



schouten specialist in
plant-based protein

The latest plant-based
market insights for you

November – December 2022

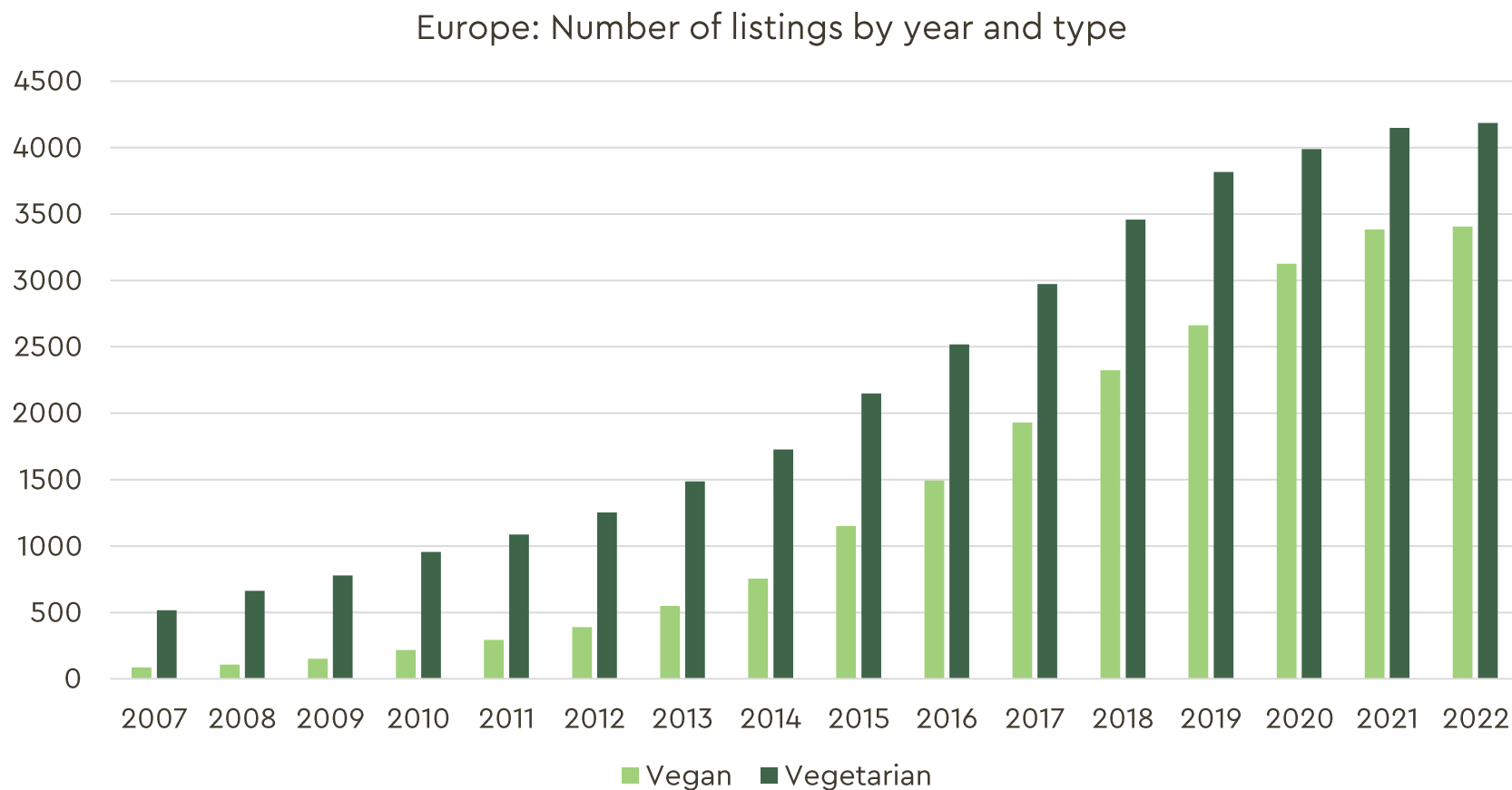
In this update:

- There are a lot of data & insights in plant-based, but these are mainly focused on retail.
- This update provides a perspective about plant-based in foodservice.
- What's happening, why is plant-based important for foodservice and how can it be integrated in daily business?



What's happening?

#vegan & vegetarian restaurants keeps increasing.



