Growing Prepared Food Options with Plant-Forward Sales

Nestlé Professional
Making More Possible

International Dairy Deli Bakery Association

The Culinary Vegetable Institute®
of The Chef's Garden
Agenda

* Consumer Insights
* Menu Applications
* Nutrition, Health and Wellness Implications
* Sustainability Trends

Speakers

Audrey Markowitz
Market Intelligence Manager
Nestlé Professional

Laurence Vernerey
Nutrition, Health and Wellness Manager
Nestlé Professional

Jamie Simpson
Executive Chef Liaison
The Culinary Vegetable Institute

LIVE SOCIAL DISCUSSIONS ON TWITTER AND LINKEDIN
Use #PlantForward
Twitter - @NestleProUSA
LinkedIn - @NestleProfessionalNorthAmerica
Consumers are eating more vegetable options...

Compared to a year ago, are you eating more, the same amount or less of the following...

- Vegetarian/vegan options:
  - More: 16%
  - Same amount: 60%
  - Less: 24%
  
  25% of younger consumers

- Vegetables:
  - More: 41%
  - Same amount: 51%
  - Less: 8%

Source: Technomic

#PlantForward
Consumers aspire to reduce, but not necessarily eliminate, their meat consumption.

**CURRENT VS. DESIRED MEAT EATING BEHAVIOR**

<table>
<thead>
<tr>
<th>Diet Type</th>
<th>How I CURRENTLY eat</th>
<th>How I WOULD LIKE TO eat</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meat eater</td>
<td>71.6%</td>
<td>62.7%</td>
</tr>
<tr>
<td>Vegan</td>
<td>1.8%</td>
<td>4.0%</td>
</tr>
<tr>
<td>Vegetarian</td>
<td>3.4%</td>
<td>4.1%</td>
</tr>
<tr>
<td>Pescatarian</td>
<td>3.8%</td>
<td>5.3%</td>
</tr>
<tr>
<td>Pollotarian</td>
<td>2.4%</td>
<td>3.1%</td>
</tr>
<tr>
<td>Flexitarian</td>
<td>12.4%</td>
<td>16.5%</td>
</tr>
<tr>
<td>Raw foods diet</td>
<td>1.1%</td>
<td>1.9%</td>
</tr>
<tr>
<td>Other</td>
<td>3.5%</td>
<td>2.5%</td>
</tr>
</tbody>
</table>

Source: IFMA/CPP

#PlantForward
<table>
<thead>
<tr>
<th>Motivations</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I want variety in my meals (to have foods other than meat)</td>
<td>36%</td>
</tr>
<tr>
<td>Non-animal proteins help me keep a healthier lifestyle (lower calories and saturated fat than meat, etc.)</td>
<td>28%</td>
</tr>
<tr>
<td>To help me/my kids eat more vegetables and plant-based protein</td>
<td>22%</td>
</tr>
<tr>
<td>To support animal welfare / prevent animal cruelty</td>
<td>19%</td>
</tr>
<tr>
<td>Non-animal proteins are safer than meat (no antibiotics, hormones, diseases, etc.)</td>
<td>17%</td>
</tr>
<tr>
<td>To be more environmentally-friendly (e.g. CO2 footprint, water and land usage)</td>
<td>16%</td>
</tr>
<tr>
<td>Non-animal proteins are lighter than meat (won’t weigh me down)</td>
<td>13%</td>
</tr>
<tr>
<td>To help reduce food waste</td>
<td>12%</td>
</tr>
<tr>
<td>Non-animal proteins have lower prices compared to meat</td>
<td>10%</td>
</tr>
<tr>
<td>To help satisfy both the vegetarians and the meat eaters in my household</td>
<td>9%</td>
</tr>
<tr>
<td>Non-animal proteins provide the same amount of protein as meat</td>
<td>9%</td>
</tr>
<tr>
<td>I don’t like the taste / texture</td>
<td>9%</td>
</tr>
<tr>
<td>Non-animal proteins have more consistent prices compared to meat</td>
<td>6%</td>
</tr>
<tr>
<td>Religious reasons (Kosher, Halal, etc.)</td>
<td>4%</td>
</tr>
</tbody>
</table>
Plant-based is becoming part of consumer lifestyles

<table>
<thead>
<tr>
<th></th>
<th>At Least Once Per Week</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>At Home</strong></td>
<td>43%</td>
</tr>
<tr>
<td><strong>Away From Plant</strong></td>
<td>28%</td>
</tr>
<tr>
<td><strong>BEVERAGE</strong></td>
<td>42%</td>
</tr>
<tr>
<td><strong>FOOD</strong></td>
<td>27%</td>
</tr>
</tbody>
</table>

Base: 660 U.S. consumers who consume plant-based proteins away from home
Source: Technomic Omnibus February 2018
Plant-based variety popping up across the menu

Dayparts likely to order (Top 2 Box)

<table>
<thead>
<tr>
<th>Daypart</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning</td>
<td>36%</td>
</tr>
<tr>
<td>Lunch</td>
<td>59%</td>
</tr>
<tr>
<td>Afternoon Snack</td>
<td>42%</td>
</tr>
<tr>
<td>Dinner</td>
<td>53%</td>
</tr>
</tbody>
</table>

Innovative veggies

Choices to create new experiences or simulate familiar items

Bahama Breeze Island Grille Jackfruit Tacos
Flour tortillas filled with jackfruit, jicama-mango slaw, corn and black bean salsa, tortilla strips and Sriracha aioli.

