



PLANT-BASED MENUS

Plant-Forward Trends for Food and Beverages

INTRODUCTION

Plant-Forward Is the New Opportunity

Today's flexitarian consumers are eating less meat, and they're looking to healthful and delicious options featuring produce, grains, and plant proteins.

Plant-forward. Veggie-centric. Flexitarian. While the name of this trend may still be a work in progress, there's no doubt that many Americans are choosing to eat less meat. According to Datassential, in fact, 22% of consumers limit their meat and/or poultry consumption, for a variety of different reasons, including health, variety, and sustainability (plant-based diets are also low carbon footprint).

THE FLEXITARIAN DIET

These consumers are not vegetarians or vegans, however. To varying degrees, meat is still part of their flexitarian diets, but they are consuming more fruits, vegetables, and grains, as well as legumes, nuts, seeds, and other plant sources of protein.

Compared to a year ago, **16%** of consumers are eating more vegetarian/vegan menu items, and **41%** are eating more vegetables.

59% of consumers eat meatless meals at least once a week.

This important shift in consumer dietary patterns is creating new opportunities for operators in all segments of foodservice and retail. But as Datassential points out, while many consumers aspire to reduce their meat intake, people aren't ready to give it up completely—it's more about a semi-vegetarian lifestyle that emphasizes reduction over abstinence. For this reason, meatless and meat-reduced offerings must be craveable enough to compete with traditional meat-centric dishes; otherwise, those genetic and cultural predispositions may be too much to overcome.

The challenge, then, is to offer a variety of craveable, delicious, and healthy plant-forward foods that appeal to committed omnivores as well as those guests who are seeking to reduce their meat consumption.

Sources: Datassential, Plant-Based Eating SNAP! Keynote Report (2018); Technomic Inc., 2017; Technomic Inc., 2018; IFMA/Datassential, 2017/2018 Consumer Planning Program: Plant-Based Entry



TRENDING HEALTHY CLAIMS (BY CLAIM, 2016–2017)

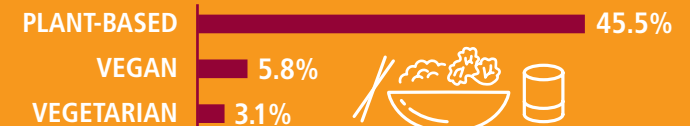


TABLE OF CONTENTS

Chapter 1	Plant-Forward Basics	4
	Put Plants Front and Center	5
	Understanding the Flexitarian Consumer	6
	Plants Are the New Healthy	7
	Specialized Diets: How Plants Fit In	8
Chapter 2	Plant-Forward Menus	9
	Rebalancing the Role of Meat	10
	Menus of Change	11
	Plant Sources of Protein	12
	Meat Substitutes	13
Chapter 3	Bringing Value to Plant Offerings	14
	Plants and Pleasure	15
	Celebrating Seasonal and Local Produce	16
	Root to Shoot	16
	Plants in Global Cuisine	17
	Making the Most of Grains and Legumes	18
	Plant-Based Beverages	19

Nearly a third of consumers are either limiting their meat consumption (flexitarians) or avoiding meat altogether (vegetarians/vegans), leading to a rise in plant-based eating and alternatives to animal proteins.

Source: Datassential, Plant-Based Eating SNAP! Keynote Report (2018)





CHAPTER 1

PLANT-FORWARD BASICS

CHAPTER 1: PLANT-FORWARD BASICS

Put Plants Front and Center

Today's flexitarian lifestyles call for an innovative approach to rebalancing the role of meat on the menu.

Plants are moving to the forefront of many of the most interesting menu items. Traditionally, proteins were the focal point of the menu; now produce, grains, legumes, nuts and seeds, and other plant sources of protein are increasingly replacing protein as the star of signature menu items.

12.4% of consumers surveyed describe their diet as flexitarian; **16.5%** would like it to be.

What's it all about? According to a recent IFMA/Datassential report:

- **Consumers aspire to reduce, but not necessarily eliminate, their meat consumption.** Despite a predicted record year for meat consumption in 2018 (driven largely by price), many consumers have a desire to cut back. But this is not so much a move to true vegetarianism as it is to a flexitarian or reduced-meat lifestyle
- **Meat reduction is driven principally by a desire for food variety and health.** Recent food trends have cast a spotlight on veggies, and consumers crave the variety that plant-forward eating can bring to their diet. Health is the other major impetus; plant-based eating is less about animal welfare than it is about the consumer's own personal health
- **The rules around flexitarianism are far from rigid.** Consumers are more inclined to link flexitarian with a generalized pattern of behavior than any single specific rule
- **There are multiple plant-based entry points.** In addition to veggie-centric menu items, nut milks, plant-based burgers, and dairy-free products all generate interest from a significant consumer population; this diversity suggests that plant-based will be a multifaceted trend with longevity
- **Craveability is essential for plant-based offerings.** Consumers are concerned that plant-based options won't taste the same or as good as meat dishes. "Taste first" should be the mantra for plant-based offerings

