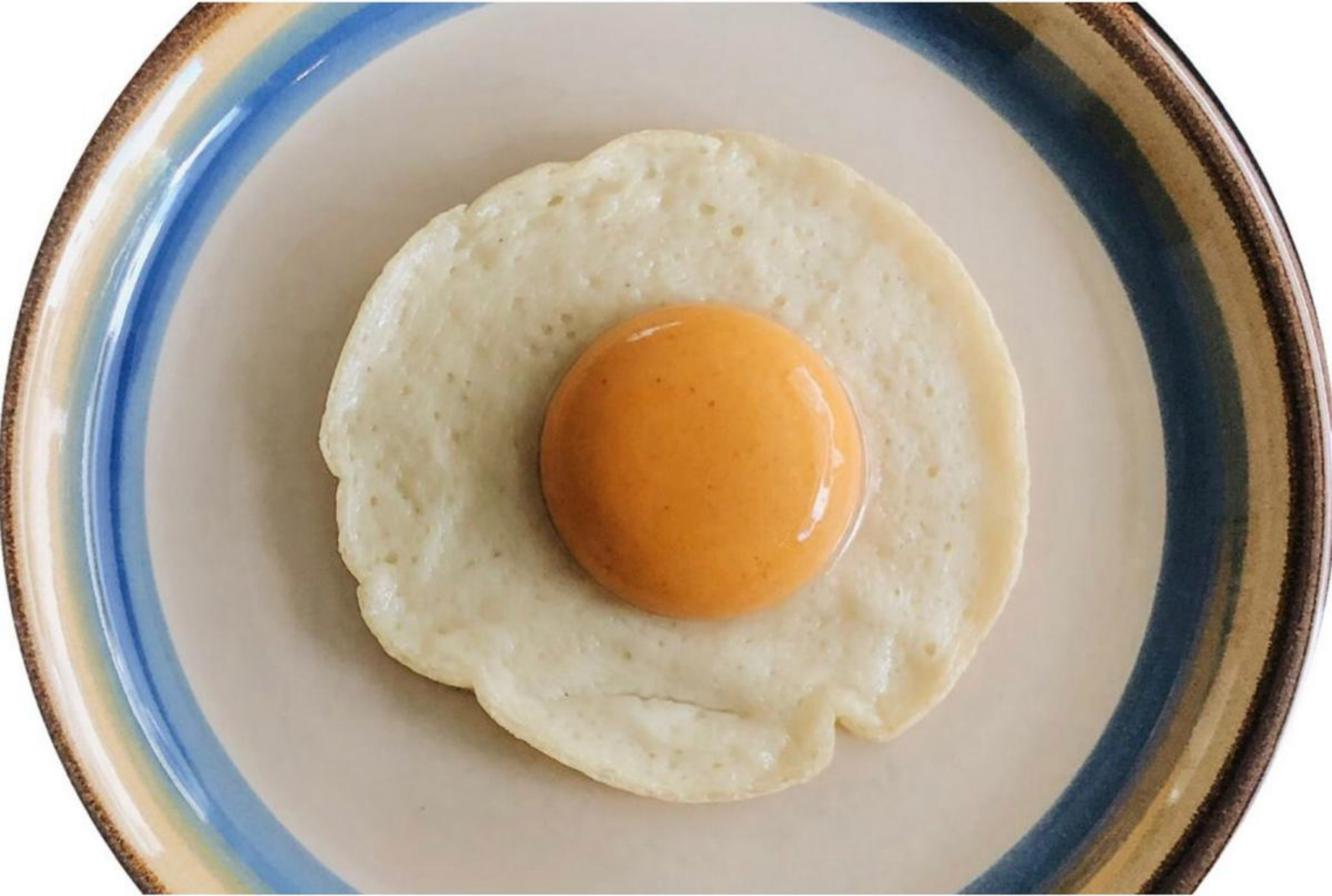


PREMIUM

# Singapore start-up to launch plant-based whole egg substitute in 2022



Called OnlyEg, Float Foods' plant-based whole egg substitute is made with legumes. PHOTO: FLOAT FOODS

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SINGAPORE - Californian start-up Eat Just earlier this month announced a US\$120 million (S\$160 million) facility in Singapore to produce its plant-based eggs. But another faux egg product is scrambling hot on its heels.

Singapore-based food tech start-up Float Foods will launch its plant-based whole egg substitute in the first quarter of 2022.

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Called OnlyEg, it is made with legumes. The liquid egg white and spherical yolk come as separate components. It works best as a sunny side up, complete with runny yolk. Eat Just's Just Egg product - made with mung beans - comes as a liquid scramble and folded egg patties.

Prior to the launch of OnlyEg, Float Foods will roll out its plant-based egg patty and shredded egg - good for stir-fries and fried rice - next year.

Float Foods' chief executive and founder Vinita Choolani is working with the Agency for Science, Technology and Research (A\*Star) on increasing the protein level of OnlyEg to ensure a higher nutritional value. In addition, it will have no cholesterol and be hormone- and antibiotic-free.

Ms Choolani says: "We want our plant-based products to be underpinned by a 'food as medicine' approach. There's no reason why later on - after the first range of products - we can't do a version for diabetics or those with heart problems."

The idea for creating a plant-based egg was hatched from Ms Choolani's traumatic experience with eggs as a 15-year-old.

For one year, she and her four brothers had to take a shot of raw egg with brandy before going to school, as their mother believed the "scrawny" siblings required a protein boost.

"I cannot deal with wet and runny eggs. I have not had an egg for the last 40 years and I finally didn't feel sick cutting into this plant-based one," says Ms Choolani, who has a biotech background.

She spent the last decade catapulting biotech start-up Inex Innovate into a leading women's innovation health care company valued at US\$72 million last year.

Besides plant-based eggs, Ms Choolani has good proof-of-concept for plant-based yogurt from vegan culture and prototypes for vegan cheese and plant-based milk.

Acknowledging that plant-based products generally have a premium price tag, she assures that prices for her products will be "accessible and affordable".

Float Foods is part of the surge in local plant-based companies making waves in the scene.

Last Tuesday (Nov 24), Shiok Meats - which [cultivates crustacean meat from stem cells](#) - announced that it had signed a memorandum of understanding with Singapore Polytechnic to jointly advance food innovation in the alternative protein sector, particularly for cell-based meat and seafood.

It also launched its cell-based lobster meat in two dishes - Shiok lobster gazpacho and terrine of Shiok lobster - in a private tasting session for invited guests. Its Shiok Shrimp product is on track to launch in 2022.