

Heura Secures €20 Million from EIB to Fuel Plant-Based Innovation and Targets Q4 Profitability

May 14, 2025



Heura, a Barcelona-based plant-based food technology company, has announced a €20 million (\$22.2 million) funding injection from the European Investment Bank (EIB). The capital will be strategically deployed to accelerate the expansion of Heura's proprietary plant-based meat and dairy technology platform. The company also projects achieving profitability by the fourth quarter of the current year.

Since its inception in 2017 by founders Bernat Añaños and Marc Coloma, Heura has raised over \$76 million, establishing itself as a prominent player in the alternative protein sector with its range of plant-based meat alternatives. The company has also developed an innovative “process-controlled microstructure design” technology. This novel texturizing process can be applied across a broad spectrum of food categories, including cold cuts, cheese, and pasta, enabling the creation of products with higher protein content, lower saturated fat levels, and fewer additives.

According to Heura, this proprietary technology, which involves controlled heating, cooling, and mixing, offers significant advantages over traditional extrusion methods, including lower energy consumption and higher production throughput, without requiring substantial bespoke equipment. The company is actively exploring strategic partnerships and licensing agreements to maximize the impact and adoption of this technology.

“Our priority for 2025 is achieving profitability and demonstrating robust operational strength,” stated co-founder Bernat Añaños. He explained that while total sales remained stable at €38 million (\$42 million) in

2024, this reflected a strategic pivot towards profitability, with a focused expansion in Southern European markets (Italy, France, and Portugal) which saw a combined growth of 34.5%, while maintaining a strategic presence in key Northern European markets.

The newly secured EIB funding will be primarily allocated to research and development efforts, aimed at enhancing existing product categories and accelerating diversification into new plant-based segments. Heura is set to launch five new product innovations this year, including Tex Mex chunks, fillets in collaboration with Swap Food, and a fine herb burger, which the company anticipates will lay the groundwork for sustainable growth in 2026.

Regarding potential partnerships for their novel texturizing technology, Añaños commented, “We’ve made solid progress and are actively engaging with potential partners. While the process around patents and tech development is complex and long-term, we are committed to collaboration as a crucial element in driving food system transformation.”

Heura reports significant market success in Spain, holding seven of the top ten best-selling positions in its category, with its new cold cuts driving a 60% segment growth. The company is also strategically expanding its presence in the foodservice channel through collaborations with major players such as Royal Caribbean, Vueling, and Rodilla