Base: 660 U.S. consumers who consume plant-based proteins away from home
Source: Technomic Omnibus February 2018
Plant-Based beverage is also trending

Smoothie King Vegan Apple Cinnamon featuring bananas, apple juice, almond milk, Sunwarrior Raw plant-based protein, super grains, almonds, stevia, cinnamon

Up 12.6%- 1 year growth
Up 37.2%- 4 year growth

#PlantForward
Plant-based protein has potential to increase traffic

45% Willing to pay more for a menu item made with plant-based protein

Please finish the following sentence: “If a restaurant offers some menu items (food or beverages) that feature plant-based ingredients ________”

68% I would be more likely to visit that restaurant
24% It would not impact my choice to visit that restaurant
8% I would be less likely to visit that restaurant

Base: 1,000 U.S. consumers
Source: Technomic Omnibus February 2018

Willing to pay more for a menu item made with plant-based protein

9 | #PlantForward
Capturing the Opportunity
Menu Strategies

Start with the basics

• Plant-based, not meatless
Demonstrate the product’s ability to satisfy

- Robust, but healthy
- “Loaded with fresh ingredients”
Menu Strategies

Be Socially Responsible

• Expanded definition of health includes animal welfare, waste reduction
Menu Strategies

Make it Craveable

• Trending ingredients
• Flavorful preparations
• Savory, sweet, spicy, smoky, bold
Nutrition, Health and Wellness
In the US, we tend to eat more protein than the recommended daily allowance (RDA).

Source: Menus of change, the Protein Flip
Animal sources account for 85% of the protein we eat

Source: Menus of change, the Protein Flip
**Why is this an issue?**

**Health**
- Saturated fat
- Increased risk for cardiovascular diseases

**Environment**

**Sustainability**

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**Source:** Menus of change, the Protein Flip
US population does not meet the intake recommendations for any of the vegetal subgroup.

Source: 2015-2020 Dietary Guidelines for Americans
A few definitions ...

<table>
<thead>
<tr>
<th>VEGAN</th>
<th>VEGETARIAN</th>
<th>FLEXITARIAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Livestock</td>
<td>Poultry</td>
<td>Seafood</td>
</tr>
<tr>
<td><img src="image1.png" alt="Livestock" /></td>
<td><img src="image2.png" alt="Poultry" /></td>
<td><img src="image3.png" alt="Seafood" /></td>
</tr>
</tbody>
</table>

**VEGAN**
- Livestock
- Poultry
- Seafood
- Dairy
- Eggs
- Honey
- Vegetables, Fruits, nuts, seeds, roots

**VEGETARIAN**
- Ovo-lacto vegetarian
- Livestock
- Poultry
- Seafood
- Dairy
- Eggs
- Honey
- Vegetables, Fruits, nuts, seeds, roots

**FLEXITARIAN**
- Reduce
- Increase

**PLANT FORWARD**
- A style of cooking and eating
- Emphasizes and celebrates plant-based food
- But **not only limited to** plant-based
- Plant = Hero, meat = accessory
- Reflects nutrition and sustainability
Rebalancing the role of meat

Source: Menus of change, the Protein Flip

Reduced size

As accessory in a bowl

In a salad

In the sauce

Blended

When it comes to plant and animal proteins, it’s not either/or.
What are the benefits of plant-forward eating?

High in nutrients to encourage

- Fiber
- Vitamins & Minerals
- Antioxidants, plant sterols
- Healthy fats

Low in nutrients to manage/reduce

- Saturated fat
- Cholesterol
- Sodium & Chemicals found preserved/cured meats

And potentially…

- Reduce risk of CVD
- Reduce risk of type II diabetes
- Improve gut microbiome
- Weight management
### Which specific nutrients can plant-based food groups bring to our body?

