

SMARTREPORT



➤ Foodservice Operator Insights: Assessing the Opportunity for Plant-Based Foods 2019

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.

Q1 Consulting's research of 500 foodservice operators includes the following:

| Included Product Categories | | Included Foodservice Segments | |
|--|--|---|--|
| <ul style="list-style-type: none"> • Poultry • Beef • Pork/Ham • Other value added meats • Fish & Seafood | <ul style="list-style-type: none"> • Cheese • Milk & liquid dairy • Sauces/Spreads • Yogurt • Ice cream | Restaurants <ul style="list-style-type: none"> • Chains and independents • Full-service casual dining, midscale, quick-service and fast casual | Non-Commercial <ul style="list-style-type: none"> • Hotels • Retail – supermarket, mass, c-store, drug • College & University • Senior living |

REPORT CONTENT:

Introduction

Background & Objectives
Project Scope
Study Approach

Commercial and Non-Commercial Operator Insights

Channel Findings
Food Attributes That Include Plant-Based Descriptors
Reasons for Purchasing Plant-Based Foods
Reasons for NOT Purchasing Plant-Based
Plant-Based Purchase Intent
Plant-Based Attitudes
Plant-Based Foods Selection Criteria
Encouraging Trial of Plant-Based Foods
Menu Items Likely to Include Plant-Based Alternatives
Importance of Social Responsibility
Premium Indicators
Operational Challenges
Brand Awareness & Usage
Unaided Brand Awareness
Aided Brand Awareness
Brands Purchased
Branded Purchased Intent
Branded Menu Offerings
Supplier/Brand Selection Criteria
Best In Class Brands
Reasons for Best In Class

Sub-Category Operator Findings

Reasons for Purchasing Plant-Based – Liquid Dairy & Ice Cream
Reasons for NOT Purchasing Plant-Based – Liquid Dairy & Ice Cream
Plant-Based Purchase Intent – Liquid Dairy & Ice Cream
Plant-Based Purchases YOY – Liquid Dairy & Ice Cream

Plant-Based Purchase Drivers – Liquid Dairy & Ice Cream
Future Growth Drivers – Liquid Dairy & Ice Cream
Reasons for Purchasing Plant-Based – Cultured & Other Dairy
Reasons for NOT Purchasing Plant-Based – Cultured & Other Dairy
Plant-Based Purchase Intent – Cultured & Other Dairy
Plant-Based Purchases YOY – Cultured & Other Dairy
Plant-Based Purchase Drivers – Cultured & Other Dairy
Future Growth Drivers – Cultured & Other Dairy
Reasons for Purchasing Plant-Based – White Meat
Reasons for NOT Purchasing Plant-Based – White Meat
Plant-Based Purchase Intent – White Meat
Plant-Based Purchases YOY – White Meat
Plant-Based Purchase Drivers – White Meat
Future Growth Drivers – White Meat
Reasons for Purchasing Plant-Based – Non-White Meat
Reasons for NOT Purchasing Plant-Based – Non-White Meat
Plant-Based Purchase Intent – Non-White Meat
Plant-Based Purchases YOY – Non-White Meat
Plant-Based Purchase Drivers – Non-White Meat
Future Growth Drivers – Non-White Meat
Reasons for Purchasing Plant-Based – Egg Products
Reasons for NOT Purchasing Plant-Based – Egg Products
Plant-Based Purchase Intent – Egg Products
Plant-Based Purchases YOY – Egg Products
Plant-Based Purchase Drivers – Egg Products
Future Growth Drivers – Egg Products
Reasons for Purchasing Plant-Based – Grains
Reasons for NOT Purchasing Plant-Based – Grains
Plant-Based Purchase Intent – Grains
Plant-Based Purchases YOY – Grains
Plant-Based Purchase Drivers – Grains

PRICE: \$2,995