

# EVERY™

ALL PROTEIN. NO ANIMAL.

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## **Clara Foods Rebrands to The EVERY Company, Launches the World's First Animal-Free Egg Protein**

***Clara Foods unveils a new name and brand look — and a groundbreaking egg protein offering, EVERY ClearEgg™— as the brand broadens its animal-free protein portfolio***

**San Francisco (October 5, 2021)** – Today, [Clara Foods](#), a San Francisco based food technology company accelerating the world's transition to animal-free proteins, becomes The EVERY Company and launches the world's first animal-free, nature-equivalent egg protein - EVERY ClearEgg™. In its quest to launch a portfolio of egg proteins for every application, The EVERY Company's first egg protein offers a highly soluble, nearly invisible protein boost for use in food and beverage products. Following EVERY ClearEgg, The EVERY Company's egg protein portfolio will offer a broad array of functionalities as it expands its product platform.

Since its founding in 2014, The EVERY LLP Company has pioneered the movement towards a disruptive advance in food technology by developing real animal proteins without the use of a single animal, starting with animal-free pepsin and now, the world's first animal-free egg protein. Using precision fermentation, The EVERY Company has successfully created super-functional animal proteins without the animal, requiring a fraction of the earth's resources compared to industrial animal agriculture.

Fueled by the increasing market demand for more sustainable protein, Clara Foods saw an opportunity to bring its mission and animal-free protein ingredients to everyone, everywhere – resulting in the EVERY™ brand. “Our new branding, EVERY, conveys our vision to fundamentally transform the food system for the 21st century so that every human, everywhere can enjoy the food they know and love without harming our planet or animals in the process,” said Arturo Elizondo, CEO and founder of The EVERY Company. “The EVERY brand name embodies our values of collaboration and optimism, and our belief that by working together we can build a more sustainable future for everyone.”

EVERY ClearEgg is a highly soluble, versatile and functional egg white protein that provides brands with unrivaled optical clarity and a more neutral sensory profile than any leading plant- or animal-based protein on the market. In development for seven years and now the first to market, EVERY ClearEgg enables brands to add a nearly tasteless protein boost to hot and cold beverages, acidic juices, energy drinks, carbonated and clear beverages, as well as snacks and nutrition bars. Proteins by EVERY will support label claims including kosher, halal and animal-free. “In launching EVERY ClearEgg, we have surpassed what is possible with plants and animals, to create a groundbreaking new protein that offers brands culinary functionality and versatility they've never seen before,” said Elizondo.



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EVERY products will be sold globally by Ingredion, a leading Fortune 500 ingredients distributor. The EVERY Company has also partnered with BioBrew, a ZX Ventures backed venture, and the global investment and innovation group of AB InBev, to brew its animal-free protein using precision fermentation at scale. EVERY's first egg protein will be launching as a co-branded ingredient with its first retail customer later this year.

"We are excited by the potential of EVERY ClearEgg, which enables growth and innovation in new markets within the food and beverage categories," said Michael Natale, Global Plant Based Proteins Platform Leader of Ingredion. "EVERY ClearEgg's unique functionality is animal-free, which supports the growing needs of consumers who are looking for sustainable, healthy protein alternatives."

In the future, EVERY will apply its precision fermentation technology platform to an expanded range of animal-free proteins for use in foodservice and consumer packaged goods applications.

For more information, please visit [theEVERYcompany.com](https://theEVERYcompany.com). For sales inquiries, please contact [theEVERYcompany.com/sales\\_inquiry](https://theEVERYcompany.com/sales_inquiry).

### ABOUT THE EVERY COMPANY

The EVERY Company, headquartered in the San Francisco Bay Area, is a market leader in engineering, manufacturing and formulating animal-free, animal proteins as ingredients for the global food and beverage industry. Originally founded as Clara Foods in 2014, EVERY™ rebranded in 2021 to better convey its vision to bring animal-free proteins to everyone, everywhere. EVERY™ is a team of passionate changemakers who are reimagining the factory farm model with a more sustainable and kinder alternative. Leveraging precision fermentation to produce super-functional and one-to-one replacement proteins from microorganisms, EVERY™ is on a mission to decouple the world's proteins from the animals that make them. The EVERY Company's Press Kit can be found [here](#).

### ABOUT INGREDION

Ingredion Incorporated (NYSE: INGR) headquartered in the suburbs of Chicago, is a leading global ingredient solutions provider serving customers in more than 120 countries. With 2020 annual net sales of \$6 billion, the company turns grains, fruits, vegetables and other plant-based materials into value-added ingredient solutions for the food, beverage, animal nutrition, brewing and industrial markets. With Ingredion Idea Labs® innovation centers located around the world and approximately 12,000 employees, the Company co-creates with customers and fulfills its purpose of bringing the potential of people, nature and technology together to make life better. Visit [ingredion.com](https://ingredion.com) for more information and the latest Company news.

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