



Plant Forward

DISCOVER THE POWER OF PUTTING PLANTS AT THE CENTRE OF YOUR PLATE.

WHY

The power of plants when it comes to our health is no secret. Reduced risk of heart disease, certain cancers, type 2 diabetes and so much more. Reap the benefits there to be had through our menus that put the focus on fruits, vegetables, legumes and wholegrains whilst still tasting great! You'll find a delicious selection of vegetarian and vegan recipes.

DID YOU KNOW?

No single fruit or vegetable provides all of the nutrients you need to be healthy. That's why it's essential that we eat a variety – just like in our Plant Forward recipes.





Plant Forward

Plant Forward is a lifestyle that prioritises plant-based foods but does not entirely eliminate meat consumption. Whole grains, vegetables, fruits, legumes, nuts, seeds and herbs become the focal point of the meal while animal protein is consumed in smaller portions or occasionally left out. In our Plant Forward range you will find a delicious variety of vegetarian and vegan dishes.

WHY?

Our own research has shown that 60% of consumers want to reduce their meat intake and 62% want to eat more vegetables. It's a major driver of today's menus world wide.

THE TOP 3 REASONS THAT PEOPLE ARE LOOKING TO GO PLANT-FORWARD

HEALTH

Key concerns being weight management, heart health, more energy, longevity and looking good.

FOOD VARIETY AND COST

35% of consumers see plant-forward as a way to save money and 29% see it as an opportunity to get more variety into their diet.

ETHICAL VALUES

31% of millennial and generation Z's are motivated to go plant-forward as they feel it's more environmentally friendly and considerate of animal welfare.



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There is interest from customers in embracing plants on their own merits and there's been a shift toward celebrating delicious plant forward cuisine, not just avoiding meat. For us, our Plant Forward approach offers endless opportunities for innovation. Taste is always the leading priority; getting the flavour profiles right. And of course, you have the healthfulness; for example, helping people eat more fresh produce and whole grains.

WE'VE BEEN CONTINUING TO GROW THE NUMBER OF MENU ITEMS WHERE PLANTS ARE THE HERO.

And we're not going to stop. Join us on the journey as we explore new and exciting ways to incorporate variety in the diet and enable our plant based foods to shine.