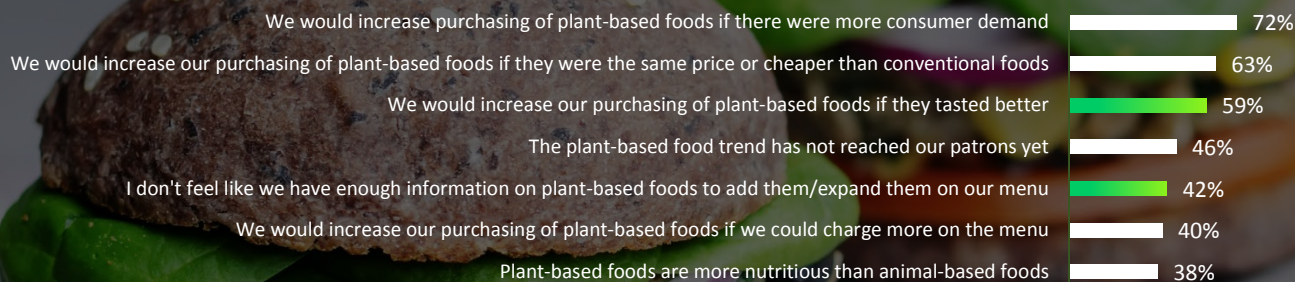


THE GROWING DEMAND FOR PLANT-BASED FOODS

As consumers become more aware of global warming challenges and other issues aligned with social responsibility, interest in plant-based foods is swiftly gaining momentum. Retail sales in this category recently spiked by 8.1%, outpacing all other categories in the same channel (which experienced an overall decline of 0.2%)*. Now with a focus on foodservice, Foodservice IP (FSIP) recently completed its own landmark study for manufacturers and operators, **Plant-Based Foods: Assessing the Opportunity**, to help restaurant industry professionals better understand this growing consumer interest and its surrounding implications.

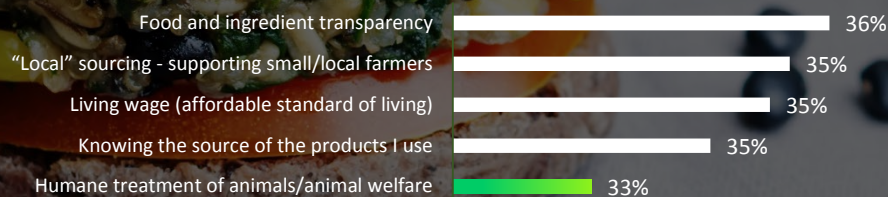
* According to a 2017 study by Nielsen and the Plant-Based Foods Association

Q. How much do you agree with the following statement? (top two box)



While demand obviously increases operator purchases, improved taste and comparable pricing to non-plant-based products are also key growth drivers.

Q. Select the top issues that are important to you in the foodservice industry today? (top five box)



Plant milks represent the largest category share of plant-based foods. Purchase the report to unlock our full market sizing insights!



FSIP'S TAKE



Helping operators develop menu names around taste, flavor, and regional descriptors – as opposed to “vegan” – will help non-vegan consumer acceptance and trial of the category as well. Overall, FSIP believes food companies will find success in this rapidly expanding “Wild West” category by applying the “early mover” advantage.

Source: FSIP Plant-Based Foods: Assessing the Opportunity