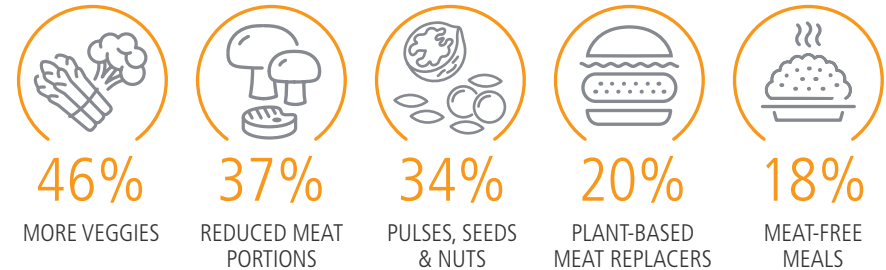
Source: IFMA/Datassential, 2017/2018 Consumer Planning Program: Plant-Based Entry

Consumers looking to limit meat will look first to veggies.

Reduced meat portions are preferred to meatless meals.

And among plant foods, pulses and seeds are generally more desirable to plant-based meat replacers.

PREFERRED APPROACH FOR REDUCING ANIMAL PROTEIN



OPERATOR SPOTLIGHT

The grab-and-go **Pret a Manger** chain features veggie items that aren't just for vegetarians, such as Falafel and Beet Hummus Pot, Moroccan Lentil Soup, and Sweet Potato Curry Quinoa Rice Pot.



CHAPTER 1: PLANT-FORWARD BASICS

UNDERSTANDING THE FLEXITARIAN CONSUMER

First listed in the mainstream *Merriam-Webster's Collegiate Dictionary* in 2012, flexitarians have become a force to be reckoned with in today's foodservice industry, cutting a wide swath across the demographic landscape.

flex·i·tar·i·an

noun

1. a person who has a primarily vegetarian diet but occasionally eats meat or fish
2. a casual vegetarian
3. semi-vegetarian
4. a customer who would be interested in plant-based or veggie-centric foodservice offerings

Not vegetarian or vegan, flexitarians—sometimes called semi-vegetarians—are people who do still eat meat but are trying to cut down on its consumption and eat more plant-based foods for a variety of reasons, according to Datassential:

- They're Healthier (mentioned by 49% of those surveyed)
- To Try Something New (31%)
- To Eat Less Meat/Dairy (22%)
- They Taste Better (18%)
- They're Trendy (8%)

Sources: Datassential, Plant-Based Eating SNAP! Keynote Report (2018); Datassential Keynote Report, The New Healthy (2016); IFMA/Datassential, 2017/2018 Consumer Planning Program: Plant-Based Entry; Technomic Inc. for Nestlé Professional (2018)



The desire to reduce meat consumption extends across all consumer types: male and female; and Generations Z, Y (Millennials), and X, and Baby Boomers.

As the research firm points out, plant-based foods are featured prominently in new healthy megatrends, particularly ancient grains, superfoods, green beverages, vegetable proteins, and vegetable-focused, center-of-plate applications.

Many chefs and patrons alike consider fruits and vegetables, grains, and plant sources of protein to be more interesting and creative than traditional menu items like steaks, chicken, or pork, leading to increased variety and menu innovation in these categories.

In addition, sustainability-minded consumers often equate plant-based diets with issues they care about, including animal welfare and environmental stewardship.

50% of consumers eat menu items featuring vegetables when dining away from home.

OPERATOR SPOTLIGHT

Beatrix, a Chicago casual-dining eatery from multiconcept operator Lettuce Entertain You, offers a signature Neatloaf, a twist on meatloaf made with a blend of sweet potato, greens, and turkey.



CHAPTER 1: PLANT-FORWARD BASICS

PLANTS ARE THE NEW HEALTHY

Vegetarian, vegan, and plant-based diets are part of a suite of food qualities that today's consumers define as healthy. Other healthy-halo attributes include a focus on long-term wellness; natural foods and indicators of purity; gluten free and other special foods; foods with functional benefits; and foods that are local and sustainable. It's not just about low calories and reduced fat.

More than 75% of consumers surveyed consider menu items with a full serving of fruit or vegetables to be healthy.

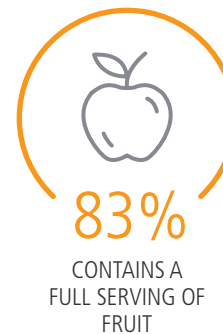
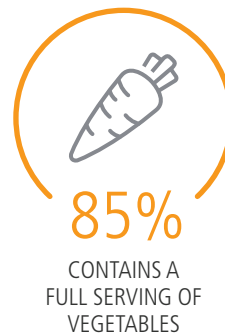
More than any other food category, fruits and vegetables enjoy a healthy reputation, according to Technomic, and represent two of the healthiest claims measured. Produce is strongly tied to the healthfulness of a recipe, because consumers understand that they should be eating more fruits and vegetables.

