

# Angel Hill Food Co. Launches Revolutionary Hybrid Burger in Collaboration with Eat Curious and William White Meats

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[Angel Hill Food Co.](#), part of the [OCS Group](#), has announced the launch of a groundbreaking new burger developed in partnership with flavour pioneers Eat Curious and expert heritage butchers William White Meats Ltd.

This innovative hybrid burger blends Eat Curious' plant-based textured vegetable protein with high-quality beef, delivering a nutritious, sustainable, and great-tasting option for customers across the business, industry, and education sectors.

Development of the hybrid burger began in 2024 through Angel Hill Food Co.'s internal chef development programme, Culinary Classroom, shaped by consumer insight. Based on burger sales over the past year, the switch to this product is expected to save the carbon equivalent of one million car miles annually. This underlines both the environmental benefits and the rising demand for more sustainable food choices.

Combining great taste with responsible sourcing, the new burger delivers a range of nutritional and environmental benefits:

- 16g of protein per 100g
- Only 3.6g of saturated fat

- 2.2g fibre to support gut health
- 1.66kg CO<sub>2</sub>e reduction per portion
- Allergen free

By reducing the beef content and blending it with plant-based protein, Angel Hill has created a burger that's higher in protein, lower in saturated fat, and more environmentally responsible without compromising on flavour. A Bold Move for a Better Burger Angel Hill Food Co. is fully switching to this new hybrid burger across all its sites, offering no alternative. This bold step reflects the company's dedication to healthier, more responsible food choices for modern consumers.

"We're evolving the burger," said Matt Vernon, Executive Development Chef at Angel Hill Food Co. "By combining the best of both worlds, plant-based innovation and traditional butchery, we're delivering a burger that's better for people and the planet."

"This burger is a brilliant example of how we can innovate without compromise. It's a smarter, more balanced choice and a big step forward in how we nourish our customers across business, industry, and education." – Amy Teichman, Head of Nutrition, Angel Hill Food Co.

#### Partner Voices

"At Eat Curious, we're all about pushing boundaries in plant-based innovation, and this collaboration is exactly that," said Resh Diu, CEO of Eat Curious. "By combining our Eat Curious mince with high-quality beef, we've created a burger that not only tastes fantastic but also delivers on sustainability, nutrition, and future-focused eating."

"As a proud family-run butcher, we've always believed in quality and craftsmanship," added Thomas White, Director of William White Meats Ltd. "This partnership allows us to stay true to those values while embracing innovation. It's a new way to enjoy great British meat responsibly."

**Trial Success** Early trials have shown widespread support from customers in both education and industry settings.

"The taste is spot on. You'd never guess it's part plant-based. It's great to see a burger that doesn't just taste good but also supports sustainability goals. Our team loved it." – Catering Manager, Ocado – Trident Place (Business & Industry)

"This burger is a game-changer for school meals. It's packed with protein, lower in saturated fat, and still something the students are excited to eat. Giving children nutritious, appealing food is essential for their learning and wellbeing, and this burger delivers on all fronts." – Head Teacher, Marshalls Park School (Education)

"This burger has been a great success in trials at Winterbourne. Its quality, flavour, and nutritional profile makes it a strong contender to replace current burger options on the menu. A standout product that meets the demands of both sustainability and taste." – Tom Ware, Chef Manager – Winterbourne Academy

#### Looking Ahead

More than just meat, this is a whole new way to burger. This burger doesn't just taste great; it's a smarter



choice for your health. By adding more fibre to your diet, you're supporting gut health and reducing your risk of chronic diseases. This innovative hybrid burger will be available to Angel Hill Food Co. education sites starting from the new school year this Autumn. It's an exciting addition to our menu, bringing nutritious and sustainable choices to students as they return to their classrooms.