QSR chains are leading the way

Food Service
Pizza Hut UK Offers Vegan Cheese for Delivery Nationwide as Meat-Free Sales Rise by 19%

August 10, 2022
[in](#) [t](#) [f](#) [P](#) [a](#) [w](#) [e](#)



Fast Food
Pizza Hut Adds Permanent Beyond Meat Menu Options in Latin America and Singapore
September 2, 2022
[in](#) [t](#) [f](#) [P](#) [a](#) [w](#) [e](#)



Fast Food
McPlant Arrives in McDonald's Portugal, Rolling Into 190 Locations Nationwide
September 12, 2022
[in](#) [t](#) [f](#) [P](#) [a](#) [w](#) [e](#)



Fast Food
"Normal or With Meat?": All Burger King Items Are Plant-Based in Austrian Experiment, Meat Must be Requested
July 13, 2022
[in](#) [t](#) [f](#) [P](#) [a](#) [w](#) [e](#)



Fast Food
McDonald's Netherlands Adds McPlant to Menus Following Successful Trial
October 3, 2022
[in](#) [t](#) [f](#) [P](#) [a](#) [w](#) [e](#)



Fast Food
McDonald's Reports High Demand for McPlant Burger in Ireland
August 30, 2022
[in](#) [t](#) [f](#) [P](#) [a](#) [w](#) [e](#)



Food & Beverage
KFC and Quorn to Launch Meat-Free Range in "Several Thousand" European Locations
May 9, 2022
[in](#) [t](#) [f](#) [P](#) [a](#) [w](#) [e](#)



Fast Food
La Vie Partners With Burger King France For Veggie Cheese and Bacon Burger
June 29, 2022
[in](#) [t](#) [f](#) [P](#) [a](#) [w](#) [e](#)



Other sectors are emerging too.

Emirates Just Expanded Its Already Impressive Vegan Menu



Inflight

Meat- and Fish Alternatives

OmniFoods Vegan Fish & Chips Launch in 500+ Greene King Pubs Across UK

September 30, 2022



Pubs

NEWS FEED > WELLNESS

Catering Giant Pushes Toward 42% Plant-Based Meals on U.S. College Campuses

Institutional catering

Why important?

Higher attractiveness to consumers.

1. Growth in your customer base

Ability to capture a new, growing customer group: vegans, vegetarians & flexitarians + growing interest under youngsters.

2. A sales boost

New customers mean extra sales!



3. Retain existing customers

Help regular visitors in their quest towards healthier diets and doing better for the environment.

4. More group bookings

Vegans hold a lot of power in decision making process of groups. If there's no offer for this individual, the whole group will go elsewhere.

But also; lower footprint, doing better for the planet.



Foodservice companies are, like many companies, setting goals for reduction of their CO2-emission.



According to RaboResearch, using lower emission ingredients is the most effective way to reach these goals.



Offering plant-based options is the quickest way to integrate lower emission ingredients.

How to integrate plant-based?

Naming is crucial

Appealing language can boost mainstream diner's appetite for plant-rich foods

Don't

- Use "Meat-free"
- Use "Vegan"
- Use "Vegetarian"
- Use Health-restrictive language

This can all be interpreted as 'not for me' by foodservice visitors.

Do

- Highlight provenance → powerful tactic to create positive associations
- Spotlight flavor → flavor gets mouth watering.
- Emphasize a food's look & feel → it drives appeal.



~~Vegan low-fat burger with couscous~~
Moroccan style lentil burger



~~Vegetarian shawarma in low-calory pita~~
Turkish plant-based shawarma with deliciously baked vegetables

And so is the way of integrating it in the menu.

