

BE SOONER GET FOOD



PLANT-BASED

#NotTheAlternative

FOREWORD

WHEN IS THE ALTERNATIVE, NO LONGER THE ALTERNATIVE?

Society and culture are a series of small steps and occasional seismic shifts.

A reaction to what's come before.
Or what could come afterwards.

The alternative becomes the mainstream.
The mainstream occasionally the alternative.

It is remarkable how often history repeats itself.
And yet how little we learn from it.

Without a crystal ball,
who would have predicted the examples here?
Which is the alternative?

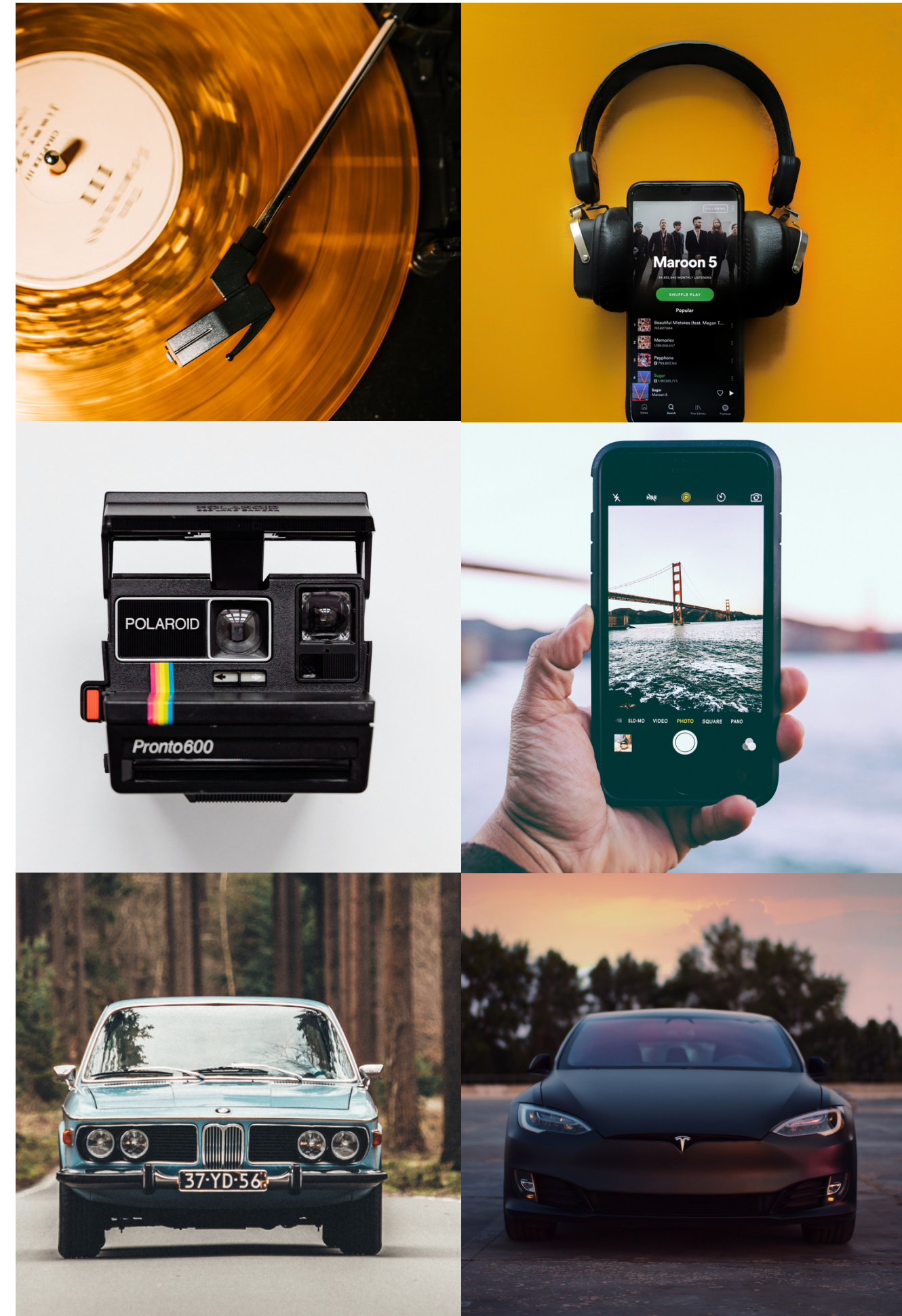
What disrupted the status quo?
Some have even swapped places.

Take a moment and think -
which ones do you actually value the most?

By 2031, the plant-based foods market
will be worth +\$166 billion.
That's a 400% increase from 2021!*

So can it still really
be considered an alternative?

And what steps can plant-based brands take
to be #NotTheAlternative



Soul + Food

PLANT-BASED BOOM!

Check this. By 2031 global plant-based sales could be 10.6% of the expected \$2.2 trillion protein market, outpacing conventional products*.

