

PLANT-BASED FOODS: ASSESSING THE OPPORTUNITY FOR FOODSERVICE 2022 UPDATE

In 2019, Foodservice IP introduced a study focusing specifically on plant-based foods and ingredients in the foodservice market. We found that the category expanded at the fastest rate of nearly any, and that operators seek new ideas and concepts that will help them capture pent-up demand and Gen Z desires that will fuel future growth of the U.S. foodservice industry.

To help foodservice industry professionals navigate this menu niche and deliver staying power strategies, Foodservice IP (FSIP) is announcing its **2022 Plant-Based Foods: Assessing the Opportunity in Foodservice** that will commence in the fall of 2021.

DELIVERABLES

- **Original research based on 500 interviews** with general managers, owners, procurement professionals, and chefs in both commercial (60%) and non-commercial (40%) segments, **plus an in-depth trend-spotting market overview**
- **Updated size and composition of the plant-based foods category/product type** in dollars along with projected growth rates
- Assess **independent, chain and non-commercial operator practices**, attitudes and plans regarding plant-based foods, as well as **needs and gaps**
- Analyze today's trends related to food, **culinary knowledge, formats and merchandising**

NEXT STEPS

To sign on today and have your proprietary questions included in our surveys, please complete the acceptance form on the following page or contact:

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FSIP DELIVERS:

Expert analysis and implications that answer your most pressing questions for future business planning

Comparisons to 2019 project in a post-Covid world

Confidential, proprietary questions in shared research format

Truly strategic guidance around plant-based foodservice initiatives

PURCHASE AGREEMENT

Plant-Based Foods: 2022 Assessing the Opportunity in Foodservice

YES, I'd like sponsor the study for \$13,500

ACCEPTANCE

Name _____

Title _____

Company _____

Address _____

Phone _____

Fax _____

Email _____

Signed _____

Date _____

Once approved, please sign, scan and email to the attention of ONE of the following FSIP representatives:

TIM POWELL
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JOYCE BAIRD
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Thank you for your business!