Operators can leverage the appeal of vegetables and other healthy-halo ingredients—like grains, nuts, legumes, and seeds—by featuring them prominently in descriptive menu copy, including the name of the item itself, even if meat is present.



PERCEIVED HEALTHFULNESS OF NUTRITIONAL CLAIMS VIEWED AS SLIGHTLY OR MUCH MORE HEALTHY

2016 Technomic Inc., Healthy Eating Consumer Trend Report



OPERATOR SPOTLIGHT

Boston Medical Center, a Morrison Healthcare account, has added a 7,000-sq.-ft. rooftop garden where it grows arugula, bok choy, Swiss chard, carrots, spinach, and cucumbers for patient meals and use in the café, with the help of two urban beehives.

Sources: Datassential Keynote Report, The New Healthy (2016); Technomic Inc. for Nestlé Professional, Consumer Insights: Social Responsibility, Health & Wellness (2016)

CHAPTER 1: PLANT-FORWARD BASICS

SPECIALIZED DIETS: HOW PLANTS FIT IN

Many plant-based menu items are hardworking twofers because in addition to offering healthful cues, they also address certain special dietary needs—without necessarily calling attention to the fact. According to Technomic, specialty diet menu descriptors include Gluten-free, Vegetarian, Vegan, Kosher, Lactose-free, and South Beach.

Clearly, plant-based and veggie-centric items can be adapted to the needs of vegetarians and vegans by omitting meat (for vegetarians) and animal products, including eggs, milk and cheese, and honey (for vegans).

Many plant-based foods are also naturally gluten-free, as long as they don't contain wheat or soy. Fruits and vegetables are naturally gluten-free; so are such popular grains as rice, quinoa, and oats. Same thing for legumes including beans, peas, and lentils, as well as nuts and seeds such as chia and flax. Since many of these foods include protein, they are also welcomed by those who avoid meat.



OPERATOR SPOTLIGHT

Panera's new Eat Well, Your Way curated menus for those following specific dietary lifestyles include a plant-based option.

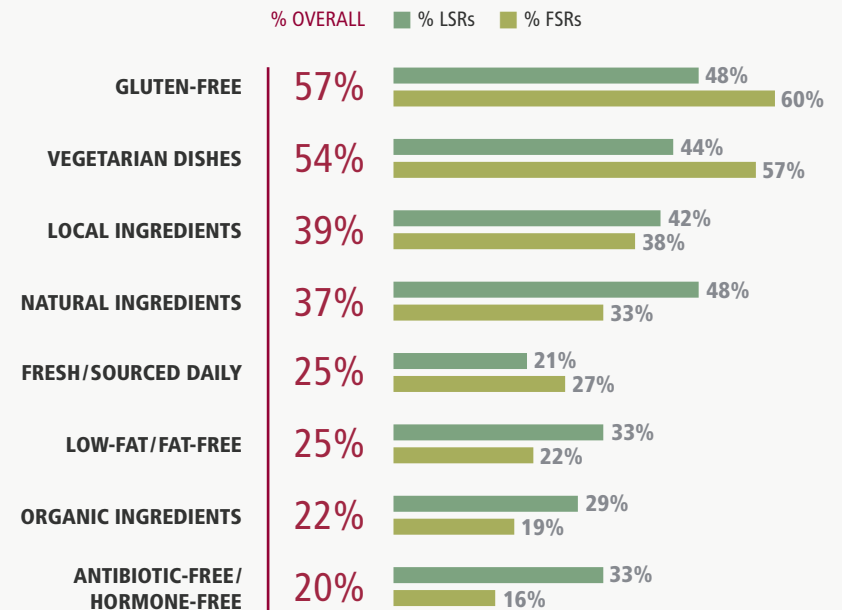


The most widely offered healthy items meet special diet needs

A third of **LSRs (Limited-Service Restaurants)** measured offer antibiotic- or hormone-free ingredients, and 3 in 10 of them offer preservative-free ingredients, aligning with the “clean = healthy” trend.

With the exception of gluten-free and vegetarian dishes, more LSRs offer the healthy options measured than **FSRs (Full-Service Restaurants)**.

HEALTHY OPTIONS OFFERED BY OPERATORS



Q: Which of the following healthy options do you offer to drive sales? Select all that apply. Base = 48 LSRs and 134 FSRs. 2016 Technomic Inc., Healthy Eating Consumer Trend Report



CHAPTER 2

PLANT-FORWARD MENUS

CHAPTER 2: PLANT-FORWARD MENUS

Rebalancing the Role of Meat

Plant-based dining is not about giving up meat; it's about replacing some of it with plant foods, including plant proteins.

The plant-based trend is changing the way many consumers eat, in a reversal of the role of meat in the diet. It's also changing foodservice.