This is fuelled by innovation, increased production capacity, lower prices, broader distribution and consumer acceptance.

NUDGE NUDGE

Consumer behaviour is being well and truly 'nudged' by global restaurant chains, plant-based market leaders and the much-debated health and sustainability benefits.

More of us are making conscious choices about our own personal health, animal welfare and the environment.

Reports suggest that healthy plant-based diets are associated with better environmental health. But it is quite nuanced.

Pioneers and disruptors like Beyond Meat, Impossible Foods and Oatly have challenged deep-rooted perceptions around taste and what people expect or even experience from a plant-based brand.



* Plant-Based Foods Poised for Explosive Growth, Bloomberg Intelligence, May 2022

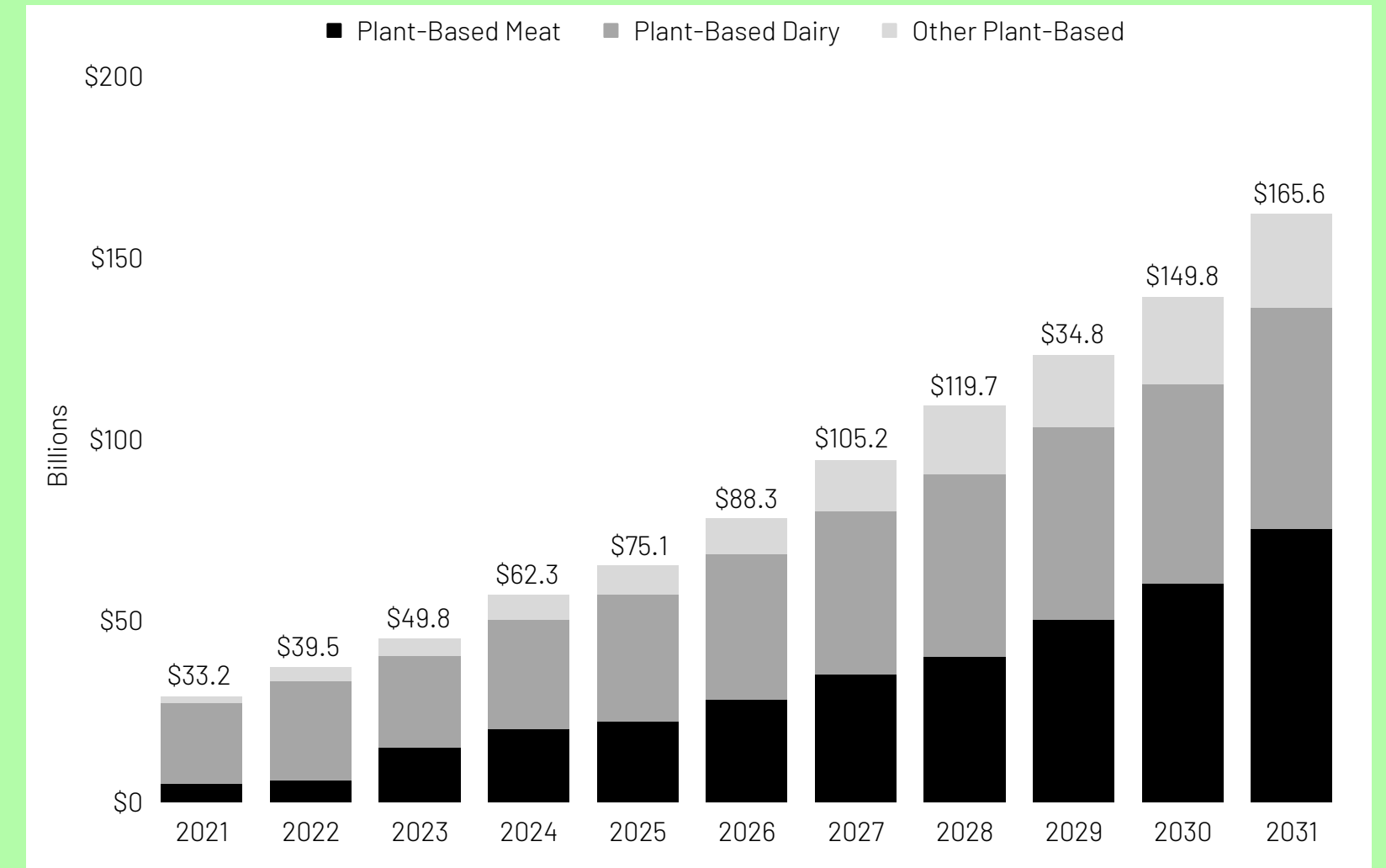


CAN PLANT-BASED FOOD STILL BE CONSIDERED THE ALTERNATIVE?

Despite their considerable growth, meat and dairy 'alternatives' could be 5-10% of their respective global food market shares in the next decade.

And plant-based is a sizeable and rapidly growing market.

