

Alternative Proteins

How They're
Shaking Things Up



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.

22%

of consumers order plant-based burgers in restaurants.³

30+%

of purchasers buy meatless burgers at least once a month.³

52%

of people that don't currently order plant-based burgers are at least somewhat interested in trying them.³

[^]As defined by Griffith Foods

¹Mintel GNPD

²Lightspeed/Mintel

³Griffith Foods Consumer Community Study

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
Seared Texture



Why it's popular: It's liked by vegetarians who want the experience of real meat

Sweet • Veggie Flavor
Natural Appearance



Why it's popular: It's liked by meat eaters and vegetarians for being a healthier alternative to real meat burgers

Bean • Corn
Chickpea



Why it's popular: Bold flavor possibilities make this the most liked AP burger variety

Grain/Quinoa • Low Flavor Impact • Cohesive Texture



Why it's popular: Grain burgers are ideal meat alternatives for 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



Ready to Get Alternative?

Let us be your trusted partner in alternative proteins. We can create customized solutions for all your alternative protein offerings. Our collaborative processes integrate in-depth industry and market insight, culinary artistry and technical expertise to understand and solve your business challenges. We have alternative protein solutions focused on flavor and texture to help conquer those consumer purchase barriers and make your product a success. So partner with us today and get a jump on the future of protein.

Alternative Protein Solutions
Flavor | Texture

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Creating Better TogetherTM

Contact a Griffith Foods representative today to schedule a culinary presentation, request a sample or place an order.
Visit griffithfoods.com for more information.