

Proteine Resources launches VELI, a pet food brand created to showcase its ingredient EntoPro™



Krakow, Malopolskie May 25, 2026 ([IssueWire.com](https://www.IssueWire.com)) - Polish food-tech company Proteine Resources has introduced VELI, a new functional pet food brand, developed around its proprietary EntoPro™ ingredient. The launch was designed not only as a consumer product debut, but also as a B2B proof of concept for pet food brands, retailers and private-label manufacturers looking to enter the functional pet nutrition segment faster.

Proteine Resources has launched VELI, a line of functional wet dog food based on EntoPro™, the company's hybrid alternative protein platform. The brand was presented at Interzoo 2026 in Nuremberg, one of the world's leading pet industry trade fairs.

EntoPro™ combines insect-derived functional protein, natural prebiotic fiber (chitin) and bioactive compounds from mushroom cultivation by-products. The VELI platform is the result of eight years of research and development, including 18 months of work on VELI recipes, taste and product positioning.

For Proteine Resources, VELI is more than a new pet food brand. It is a market demonstration of how alternative proteins can move from niche innovation to scalable commercial products.

The company says the key barrier for alternative proteins in pet food is no longer only sustainability. Brands and retailers are looking for ingredients that are palatable, functional, cost-competitive and easy to implement at industrial scale. Proteine Resources designed EntoPro™ to address these requirements in one ingredient platform.

Internal palatability tests placed VELI in the same performance tier as premium fresh-cooked pet foods across multiple dog cohorts. The company is also conducting functional studies on EntoPro™ with the University of Agriculture in Krakow (URK). After large-scale in vitro studies, formal in vivo testing is now being launched.

“VELI shows what a new generation of alternative-protein pet food can look like: functional, scalable and commercially ready. For us, it is both a product and a proof point for the EntoPro™ platform,” said Bartłomiej Roszkowski, Co-CEO and Co-Founder of Proteine Resources.

„We decided to show the market what a model formulation for alternative proteins might look like!”

The company's B2B model gives partners access to ready-to-use functional recipes based on EntoPro™, low minimum order quantities and a path from concept to retail shelf in around three months. This allows D2C brands, retail chains and private-label producers to test the functional wet food category without building their own alternative protein R&D from scratch.

Proteine Resources plans to pursue EntoPro™ certification for Canada and the United States later in 2026.

About Proteine Resources

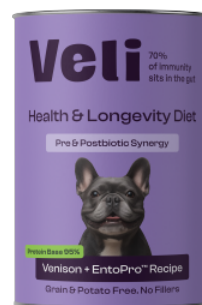
Proteine Resources Sp. z o.o. is a Polish deep-tech company developing next-generation sustainable protein ingredients for the pet food industry. Its flagship ingredient, EntoPro™, is a hybrid alternative protein – combining insect-derived protein with mushroom-derived bioactives – backed by eight years of R&D, validated in internal field tests and large-scale in vitro studies at the University of Agriculture (URK) in Krakow.

Formal in vivo holistic testing with URK is now launching.

In 2025, the company completed investment rounds with EIC Accelerator and Radix Ventures totaling €11.8 million in available capital.

www.proteineresources.com | www.velipet.com

Veli 70%
of immunity
sits in the gut



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