



Hub71's Orbillion and Fork & Good join forces to bring cultivated red meat to their global customer base

Abu Dhabi, November 3 2025 – Fork & Good announced its strategic acquisition of Hub71 startup Orbillion, bringing together two leading companies in cultivated meat to provide a cost-effective platform to produce red meat products. The merger combines deep sector expertise, a robust IP portfolio and growing commercial traction across North America, Europe, East Asia and the Middle East.

The newly formed company has already established a subsidiary in Abu Dhabi Global Market (ADGM), with plans to build out its manufacturing and regional operations in the UAE. The merger supports the UAE's National Food Security Strategy and aligns with its ambition to lead in sustainable food manufacturing and resilient protein supply chains.

Niya Gupta, co-founder and CEO of Fork & Good, said: "We're already working with customers in North America and East Asia and are excited to bring Orbillion's relationships in Europe and the Middle East online. We're not asking food manufacturers to wait 5-10 years for supply chain solutions - we're giving them the ability to improve their products and create that resilience right now."

The acquisition comes at a time when food supply chains are evolving in response to shifting trade dynamics, rising costs and increasing demand for resilient sourcing solutions. The combined company offers a scalable alternative to traditional red meat production, helping to diversify sourcing and improve responsiveness to market needs. Its cultivated ingredients are designed to enhance taste, functionality and shelf life, while supporting clean label claims. With cultivated meat significantly reducing the long production cycles associated with livestock, the company is well positioned to support partners in building more efficient and sustainable protein solutions. It maintains active customer relationships across the four countries that account for the majority of global red meat imports.

Both companies have proven commercial traction, including offtakes and paid development agreements with large global food companies. Their customers, such as Luiten Food, recognize the dual opportunity to fortify supply chains while upgrading existing product portfolios.

Lennert Luiten, CEO of Luiten Food, said: "Serving the customer of the future requires innovation. Our vision is to integrate Fork and Good's cultivated meat with familiar meat and plant-based options, paving the way for a new generation of products that satisfy our taste buds and support a sustainable future."

Fork & Good has built a simple and efficient process using red meat muscle cells, while Orbillion was the first company to successfully scale beef muscle cells. Together, the two companies are addressing the industry's most significant scale-up challenges and providing their existing customers with a wider product range and flexibility in meeting regional regulatory requirements.

Production and operations will continue at Fork & Good's existing pilot plant in Jersey City, NJ, with Orbillion's subsidiary in the UAE supporting regional manufacturing and operations in the Middle East.



By building from Abu Dhabi, the new company is well positioned to serve a wider network of food manufacturers across the region.

Gabor Forgacs, Co-founder and CSO of Fork & Good, said: “We learned the lesson the hard way, when launching Modern Meadow, the first cultivated meat company, thinking technology is all and customers follow. We now know better, and this acquisition allows us to widen our customer base and the technological repertoire that is needed to accomplish this.”

The newly formed entity follows a margin-first philosophy, with a focus on proving techno-economic viability at mid-scale before pursuing large-scale expansion, demonstrating sustainable unit economics in a sector that has often struggled with scale. As cultivated meat continues to mature, the combined company is well placed to lead the shift from technical feasibility to commercial viability. The opportunity remains urgent and relevant not only for affordable food prices but also for food security and national resilience.

“The combination of our strengths allows us to deliver greater value to our customers by offering a broader portfolio of products and a stronger foundation for long-term partnership,” **stated Orbillion CEO Patricia Bubner, who will now serve as Fork & Good’s COO.**

Orbillion joined Hub71’s 16th Cohort through the Hub71+ ClimateTech specialist ecosystem, with its presence in Abu Dhabi supporting the UAE’s broader focus on innovation and sustainable food systems.

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About Fork & Good: Fork & Good is a pioneering cultivated meat company with a strong IP portfolio. They are focused on delivering cultivated meat as affordable, value-added ingredients to the global food industry. The company is revenue-generating and maintains multiple paid partnerships across North America and Asia. Learn more at www.forkandgood.com.

About Orbillion Bio: Orbillion Bio develops cultivated beef and targets the \$211B global ground beef market. The company was the first in the industry to announce a commercial partnership with a traditional meat company, Luiten Food, in Europe.

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