Don't

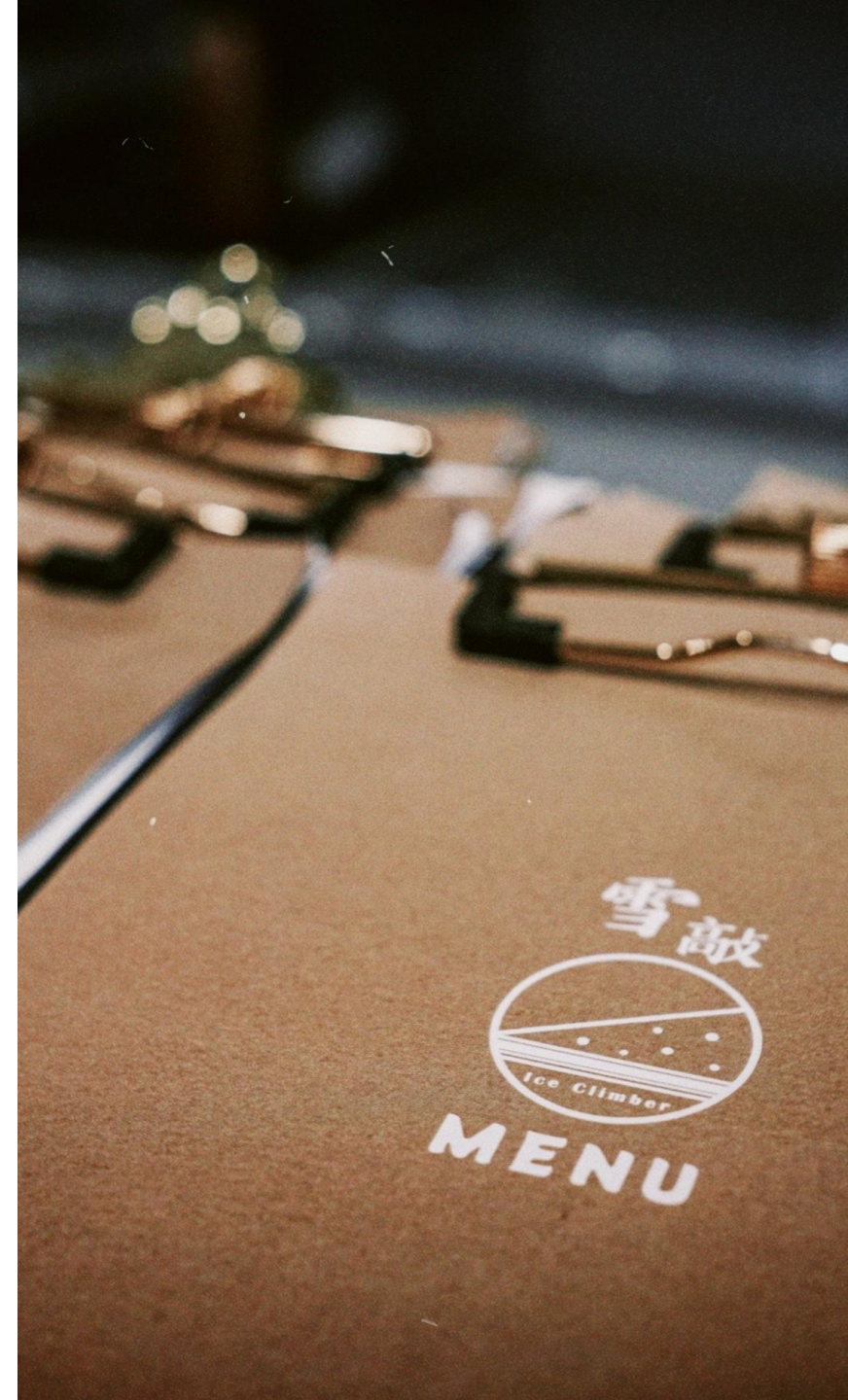
- Separate plant-based items from the rest:

Studies have shown that placing vegetarian items in a separate box on menus can reduce ordering rates by 56%

- Make concessions in protein content by trying to cut costs.

Do

- Add plant-based items instead of replacing traditional meals.
- Create protein rich versions of well known conventional dishes. (e.g. Vegetable Currywurst).
- Emphasize key benefits like taste and protein content.



But there are more ways to nudge consumers towards plant-based.



Burger King Austria has challenged its customers to go meat-free with its latest campaign making plant-based options standard

Plant-based as default.

Proven uplift of plant-based choice if presented as the standard option.



Overshadow meat dishes with plant-based options.

The higher the amount of options, the higher the number of plant-based choices.



Innovative meal design as a strategy.

Focusing visual menu design on plant-based leads to increased number of orders.

Summary

1. Foodservice is already embracing plant-based in a high pace.
2. This is important because of remaining able to attract new customers & reaching sustainability goals.
3. There are multiple proven ways of integrating plant-based in foodservice businesses successfully.

Need help? Let us know!



Source overview

- The growth of vegan restaurants in Europe 2022 - <https://www.happycow.net/blog/the-growth-of-vegan-restaurants-in-europe-2022/>
- Should Your Restaurant Add Vegan Menu Options - <https://www.touchbistro.com/blog/should-your-restaurant-add-vegan-menu-options/>
- Emirates Just Expanded Its Already Impressive Vegan menu - <https://www.tastingtable.com/1076543/emirates-just-expanded-its-already-impressive-vegan-menu/>
- Catering Giant Pushes Toward 42% Plant-Based Meals on U.S. College Campuses - <https://www.forksoverknives.com/wellness/catering-sodexo-plant-based-meals-college-campuses/>
- Rabo: aanpassing menu leidt tot CO2-reductie foodservice - <https://www.foodagribusiness.nl/rabo-aanpassing-menu-leidt-tot-co2-reductie-foodservice/>
- Don't Put Vegetables in the Corner - Bacon, L. (2017). World Resources Institute
- It's All in a Name: How to Boost the Sales of Plant-Based Menu Items - <https://www.wri.org/insights/its-all-name-how-boost-sales-plant-based-menu-items>
- Choice architecture in food services: drive revenue and increase sustainability with more plant-based meals for flexitarians - <https://corporate.proveg.com/article/choice-architecture-in-food-services/#integrate-menu-placements>
- Three Proven "Nudges" That Influence Meat-Eaters to Order Vegan Options - https://vegconomist.com/studies-and-numbers/how-to-nudge-carnivores-into-choosing-plant-based/?utm_medium=email&utm_source=rasa_io

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Questions? Please feel free to contact me.

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