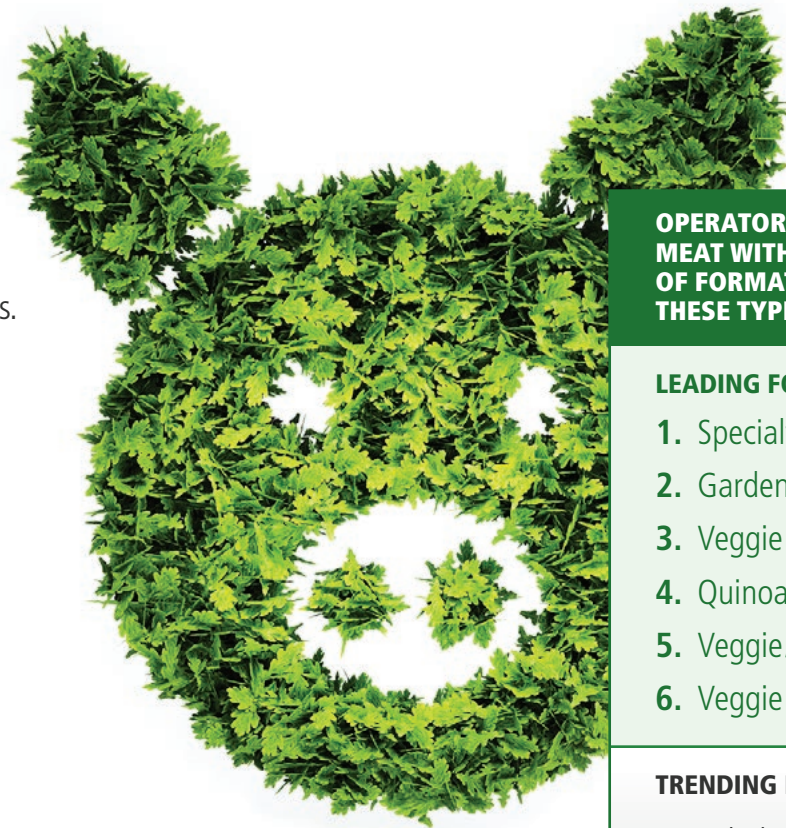
Rather than developing items that are designed just for vegetarians or vegans, creative menu makers are adding vegetable- and plant-focused signature dishes throughout the menu, to appeal to all diners, including those who typically enjoy meat. The focus is on adding variety, flavor, and value with fruits, vegetables, grains, seeds, and other plant foods while giving animal proteins and carbs a smaller role.

50% of consumers order menu items featuring vegetables, and **38%** of operators are adding vegetable-centric dishes to accompany their meat-based items.

In other cases, tapping the plant-forward trend may involve replacing traditional animal proteins with high-protein plant foods (such as kale, mushrooms, beans, nuts, and quinoa), or meat substitutes ranging from tofu and pea protein to newer products that are formulated to look and taste like meat.

According to Technomic, **50% of operators** are embracing plant-based eating trends when developing new menu items.

Sources: Technomic Inc., 2017; Technomic Inc. for Nestlé Professional (2018); Datassential, Plant-Based Eating SNAP! Keynote Report (2018)



OPERATORS ARE REPLACING MEAT WITH A WIDE VARIETY OF FORMATS FEATURING THESE TYPES OF INGREDIENTS:

LEADING FORMATS

1. Specialty Salads
2. Garden/Veggie Burgers
3. Veggie Sandwich/Wrap
4. Quinoa Salad
5. Veggie/Garden Pizza
6. Veggie Bowl

TRENDING FORMATS

1. Salad Bars ▲
2. Flatbreads ▲
3. Specialty Burgers ▲
4. Mexican Bowl ▲
5. Veggie Bowl ▲
6. Quinoa Salad ▲

OPERATOR SPOTLIGHT

Interstate Hotels & Resorts has developed a Vegetarian & Vegan culinary platform for its managed hotels, featuring items like Corn Risotto, Eggplant Meatballs and Zucchini Noodles, and Pastrami Beets.

Technomic Inc., 2017

CHAPTER 2: PLANT-FORWARD MENUS

MENUS OF CHANGE

In 2012, The Culinary Institute of America and Harvard T.H. Chan School of Public Health partnered to launch Menus of Change, a long-term initiative to help foodservice operators meet growing customer demand for food that is healthier, sustainable, and ethically sourced—issues that are sometimes confusing for diners to navigate on their own.

One of the goals of Menus of Change is making plant-forward dining a mainstream concept in the culinary profession and the foodservice industry. The initiative defines plant-forward as “a style of cooking and eating that emphasizes and celebrates, but is not limited to, plant-based foods—including fruits and vegetables; whole grains; beans, legumes (pulses), and soy foods; nuts and seeds; plant oils; and herbs and spices—and that reflects evidence-based principles of health and sustainability.”

OPERATOR SPOTLIGHT

BC Dining at Boston College, which is a member of the Menus of Change University Research Collaborative, offers such plant-based options as Quinoa Oatmeal with Fruit, Three Bean Chili, and a signature Beet & Kale Burger.

