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

FSIP DELIVERS:
We offer deeper strategic insights at a price that beats the competition:

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

In-depth Power Point report

Complimentary webinar

Truly strategic guidance around plant-based foodservice initiatives

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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☐ YES, I’d like purchase the report for $9,500.

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Thank you for your business!