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'FIRST OF ALL, YOU NEED A KICK-ASS PRODUCT...'

Plant-based yogurt... with a cleaner label



So which start-ups made an impression during the trip? The first to catch our eye was **Yofix**, which is carving out novel territory in the burgeoning plant-based desserts category via a yogurt with a creamy texture without the usual mix of gums, stabilizers and flavors, making for a cleaner label.

Yofix - which secured seed funding from **TheKitchen Food Tech Hub** - blends oats, lentils, sunflower seeds, probiotics, coconut and sesame seeds to make a yogurt with no added sugar, and is also working on dairy-free ice cream and other products.

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