For more on Menus of Change, including operator resources and information about the annual summit, see <http://www.menusofchange.org>



CHAPTER 2: PLANT-FORWARD MENUS

PLANT SOURCES OF PROTEIN

Although protein solutions like The Impossible Burger (a vegan patty designed to look, taste, and even bleed like meat) have captured a lot of attention, there are plenty of traditional plant foods that are packed with protein. And, in fact, according to Datassential, these plant-based proteins appeal to a broader base. A majority of consumers are very interested in increasing vegetables in their diet, with nearly as many looking to consume more plant-based proteins in the form of nuts, seeds, beans, and legumes.

There are a variety of reasons for this, above and beyond nutrition. According to new research from Datassential, 44% of Gen Z consumers say they truly enjoy the taste of plant-based foods, while 21% of Millennials say they are increasing their consumption of plant-based products to support local farmers.

78% of consumers are aware of the term “plant-based proteins,” and **35%** know what it is—second only to “plant-based alternatives.”

Nuts, seeds, legumes, and whole and ancient grains also hold appeal among consumers whose purchases are driven by health and nutrition. In fact, legumes are a weekly food choice for over half of consumers, while 36% eat seeds at least once a week, with snacking the predominant occasion.

Whole and ancient grains are another source of plant protein, in particular quinoa, teff, amaranth, spelt, kamut, and sorghum. Two-thirds of operators have menued whole or ancient grains, with onsite operators most likely to offer them.

Sources: IFMA/Datassential, 2017/2018 Consumer Planning Program: Plant-Based Entry; Datassential, Plant-Based Eating SNAP! Keynote Report (2018)

CONSUMERS WANT TO INCREASE THEIR CONSUMPTION OF PROTEIN FROM PLANTS:



49%

OF CONSUMERS WANT MORE PLANT-BASED PROTEINS (beans, nuts, certain grains, etc)



15%

OF CONSUMERS WANT MORE ANALOG PROTEINS (such as soy and tempeh, as well as new alternative proteins like shrimp made from seaplants and the Beyond Burger)

OPERATOR SPOTLIGHT

TGI Fridays Beyond Meat Cheeseburger is a plant-based burger, seasoned and grilled, with white cheddar, lettuce, tomatoes, red onion, pickles, and Fridays sauce.



CHAPTER 2: PLANT-FORWARD MENUS

MEAT SUBSTITUTES

Sometimes referred to as meat analogues, meat substitutes are plant-based proteins that are meant to approximate at least some of the characteristics of meat, such as flavor, texture, and appearance. These include traditional soy- and gluten-based products (such as tofu, tempeh, and seitan, which have long been used in the Asian diet), as well as manufactured products like branded veggie burgers, vegetarian bacon, and “shrimp” made from seaplants. While many of these are menued with meat avoiders in mind, they also have applications to plant-forward/flexitarian customers.

74% of consumers who often eat vegetarian/vegan items agree they'd like more plant-based protein substitutes for meat, poultry, and seafood.

OPERATOR SPOTLIGHT

Mainstream retailers including **Wegmans**, **Mariano's**, and **Whole Foods** carry the Beyond Burger from Beyond Meat (a producer of plant-based alternatives) on shelves next to traditional meat-based products.

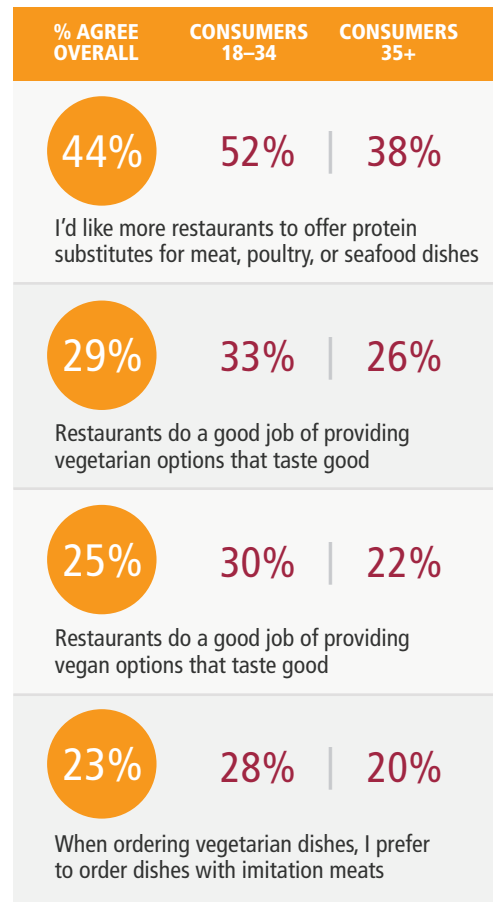
Source: Technomic Inc. for Nestlé Professional (2018)



Images (top to bottom): Buddha bowl with tofu, figs, and veggies; Tofu and quinoa bowl; Vegan “pulled pork” with jackfruit

Plant-based substitutes appeal as healthful protein alternatives, with younger consumers wanting more restaurants to offer them.

