

Diner demands for sustainable offerings:

What operators need to know

Boost menu appeal with plant-based options

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In the realm of consumer concerns about foods, sustainability is no new issue. Diners are, however, increasingly interested in the topic, and restaurants need to adapt their menus to emerging consumer preferences.

Here's what operators should know.

40%

of consumers intend to integrate more sustainable behaviors into their lives in light of the pandemic.¹

Top sustainability initiatives in 2022, 2023 and beyond include:

- Clean label
- Product and ingredient safety
- Reducing carbon footprint
- Climate change, with a long-term focus on saving the planet²

Sources:

1: Boston Consulting Group, via Technomic's January 2021 presentation, Reinvent Part 3: Safety and Sanitation Reigns, Sustainability Returns

2: November 2020 operator surveys by Technomic

3: Technomic's 2021 Center of the Plate: Seafood and Vegetarian Consumer Trend Report

For operators looking to boost sustainability and eco-friendliness in their operations, one easy way is to offer more plant-based options.

42%

of consumers eat a vegetarian or vegan meal at least once a week—up from 34% in 2018.³

For those eating more vegetarian meals, about a quarter say **they are doing so because they are more concerned than before about the environmental impacts** of meat production and fish farming.³

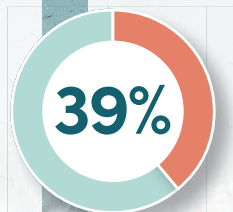
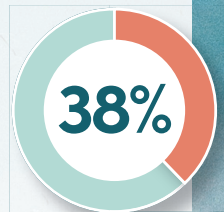
Environmental concerns are top of mind for some consumers when choosing what to eat:

72%

of consumers agree at least somewhat that it is important that the environment not be negatively impacted because of the seafood they eat.³

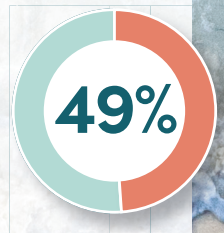
A simple way to appeal to diners' concerns about the environmental impact of seafood is to offer plant-based shrimp on the menu.

38% of consumers say they would like restaurants to offer a wider variety of vegetarian entrees.³



39% of consumers say they'd be very likely to order plant-based seafood if it was available.³

Of plant-based seafood choices that diners say they'd order, shrimp came in at No. 1, with **49% of consumers** saying they'd order it at least occasionally.³



Operators need to communicate to diners that plant-based shrimp has the same delicious taste, texture and bite as ocean shrimp, plus this sustainable option is better for the health of the oceans, the planet and themselves!

