

Case Study: I-Mei



Market: Taiwan

Taiwanese food and drink producer I-Mei is working to reduce food waste by turning okara – the insoluble parts that remain after puréed soybeans have been filtered in the production of soy milk and tofu – into a high value ingredient. By upcycling this production waste, I-Mei is addressing a common challenge in the plant-based beverage industry.

Fibre-rich okara forms part of the traditional cuisines of Japan, Korea and China, but had in the past been discarded, creating a significant disposal challenge for industry players including I-Mei. Tetra Pak worked with the company to develop a whole bean processing solution that could capture this unwanted material and incorporate it into their soy milk drinks, creating a premium, high-fibre product with no added sugar, excellent flavour, and a desirable smooth mouthfeel.

Packaged in Tetra Top® Nallo 330 ml and Tetra Rex® 1L packages, wholesome soy milk is a new concept about which I-Mei is continuing to educate consumers through above-the-line and below-the-line campaigns.

**This case study is one of many.
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