

CUSTOMER STORY

How Redefine Meat Spends <10 Mins on Monthly Admin with Payroll EOR

10 Mins
Admin p/month

90%
Reduction in onboarding time

3 Countries
Supported



Images: Supplied

Industry

Food & Beverage Services

Headquarters

The Netherlands

Company Size

Mid-Market (100-1000)

Use Case

Global Expansion

Payroll Products Used

Employer of Record

THE COMPANY

Meet Redefine Meat

Redefine Meat produces plant-based “new-meat” designed to deliver the same taste, texture, and aroma as traditional meat – without compromising on sustainability or animal welfare. Its products are crafted to provide an exceptional culinary experience.

THE PROBLEM

Compliance Issues In Countries Without Entities

Redefine Meat is expanding quickly across retail markets worldwide. But in countries where they only needed a few employees, setting up legal entities didn’t make financial sense. At the same time, hiring without proper local infrastructure came with real compliance risks. Without in-country teams, navigating local labor laws, benefits, and payroll regulations was complex and risky.

THE SOLUTION

Leverage EOR Solutions To Expand Without Entities

The Redefine Meat team needed an EOR provider that could:

- ✓ Keep them fully compliant in new markets
- ✓ Accurately advise them on relevant local labor laws
- ✓ Provide quick, hands-on support for any queries

They chose Payroll for its reputation of quick customer support and competitive pricing.



Ingrid Strik,
HR Manager, Redefine Meat

“A big plus is the consumer friendliness of the system: it’s super easy and hassle free to use. For any support we’ve needed, Payroll jumps in and deals with it in no time.”

THE RESULT

Fast, Responsive Support To Grow Globally

Redefine Meat successfully onboarded five employees across the United States, Italy, and France without opening local entities. Today, their monthly payroll process takes just 10 minutes. All they need to do is review and approve payroll in Payroll’s platform.

They’ve fully offloaded payroll processing and employment administration, eliminating manual work and reducing the risk of errors. This means the team at Redefine Meat can remain fully focused on expanding their global footprint.