



BioCraft  
PET NUTRITION

## BioCraft Pet Nutrition and Prefera Petfood Sign Pioneering Partnership for 99% Animal Cell-Cultured Pet Food

**CLUJ, ROMANIA and VIENNA, AUSTRIA — April 7, 2025** — [BioCraft Pet Nutrition](#), the first biotech company to develop animal cell-cultured ingredients for the pet food market, and [Prefera Petfood](#), a specialist in premium natural wet pet food production, today announced a partnership to commercialize a hypoallergenic, nutritionally complete cat food made almost entirely from cell-cultured mouse.

The partnership's debut product—a mouse “mousse”—is based on BioCraft's animal-cell cultured ingredient that not only provides the basic nutrients essential for cats and dogs, but offers additional functional advantages for pet health, including a hypoallergenic protein source and an omega-6 to omega-3 fatty acid ratio that is superior to traditional meat. This forthcoming product for cats leverages BioCraft's unique cell-culture process to create functional and environmentally sustainable food that is identical to their natural small prey diet.

“Achieving a near 100 percent inclusion level of an animal cell-cultured ingredient for a final product is a game-changer for the pet food industry,” said BioCraft founder and CEO Dr. Shannon Falconer. “Most cellular agriculture initiatives struggle to reach high inclusion levels of their ingredient in a final product; however, low inclusion levels don’t accomplish the objective of reducing our reliance on intensive animal agriculture. Prefera understands this, and with BioCraft’s cell-cultured ingredient has overcome this challenge.”

“As a company committed to the highest standards of safety and quality, using only real, identifiable ingredients without artificial additives or preservatives, our partnership with BioCraft helps us innovate in ways that benefit both pets and the environment,” said Nicola Magalini, General Manager of Prefera Petfood, founded in early 2024 by a team of industry veterans. “This innovative collaboration marks a significant milestone in functional, sustainable and ancestrally-appropriate pet nutrition.”

Early palatability tests have demonstrated exceptional acceptance rates among cats, with taste trials showing strong preference for cell-cultured mouse mousse over conventional alternatives.

“Cats are notoriously selective eaters, so we're thrilled with the enthusiastic reception,” said Magalini. “It's clear that our feline friends can't tell the difference—except perhaps that they prefer it.”

The companies will officially debut product samples May 5-7 in Bologna at [Zoomark International](#), the leading European trade show for pet products, giving industry professionals the first opportunity to learn more about Prefera and BioCraft's functional, sustainable pet nutrition. Prefera exhibits in Pad. 36 Stand D47 - C48.

Third-party profiling of over 100 nutrients confirmed BioCraft's animal-cell cultured ingredients offer a highly similar nutritional profile as standard “meat slurry” currently used by pet food manufacturers, with comparable levels of key nutrients, such as taurine, lysine, methionine and tryptophan. BioCraft's ingredients have been validated to be free of bacterial pathogens, viruses including retroviruses, mycotoxins, moulds, and yeasts; free of biogenic amines (natural compounds produced by living cells that can have negative health effects when present at high concentrations); and free of heavy metals. Ingredients are produced using stable, non-immortalized, non-genetically modified animal cells.

BioCraft expects to begin producing initial commercial volumes of its ingredient by the end of 2025, with mouse mousse to follow. Prefera products are sold primarily in Europe.

For images please visit

<https://drive.google.com/drive/folders/1I0jf8UZixSflA0yb7kbL3Uj7NBn0PWHm?usp=sharing>

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### **About BioCraft Pet Nutrition**

BioCraft Pet Nutrition, founded in 2016, was the first biotech company to create cultured animal cell-based ingredients for pet food. BioCraft was also the first to create a proprietary growth medium as an alternative to fetal bovine serum (FBS), helping reduce production costs by well over an order of magnitude and representing a key step towards commercial scale. Today, the BioCraft team includes a roster of PhD scientists, a veterinarian, and senior business advisors, all focused on taking animals out of the supply chain by producing functional, environmentally sustainable and supply-chain stable ingredients for dogs and cats. BioCraft is located in North America and Europe, with R&D performed via its subsidiary company, BioCraft Pet Nutrition GmbH in Austria. BioCraft investors include Draper Associates, SOSV, KEEN Growth Capital, Orkla Food Ingredients, Sentient Investment, Hack Capital, Tilia Impact Ventures and angel

investors. BioCraft Pet Nutrition GmbH is a recipient of grant funding from the Austrian Research Promotion Agency (FFG). For more information visit <https://biocraftpet.com>.

### **About Prefera Petfood**

Prefera Petfood, headquartered in Cluj, Romania, specializes in creating premium, natural wet foods for dogs and cats, offering distinctive private label solutions. Operating from a facility originally designed for human food production, Prefera Petfood maintains human-grade standards in manufacturing pet food. Founded by industry veterans including veterinarians and nutritionists, Prefera Petfood guarantees products free from reconstructed meat, protein substitutes, meat meal, artificial colors and flavors, flavor enhancers, and preservatives. The company serves clients across Europe and beyond, committed to excellence in natural premium pet nutrition. For more information visit <https://www.preferapetfood.com>.

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