

The mocking in the mock meats: The enchanting narratives of the alt-meat in market legitimacy process

Ileyha Dagalp

Stokcholm University, Stockholm Business School

Benjamin Hartmann

University of Gothenburg

Cite as:

Dagalp Ileyha, Hartmann Benjamin (2024), The mocking in the mock meats: The enchanting narratives of the alt-meat in market legitimacy process. *Proceedings of the European Marketing Academy*, 53rd, (119384)

Paper from the 53rd Annual EMAC Conference, Bucharest, Romania, May 28-31, 2024



The mocking in the mock meats: The enchanting narratives of the alt-meat in market legitimacy process

Abstract

The phrase ‘growing protein in the lab’ or ‘protein from air’ would seem a curious turn of phrase loaded with promise. On the other hand, it presents a semiotic and ethical provocation by aspiring to achieve meatiness. Amidst this creative disruption to the contested meat market, a shared goal emerges: the re-enchantment of alt-meat in response to growing discontent with prevailing eating habits and perceived failures of the food system. Through a visual analysis of advertisements, promotional materials in the alt-meat market, along with expert interviews, we demonstrate how proponents frame meat analogues as legitimate alternatives by reflecting countervailing ideological discourses in the market. These findings contribute to the theoretical conversation surrounding market formation and myth-making. The phrase ‘growing protein in the lab’ or ‘protein from air’ would seem a curious turn of phrase loaded with promise. On the other hand, it presents a semiotic and ethical provocation by aspiring to achieve meatiness. Amidst this creative disruption to the contested meat market, a shared goal emerges: the re-enchantment of alt-meat in response to growing discontent with prevailing eating habits and perceived failures of the food system. Through a visual analysis of advertisements, promotional materials in the alt-meat market, along with expert interviews, we demonstrate how proponents frame meat analogues as legitimate alternatives by reflecting countervailing ideological discourses in the market. These findings contribute to the theoretical conversation surrounding market formation and myth-making. Keywords: Meat analogues, re-enchantment, myth-market

Subject Areas: *Advertising, Branding*

Track: Product and Brand Management