

WHY Alternative Protein

Simply put, the alternative protein marketplace is exploding. Over the past five years, alternative protein retail product launches are up 128%¹. The soaring demand for alternative proteins can be attributed to an increased desire for health and wellness, the rising popularity of high protein, plant-based and flexitarian diets; allergy concerns; and heightened interest in sustainable environmentally-friendly foods.

What is Alternative Protein

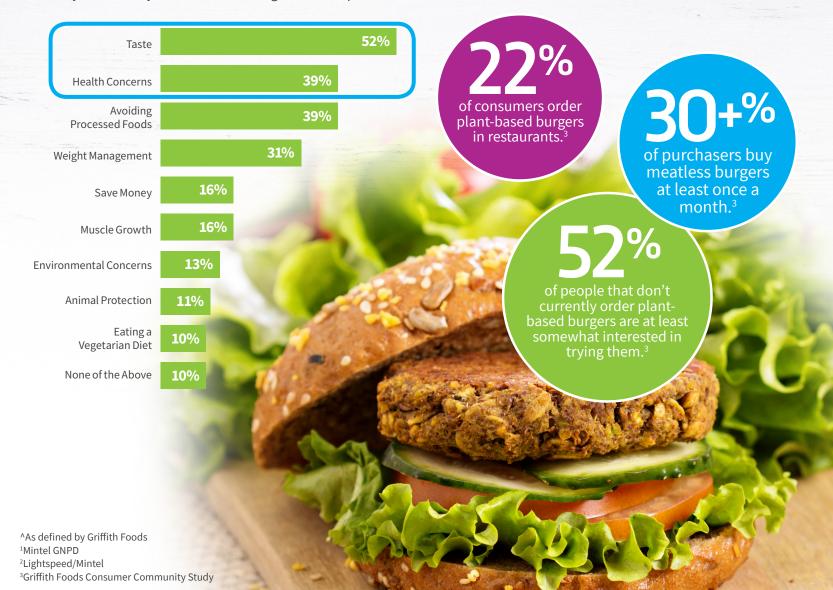
Alternative Protein is any protein not derived from animals traditionally bred or caught for consumption. Quinoa, pulses, tempeh, soybeans and other protein-rich foods qualify as alternative proteins.

HEALTH & TASTE Are the Magic Words

Why are so many consumers choosing alternative proteins?

The BURGER Breakthrough

Plant-based burgers are transforming the market and serve as a gateway food when it comes to alternative proteins.



BEHIND the Meatless Burger Boom

VALUABLE INSIGHTS Into Making Meatless Burgers Work for You

Our sensory science expertise allowed us to compare characteristics of meatless burgers from retail stores including brands with highest sales, best liked and a variety of substrates and flavors. After mapping and analyzing sensory attributes and overlaying consumer focus group preferences as they relate to texture and flavor, we've highlighted the key takeaways below.

- Flavor is a key driver of liking¹
- Favorite flavors are meat-like, savory and ethnic¹
- Higher flavor favorites are in pulse and meat-like categories²
- Highest protein found in soy based patties²

Soy Based • Grilled Flavor Sweet · Veggie Flavor Seared Texture Natural Appearance Why it's popular: It's liked by Why it's popular: It's liked by vegetarians who want the meat eaters and vegetarians for experience of real meat being a healthier alternative to real meat burgers Bean • Corn Grain/Quinoa • Low Flavor Impact • Cohesive Texture Chickpea Why it's popular: Bold flavor Why it's popular: Grain burgers possibilities make this the most are ideal meat alternatives for liked AP burger variety sides, salads, and bowls

¹Griffith Foods Consumer Community ²Griffith Foods Sensory Consensus Mapping

Major Opportunities Through Taste and Texture

Even as alternative protein becomes mainstream, there are still challenges to overcome. The upshot is that there's a natural opportunity for any forward-thinking brand that can create products to overcome these concerns. We've identified four main purchase barriers for consumers:

79% 43% 27% 19%

TASTE TEXTURE COST DON'T KNOW HOW TO COOK IT

