



Appetites for plant-based food are growing.

CULTIVATE A NEW MENU WITH SIMPLE SWAPS



When it comes to plant-based food, one thing is clear: consumers are hungry for more. As these appetites for delicious plant-based options grow, so does the opportunity. Plant-based can help operators and retailers grow their offerings, menus and their bottom line.



- 1 Nielsen: Total Consumer Report 2019
- 2 Plant-Based Food Association & SPINS 2020
- 3 2019 Food & Health Survey (International Food Information Council Foundation)
- 4 Rich's & Global Data Plant-Based Market Sizing 2020
- 5 Datassential SNAP 2020
- 6 The Good Food Institute, U.S. Plant-Based Market Overview 2019
- 7 GlobalData COVID-19 Analyst Briefing July 2020

Demand is taking root

Even in the face of the challenges served up by 2020, the plant-based category thrived with a 62% increase in plant-based products across the entire industry¹ and 35% faster growth in plant-based food sales compared to traditional foods.² Why are consumers filling their plates with plants? The reasons are as robust as the increasing options, but several rise to the top: a sense of balance and wellness; desired transparency in ingredients and food safety; and having a positive impact and contribution to the overall health of the environment.

3X total annual growth rate expected in plant-based categories in retail and food service through 2025⁴

+118% growth year-over-year in plant-based menu penetration in 2020⁵

The growing field of foodservice

From supermarkets to colleges and universities, quick-service to full-service restaurants, there's a seat at the plant-based table for every type of operator. Seizing this opportunity can grow your offerings—and, more critically, your success.

Investing in plant-based offerings and menus is a choice poised to pay off—50% of consumers noted that it's either somewhat or very important for menus to have a range of options for diets when choosing a restaurant or cafeteria.³ And, through 2025, an 8.5% annual growth rate is expected in plant-based categories in foodservice.⁴

62% GROWTH

in plant-based product launches across the industry¹

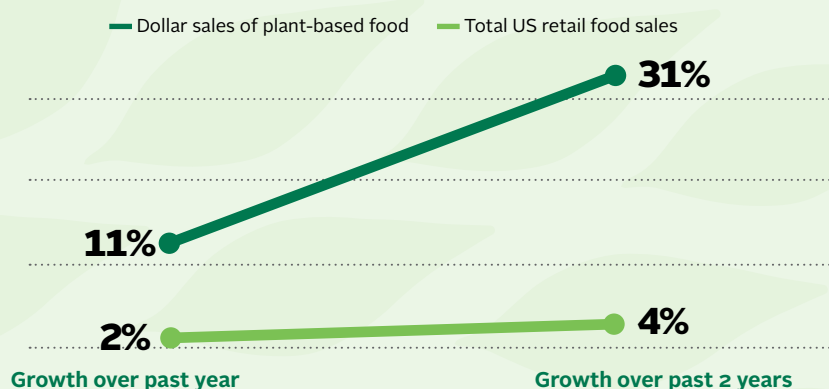
35% FASTER GROWTH

in plant-based food sales than traditional foods post-stock-up period² (MAR-APR. 2020)

17% OF CONSUMERS

are buying more plant-based meat alternatives during the COVID-19 pandemic period than before⁷

GROWTH OF PLANT-BASED FOOD SALES VERSUS TOTAL FOOD SALES⁶

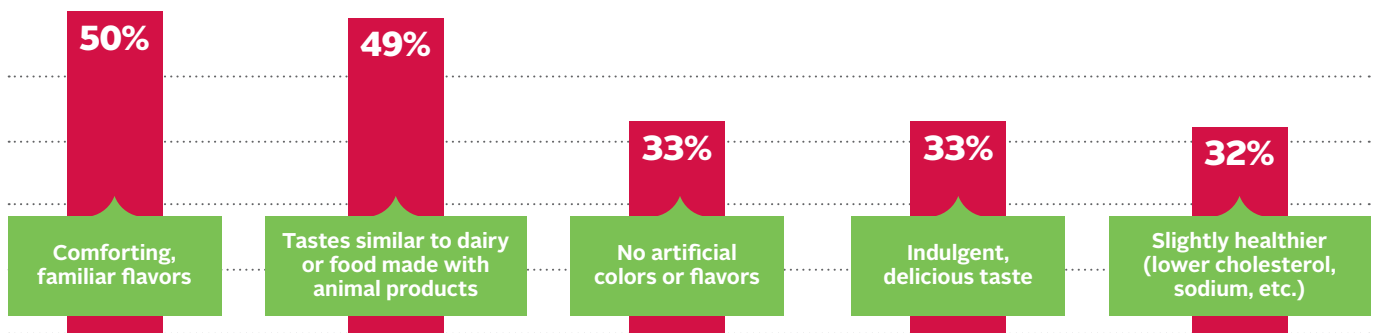


Cropping out the compromises

While consumers are increasingly eager for plant-based food, it's also clear that it can't be at the cost of taste or indulgence. In our 2021 Consumer Sentiment Survey, when asked about their desired features in plant-based options, several rose to the top: comforting, familiar flavors; taste and texture similar to traditional products; indulgent taste; and inspiration from classic favorites, to name just a few. The takeaway? Yes, more and more people are choosing plant-based—but only if it's delicious.



TOP FEATURES PEOPLE WANT WHEN OPTING FOR PLANT-BASED FOODS



Source: Rich's 2021 Consumer Sentiment Survey

Where plant-based and great taste grow together

Striking the right balance between taste and ingredients can be the difference between success and struggle for operators.

Many are surprised that it's not just vegans and vegetarians who are looking for plant-based options. Many consumers are following a "flexitarian" approach to eating, while others simply strive to add more vegetables to their plates. The ways they want restaurants to respond—from making meat secondary on the plate to offering plant-powered versions of classics to preparing completely new plant-based tastes—are as diverse as their reasons for changing it up.

Fortunately, there's a simple solution to tap into all of these growing demands—and deliver with taste, indulgence and texture all intact—make simple swaps and add crowd-pleasing plant-based classics to the menu.



Deliver on the promise of plant-based pizza night by bringing Cauliflower Crust and Plant-Based Mozzarella Style Shreds to the table. Sweeten the end of the meal by using Vanilla or Chocolate Oat Milk Soft Serve in an indulgent hot fudge sundae. Or, harvest a new idea of sandwich success by choosing Plant-Based American Style Slices and a Sweet Potato Roll to add plants to veggie or beef burgers.

The possibilities are as varied as the full field of fruits, vegetables, nuts and seeds that go into making plant-based food great. Learn more about our [plant-based portfolio](#).





A flexitarian menu development approach might entice more plant-forward eating.

RESPONSES WHEN ASKED, “WHAT COULD A CHEF OR RESTAURANT DO TO HELP YOU ORDER MORE PLANT-FORWARD FOODS?”

49%

Add new menu items, including dishes with some meat or other animal protein that is not the “center of the plate”

35%

Add new menu items, including vegetarian or vegan dishes

34%

Do a better job of cooking vegetable and other plant-based items on the menu

Source: Datassential

Inspire your menus by downloading our brand-new Recipe Guide for our Plant-Based Portfolio, featuring 13 delicious plant-based dishes.

DOWNLOAD RECIPE GUIDE



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