



Too Good To Be Foods
11760 Sorrento Valley Road, Suite R
San Diego, CA 92121
www.toogoodtobefoods.com

FOR IMMEDIATE RELEASE

Pioneering San Diego Food Company To Launch Innovative New Vegan Pork Product

Algae-based Alternative Pork Dumpling To Be Featured At Expo West Trade Show

March 7, 2023 – Triton Algae Innovations, a San Diego-based future food startup company, has announced the launch of a brand new CPG product, an Asian-style dumpling with a cabbage, onion & alternative pork filling. This new dumpling, which will be marketed under the brand name “Too Good To Be” (TGTB) will be rolled out at the annual Natural Products Expo West trade show, which will take place at the Anaheim Convention Center, March 8-12.

Made from all plant-based ingredients, including our company’s Hardtii algae, Triton’s “Too Good To Be” vegan pork dumpling offers a delicious and nutritious alternative to traditional pork dumplings. The non-GMO Hardtii algae is the secret ingredient that makes our vegan pork taste like the real thing! These innovative and unique algae ingredients are infused into both the wrapper and the alternative pork filling of the dumpling, where they help to provide the subtle nuances of flavor, texture and mouthfeel that is associated with an actual pork products.

“We are thrilled to unveil our latest offering, the “Too Good To Be” Hardtii algae vegan pork dumpling, at Expo West,” said Miller Tran, co-founder and VP of Too Good To Be Foods. “These dumplings will offer a new way of enjoying pork-style dumplings to everyone - vegans, vegetarians, meat eaters, flexitarians, omnivores, and truly all consumers who like delicious & healthy new foods.”

“While the alternative meat industry has been experiencing some challenges of late, we don’t believe this means investors and consumers are no longer excited about this sector. We see it as a result of consumers wanting to see and experience new and innovative ingredients and related products – such as TGTB’s pork – rather than the more duplicative and non-differentiated meat analogue products that have come to dominate that market” said Xun Wang, President & CEO of TGTB. “We think consumer desire for alternative meat and seafood products remains strong; it is just incumbent on companies to fill that market with tasty, healthy and sustainable CPG products that consumers seek and crave.”



Too Good To Be Foods
11760 Sorrento Valley Road, Suite R
San Diego, CA 92121
www.toogoodtobefoods.com

For more information about Too Good To Be Foods and their new Hardtii algae vegan pork dumplings, please contact Elliana Freeman at 858 480 1222 or info@toogoodtobefoods.com. You can also visit their website at TooGoodToBeFoods.com.

Contact:

Elliana Freeman

Marketing Associate

Too Good To Be Foods

elliana@toogoodtobefoods.com (858) 480-1222

toogoodtobefoods.com