SATISFACTION WITH VEGETARIAN/VEGAN OPTIONS



Technomic Inc. for Nestlé Professional (2018)





CHAPTER 3

BRINGING VALUE TO PLANT OFFERINGS

CHAPTER 3: BRINGING VALUE TO PLANT OFFERINGS

Plants and Pleasure

Turning plants into craveable menu signatures.

Plant-based menu proponents are setting out to prove that a plant-based diet can be just as delicious and just as satisfying as a traditional meat-based plan.

According to Technomic, that approach is necessary: While it's clear that consumers are increasingly seeking plant protein options because they perceive them to be healthier, there are obstacles. A relatively high percentage of consumers think plant proteins to be less affordable (41%), less tasty (42%), less satisfying (36%), or less filling (26%) compared to animal proteins, and more than half (52%) say they are less craveable.

Regardless of the format, consumers have high expectations when it comes to plant-based alternatives.

Sophisticated cooking methods, creative prep and flavor development, and more appealing menu descriptions are the answer.

Craveability is key. Treating vegetables to high-level culinary techniques, like flavor layering, charring, and grilling; replacing traditional proteins with plants in popular items like jackfruit tacos and vegetable sushi; crafting burgers with satisfying grains or legumes... these flavorful preparations, usually reserved for other protein types, can make vegetables more craveable and invite elevated menuing. They may also support premium pricing.

Presentation is also key. Instagram-worthy fruits and vegetables like two-tone watermelon radishes, purple chia seeds, black forbidden rice, and multicolor beets go a long way toward giving plant foods some added wow.

Sources: Technomic Inc. for Nestlé Professional (2018);
Datassential Plant-Based Eating SNAP! Keynote Report (2018)

THESE FLAVORS BRING THE MOST CRAVEABILITY TO PLANTS:



1 SAVORY



2 SWEET



3 SPICY



4 SMOKY



5 BOLD

Technomic Inc. for Nestlé Professional (2018)

CHAPTER 3: BRINGING VALUE TO PLANT OFFERINGS

CELEBRATING SEASONAL AND LOCAL PRODUCE

No discussion of veggie-centric menus would be complete without a nod to how produce fits in with the important seasonal and local sourcing trend—which also addresses many consumer concerns about sustainability.

“Seasonal” is on **42.1%** of menus, representing 40% growth since 2007.
“Locally” is on **14.9%** of menus, with an impressive 182% 10-year growth rate.

Seasonal and locally sourced ingredients—particularly fruits and vegetables—serve as cues for freshness and wholesome nutrition among consumers, perceptions that go to the heart of the plant-forward movement.

51% of consumers are interested in meat blended with grains or veggies (eg, a burger made from a blend of ground beef and mushrooms).

Sources: Datassential SNAP! Food Profile: Seasonal (2018); Datassential SNAP! Food Profile: Locally (2018); Datassential, Plant-Based Eating SNAP! Keynote Report (2018)

ROOT TO SHOOT

Just as there is a nose-to-tail ethos in meat cookery, where every part of the animal is used, plant-loving chefs have adopted root-to-shoot strategies to maximize utilization and minimize waste. Roasted carrots with carrot top pesto. Potato peel frittata. Candied orange peel pound cake. Ugly vegetable minestrone. These are stories about plants that resonate with semi-vegetarians.

OPERATOR SPOTLIGHT

Mendocino Farms Sandwich Market uses vegetable pulp from its juicing operation to create the Rescued Vegetable Burger, a vegan and gluten free patty topped with tofu cheese, beet Thousand Island, lettuce, tomatoes, red onions, and pickles on a plant-based brioche bun.



CHAPTER 3: BRINGING VALUE TO PLANT OFFERINGS

PLANTS IN GLOBAL CUISINE

Variety and flavor innovation are key to appealing to today's flexitarian consumers, and ethnic cuisines help answer the call.

80% of college foodservice operations menu ethnic offerings; **47%** have an ethnic-focused dining location.

Many global food cultures are largely plant-based, including Indian, Asian, and Latin, a fact that hasn't been lost on mainstream menu makers. Whether strictly vegetarian, as in the case of regional Indian specialties like *dal* (stewed lentils) and *sag paneer* (spinach cooked with paneer cheese and coconut milk) or adhering to Asian traditions of using meat as a garnish for rice and vegetables, global cuisines can be a source of inspiration for plant-forward menu items.

Global cooking styles also favor the kind of bold flavors and distinctive ingredients that help add variety and value to veggie-centric offerings.



OPERATOR SPOTLIGHT

Dining halls at **North Carolina State** offer a number of plant-based global menu items: vegetable tikka masala, Szechuan eggplant, Ethiopian cabbage, vegetable jambalaya.

Source: Datassential Keynote Report: Colleges & Universities (2016)

CHAPTER 3: BRINGING VALUE TO PLANT OFFERINGS

MAKING THE MOST OF GRAINS AND LEGUMES

Among plant-based sources of protein, whole grains and legumes (a category that includes peas, beans, chickpeas, lentils, and soybeans, as well as peanuts) pack a punch. They also add texture, flavor, and heft to plant-forward menu items.

