

# Center of the Plate Goes **PLANT-BASED**



Roasted vegetables **intensify flavor** in your plant-based menu items for crave-able favorites



ABOUT **83%** OF AMERICAN CONSUMERS SAY THEY ARE ADDING **PLANT-BASED FOODS** TO THEIR DIET<sup>4</sup>

And those diners aren't necessarily vegetarians or vegans, but diners who simply want to **eat healthier**

**40%** of diners try to eat healthy but find it **too difficult** when eating out<sup>2</sup>

**1 in 3**  say **nutrition concerns** prevent them from dining out more often<sup>3</sup>

**45%** of consumers believe consuming **animal protein** is a health concern<sup>1</sup>

**59%** of consumers eat **meatless meals** at least once a week<sup>2</sup>

**34%** of consumers eat a **vegan meal** at least once a week<sup>1</sup>

## THAT'S WHERE **PLANT-BASED FOODS** COME IN:

**43%** of consumers say they think **vegetarian** meals are typically **healthier than nonvegetarian** meals at restaurants<sup>3</sup>

% of consumers who say they consider vegetarian/vegan options to be healthier than...



AS A RESULT, MORE OPERATORS ARE **ADDING PLANT-BASED FOODS AND ENTREES** TO THEIR MENUS



**Veggie sandwiches/entrees** have been the strongest growing sandwich/entrée protein option over the last five years<sup>3</sup>

**BUT IT'S NOT JUST ENTREES AND SANDWICHES** THAT OPERATORS SHOULD FOCUS ON

**48%** of those who consume plant-based alternatives say they can be **just as satisfying** as animal-based foods<sup>4</sup>

**PLANT-BASED SIDES AND APPETIZERS PRESENT GREAT OPPORTUNITY**

Sources:  
 1) Datassential SNAP! Keynote, 2016  
 2) Technomic's 2017 Center of the Plate: Seafood & vegetarian report  
 3) Mintel, 2018  
 4) Restaurant Hospitality