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## Plant-Based Foods: Assessing the Opportunity for Foodservice Manufacturers

Between the media buzz and recent spikes in consumer interest in plant-based foods, it is difficult for food manufacturers and foodservice operators to determine if there truly is an investment opportunity. The primary obstacle for growth in this category is whether the current enthusiasm is in line with what foodservice operators deem a legitimate, sustainable category. To help foodservice industry professionals navigate this menu niche and determine its mainstream staying power, Q1 is launching a landmark study that will explore whether the hype is near and real.

### APPROACH

- **ENGAGEMENT INITIATION** review scope, proprietary questions, and determine key timing and delivery dates.
- **MARKET REVIEW** comprehensive assessment of industry trends and dynamics in plant-based foods via secondary research.
- **IN-DEPTH INTERVIEWS** with 500 general managers, owners, procurement professionals, and chefs in both commercial (60%) and non-commercial (40%) segments.
- **COMPREHENSIVE REPORTING** covering common-interest and proprietary sections to answer sponsor's "so what" and "what now" questions.

### OBJECTIVES

- Determine the current 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.
- Forecast usage, growth and opportunities for each sponsor through 2022.
- Develop detailed, actionable insights for each sponsor, including a product opportunity matrix regarding strategic thrusts and go-to-market ideas.

### DELIVERABLES

- **In-depth PowerPoint report** with metrics, analysis, and expert insights around critical success factors for investing in plant-based food products and offerings.
- Easy-to-digest commentary with **key takeaways and actionable recommendations**.
- Robust appendix with **full study data from questions and responses**.

### NEXT STEPS

To sign on today and have your proprietary questions included in our survey, please complete the acceptance form on the following page or contact Tim Powell at 312.602.9899 ([tpowell@q1consultingllc.com](mailto:tpowell@q1consultingllc.com)).



### ADVANCED Q1 ANALYSIS

- What are operator perceptions of plant-based foods by category? Are there significant barriers to increasing usage/penetration among operators? To what extent are various barriers common to operators among different segments? How likely are non-users to adopt plant-based foods?
- Does operator footprint impact usage? To what extent does this drive (or inhibit) usage?
- What are the long term strategic issues affecting category development? Where is the category heading? What is driving growth?
- What new product introductions have been made to the market in each category? How successful have they been? Which manufacturers have been most active in this area?
- What are key broadline distributor practices and plans for each category? How has the number of SKUs and vendors changed?
- How should manufacturers go to market? How do they differ by segment? What are the sales force requirements?



## Purchase Agreement

# Plant-Based Foods: Assessing the Opportunity for Foodservice Manufacturers

**YES**, I'd like to sponsor the study for \$13,500 and have my proprietary questions included.

### ACCEPTANCE

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Signed \_\_\_\_\_

Date \_\_\_\_\_

**Once approved, please sign, scan and email to the attention of Tim Powell at [tpowell@q1consultingllc.com](mailto:tpowell@q1consultingllc.com). Thank you for your business!**