Grains, especially ancient grains (which have not been changed much by selective breeding), are very on-trend right now. In grain bowls and salads, side dishes and entrée specialties, grains such as amaranth, teff, quinoa, spelt, millet, barley, and many varieties of rice are high in protein while adding variety to flexitarian and semi-vegetarian menu concepts. In fact, according to Datassential, ancient grains have experienced four-year menu growth rate of 334%.

Two-thirds of operators have menued whole or ancient grains, with onsite operators most likely to offer them.

OPERATOR SPOTLIGHT

Good Samaritan Medical Center in West Palm Beach, FL, has introduced plant-based options (fruits, vegetables, and grains) as a choice on patient menus for vegetarians/vegans, as well as to promote gut health.

Sources: Datassential, Plant-Based Eating SNAP! Keynote Report (2018); Datassential SNAP! Food Profile: Ancient Grains (2018); Datassential Legumes Menu Adoption Cycle (2018); Datassential SNAP! Food Profile: Chickpeas (2018)

Legumes enjoy a long and wide-ranging tradition in global cuisine, including such specialties as red beans and rice, falafel, baked beans, and lentil soup. Varieties such as edamame (immature soybeans), chickpeas, pinto beans, charro beans, black-eyed peas, and cannellinis are enjoying great menu favor.

Versatile chickpeas occur on **15%** of all US menus, clocking menu growth of **83%** since 2007.

CHAPTER 3: BRINGING VALUE TO PLANT OFFERINGS

PLANT-BASED BEVERAGES

Beverages are also part of the plant-forward menu conversation. Coffee and tea—the most widely consumed beverage on the planet, after water—are produced from plants. So are juices, lemonade, and hot chocolate. Overall, according to Technomic, 27% of consumers order a plant-based beverage at least once a week.

Plant-based milks have also trended up on menus, growing by 4.2% on menus over the two years ended in the third quarter of 2017. Beyond coconut milk, alternative milks are generally used in beverages, especially smoothies and coffee drinks. While soy milk is the most commonly offered alt-milk in beverage programs, almond milk is growing at a faster rate and closing the gap.

Other plant-based beverages attracting attention include kombucha (fermented, lightly sweetened tea), coconut water, and horchata (a Latin beverage made from rice, cinnamon, and sugar).

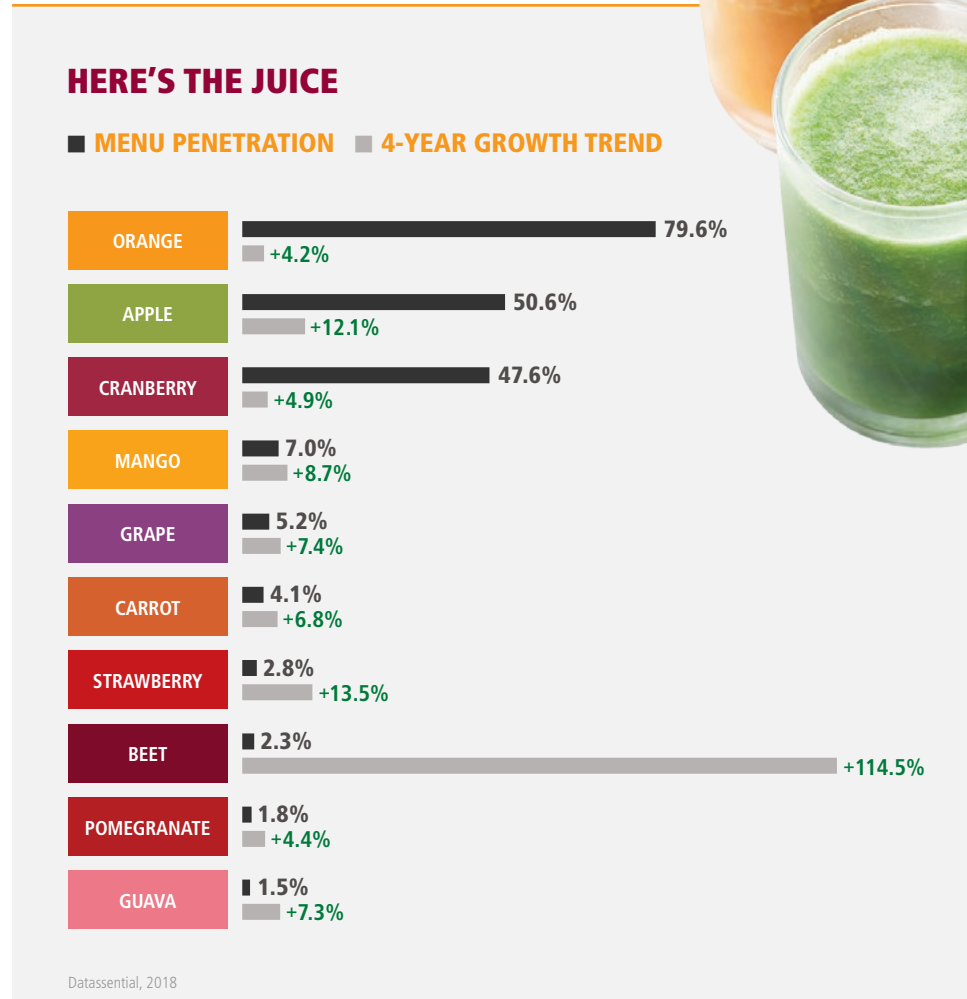
14% of consumers drink beverages featuring plant-based milks or creamers.

