

# PLANT-BASED FOODS: ASSESSING THE OPPORTUNITY FOR FOODSERVICE MANUFACTURERS

Between the media buzz and recent spikes in consumer interest in plant-based foods, it is difficult for food manufacturers and foodservice operators to determine if there truly is an investment opportunity. The primary obstacle for growth in this category is whether the current enthusiasm is in line with what foodservice operators deem a legitimate, sustainable category. To help foodservice industry professionals navigate this menu niche and determine its mainstream staying power, Foodservice IP (FSIP) has completed its landmark report, **Plant-Based Foods: Assessing the Opportunity for Foodservice Manufacturers** that thoroughly explores the future of plant-based foods in foodservice.

## REPORT HIGHLIGHTS

- **Original research based on 500 interviews** with general managers, owners, procurement professionals, and chefs in both commercial (60%) and non-commercial (40%) segments, **plus an in-depth trend-spotting market overview**
- **Current size and composition of the plant-based foods category/ product type** in dollars along with projected growth rates
- Assess **independent, chain and non-commercial operator practices**, attitudes and plans regarding plant-based foods, as well as **needs and gaps**
- Analyze today's trends related to food, **culinary knowledge, formats and merchandising**

## NEXT STEPS

To purchase the **Plant-Based Foods: Assessing the Opportunity for Foodservice Manufacturers** report today, please complete the order form on the following page or contact:

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## FSIP DELIVERS:

**Better bang for your buck — we provide you with more for less:**

**Expert analysis and implications that answer your most pressing questions for future business planning**

**In-depth Power Point report**

**Complimentary webinar**

**Personalized infographic (with your company logo) to share with operator clients for value-added relationship building**

**Truly strategic guidance around plant-based foodservice initiatives**

# PURCHASE AGREEMENT

# Plant-Based Foods: Assessing the Opportunity for Foodservice Manufacturers

**YES**, I'd like purchase the report for \$13,500.

## ACCEPTANCE

Name \_\_\_\_\_

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Fax \_\_\_\_\_

Email \_\_\_\_\_

Signed \_\_\_\_\_

Date \_\_\_\_\_

Once approved, please sign, scan and email to the attention of ONE of the following FSIP representatives:

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Thank you for your business!