<table>
<thead>
<tr>
<th>Nutrient</th>
<th>Grains</th>
<th>Beans &amp; Legumes</th>
<th>Nuts &amp; seeds</th>
<th>Fruits and vegetables</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Protein</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Av. content</td>
<td>6 – 11g</td>
<td>8 – 18g</td>
<td>4 – 9 g</td>
<td>1 – 4 g</td>
</tr>
<tr>
<td>per serving</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DV = 50g/day</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Fibers</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Av. content per serving</td>
<td>Fibers 1 - 8 g whole</td>
<td>Fibers 10 -15 g</td>
<td>Fibers 2 - 4 g</td>
<td>Fibers 3 - 10 g</td>
</tr>
<tr>
<td>DV = 25-30 g</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Vitamins</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>examples</td>
<td>Vit B (B2, B3)</td>
<td>Folate (vit B9)</td>
<td>Vit E</td>
<td>Vit C</td>
</tr>
<tr>
<td></td>
<td>Magnesium, Selenium</td>
<td>Iron</td>
<td>Zinc, Calcium</td>
<td>Dark green</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Potassium</td>
<td></td>
<td>Orange/yellow</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Vit K</td>
</tr>
<tr>
<td><strong>Minerals</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>examples</td>
<td>Magnesium, Selenium</td>
<td>Iron</td>
<td>Zinc, Calcium</td>
<td>Roots</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Potassium</td>
<td></td>
<td>Potassium</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Dark green</td>
</tr>
<tr>
<td><strong>Other positive nutrients</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grains</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Beans &amp; Legumes</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nuts &amp; seeds</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fruits and vegetables</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Healthy fats:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Omega 3 (flaxseed, hempseed, Chia, walnut)</td>
<td>Monounsaturated fat (hazelnut, peanut, macadamia)</td>
<td>Berries Polyphenols Flavonoids</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Ensuring a complete protein intake with plant-based food

In quantity … and in quality

Animal source = complete protein

- Right proportion
- Essential amino-acids
How can you support your shoppers getting the most out of your plant-forward offer?

Plant-based eaters may pay attention to:

<table>
<thead>
<tr>
<th>Nutrient</th>
<th>Flexitarians</th>
<th>Vegetarians</th>
<th>Vegans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vitamin B12</td>
<td></td>
<td>Higher risk</td>
<td></td>
</tr>
<tr>
<td>Iron</td>
<td>Risk is most probably same as in general population</td>
<td>Risk may depend on different factors</td>
<td>Risk may depend on different factors</td>
</tr>
<tr>
<td>Zinc</td>
<td></td>
<td></td>
<td>Higher risk</td>
</tr>
<tr>
<td>Calcium</td>
<td>Same risk (except for non dairy eaters: higher)</td>
<td>Same risk (except for non dairy eaters: higher)</td>
<td>Higher risk</td>
</tr>
<tr>
<td>Vitamin D</td>
<td></td>
<td>Higher risks</td>
<td></td>
</tr>
<tr>
<td>Omega 3</td>
<td></td>
<td>Higher risks</td>
<td></td>
</tr>
</tbody>
</table>

Ideas to help your shoppers:

- Offer plant-based ingredients sources of those nutrients
- Offer fortified option (non-dairy milk, cereals)
- Display the content in those nutrients
- Explain the nutritional benefits of ingredients (Source of iron, Rich in Fibers)
How to optimize Mineral absorption (Zinc, Ca, Iron)?

- **Sprouting**
- **Soaking**
- **Fermenting**
- **Leavening**
plant-based works only if it’s crave-worthy
Tips for your Deli menus

Give your flexitarians what they are looking for!

• **Make plant-based craveable:**
  • description is key
  • mix textures, sizes/shapes of pieces
  • seasoning is key: spices, herbs
  • use different cooking methods
  • visual appeal

• Integrate plant-based option in the menu *(not separate)*

• Display your **protein content** on menu

• Let the **consumer customize**: choice in the protein to add (animal protein or not)

• Highlight **local, seasonal**

• **Provide variety** in plant-based proteins sources
The Culinary Vegetable Institute at the chefs garden

#PlantForward
SUNCHOKE
CELERY ROOT

#PlantForward
SALSIFY
CARROT

#PlantForward
Sustainability
* Environmentally Friendly
* Economically Viable
* Socially Responsible

#PlantForward
Takeaways and Recommendations
Takeways

**Plant Based Foods**
Lifestyle choice

**Plant based offerings can increase traffic**
Craveable options

**Culinary Innovation drives category growth**

**Transparency is key with these critical consumers**

Recommendations

Health and well-being are more and more valuable, but consumers won't give up taste

Use trending ingredients, added textures, color

Focus on taste, sizzle and mouthfeel. Use Chefs for development and inspiration

Utilize signage, chalkboards, glass clings, and icons to designate meatless, vegan, dairy free, etc
Questions?
For more information on Plant-Based

Visit – [www.nestleprofessional.com](http://www.nestleprofessional.com)
Plant-based Recipe Inspiration page – [www.plantforwardrecipes.com](http://www.plantforwardrecipes.com)

Contact: Dianne Widowski- [dianne.widowski@us.nestle.com](mailto:dianne.widowski@us.nestle.com)

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#PlantForward
THANK YOU!

www.nestleprofessional.us