OPERATOR SPOTLIGHT

Soy milk has been available as an alternative to cow's milk at **Starbucks** since 2004, and the coffee chain now offers coconut milk and almond milk as plant-based dairy alternatives, along with bottled almond milk-based frappuccinos.



Source: Technomic Inc. for Nestlé Professional (2018)



CONCLUSION

Plants Are Going Mainstream

Get your menu ready.

Eating lots of plant foods is no longer just for vegetarians and vegans, and foodservice operators should no longer view veggie-centric menu items as a niche demand. In fact, according to Technomic, few consumers list these lifestyles as their primary motivation for seeking out plant-based menu items.

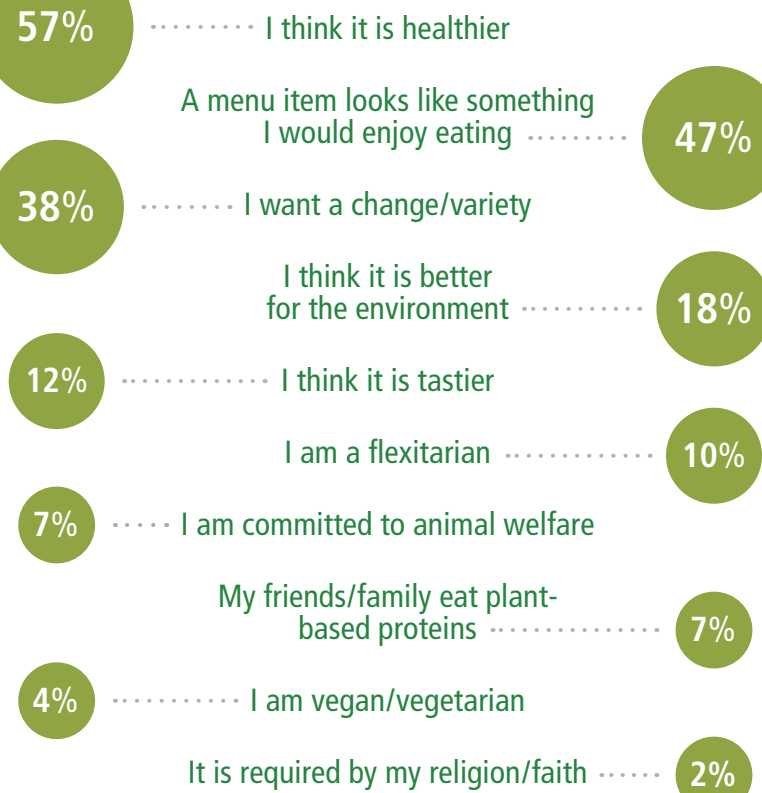
Instead, health concerns, curiosity, the search for variety, and the desire for more sustainable food choices are leading more consumers to eat less meat, replacing it with additional fruits, vegetables, grains, and plant sources of protein. And operators are helping by making these items more craveable.

Several recent studies by Technomic have shown that health continues to be a priority for today's consumers, and they are increasingly acting on intentions to eat healthfully away from home. This may be driven, in part, by consumers' changing perception that healthy food can also be tasty.

Taken together, these trends suggest that the market for plant-forward menu items has become mainstream, and that these items can be offered as premium specialties that add variety and a healthy halo to foodservice.



"I CHOOSE TO EAT PLANT-BASED PROTEIN WHEN DINING AWAY FROM HOME ON OCCASION BECAUSE:"



Technomic Omnibus February 2018



ABOUT NESTLÉ PROFESSIONAL

Nestlé Professional is dedicated to being an inspiring growth partner that delivers creative, branded food and beverage solutions, enabling foodservice operators to delight their consumers. From *Minor's*®, *Stouffer's*®, *Chef-mate*®, and *Trio*® on-trend culinary items to innovative beverage systems under *NESCAFÉ*®, *Nestlé*® *Vitality*®, and *Coffee-mate*® brands, Nestlé Professional meets the needs of foodservice operators while satisfying the tastes of the out-of-home consumer.

Nestlé Professional is part of Nestlé S.A. in Vevey, Switzerland—the world's largest food company—with sales of over \$98 billion. For more foodservice product news and information, visit www.nestleprofessional.com.

The information provided is based on a general industry overview, and is not specific to your business operation. Each operation is unique and business decisions should be made after consultation with appropriate experts.