Total Global Plant-Based Retail Market Size



Source: Bloomberg Intelligence, OECD FAO Agricultural Outlook 2021-2031, GFI 2021 State of the Industry Report

YOU REAP WHAT YOU SOW

The promised land may feel like a long way off for many plant-based brands right now.

The fact is, it's not easy being the alternative.

There are many challenges to consider at present:

- The cost of living crisis ✓
- Energy costs ✓
- Cost of quality ingredients ✓
- Inflation ✓
- Exporting overseas (thanks Brexit!) ✓
- Confusing labelling and red tape ✓
- Getting listed ✓
- Standing out during Veganuary ✓

Who would be crazy enough to take this all on?
You. The plant-based pioneers.
The challengers and the changemakers.

- Disrupting the status quo ✓
 - Being the alternative ✗
- It's time to move from the margins
to the mainstream 🚀

HOW DO YOU MAKE YOUR BRAND #NotTheAlternative

Your brand's soul - what you stand for, the story only you can tell and your distinctive identity - all combine to play a vital part in re-shaping the future.

Here are 16 tips your brand can take to move beyond 'just' being the alternative.

4

No compromises

FULL OF. NOT FREE FROM.

People don't like feeling they're making a trade-off or having to compromise. That all the good stuff's getting taken out. It's time to move from beige to balls-out, through vibrancy of design and tasty tone of voice.

1

Let's talk

BREAK DOWN STIGMAS

Facts alone are not enough.
Jargon is a turn off.
Help people feel something - to believe.
Be playful, be positive, even use humour.
And avoid being apologetic about it.
Start the conversation.

5

Telling tales

WHAT'S THE STORY?

People like human stories.
And the provenance behind your brand.
Especially stories that help them believe in the change you're making.
Invest time uncovering yours.

Check out [The Sea We Swim In](#) by Frank Rose

2

Make it easy for me

SMALL STEPS TO BIG CHANGE

High motivation + ease of doing something = behaviour change*
Try it. It really works.

*Check out [BJ Fogg's Tiny Habits](#)

6

Flavour. Flavour. Flavour.

PLANT BASED. PACKED WITH TASTE.

"The majority of people aren't going to change behaviour without having the impetus of something which is just as good and accessible."
Mike Moore, Founder of Honestly Tasty*
Too true.

3

Familiarity breeds curiosity

NUDGE BY DESIGN

Prompt people to change by using small, simple cues they may already be familiar with. These nudges may not be unique to your brand (yet). But they will help people recognise it, understand what it's for and give it a try.

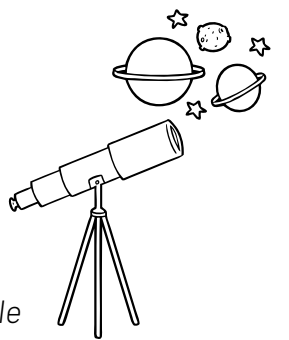
STRENGTH
OF
NO4
FLAVOUR

7

Look outside once in a while

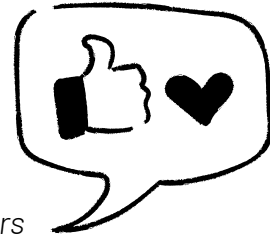
FREED FROM CONVENTION

By all means, build on what works but look outside the sector for inspiration. It's your opportunity to shake things up, find new ways to craft food so delicious It makes you distinctive from all the rest.



#NotTheAlternative

8



Sat nay to the naysayers

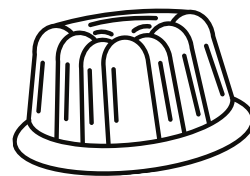
CHANGE TASTES BETTER

We're all tired of negative news, hollow hope and the whiff of worthiness. People want to feel good about the change they're making. Otherwise, why bother?

9

Don't just tell me. Show me.

THE PROOF IS IN THE PUDDING



If you're not actively 'doing' more to help people and the planet, be very careful - you'll get found out and compromise trust. And without that you have nothing.

10



Do one thing well

DON'T BE COOL, BE GOOD*

The temptation in appealing to a younger audience is that sometimes you come across like a dad at a disco. And alienating an existing, or much bigger audience. Concentrate on doing one or two things, better than anyone else.

*Respectfully borrowed from David Heatt
[Check out Hiut & The Do Lectures](#) for more nuggets of wisdom.

11

To flex, or not to flex?

PREACHING TO THE CONVERTED



Chances are people buying from you already share your beliefs. It's the non-believers or curious who need convincing. And more often than not, it's not top of their agenda. Look after your fans, give them the tools to help build and grow your community.

12



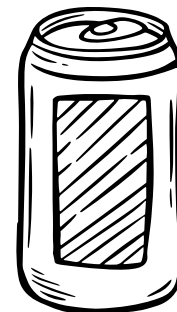
Food, glorious food!

ENGAGE THE SENSES

More than most categories, food is a multi-sensory experience. Taste, touch, texture and smell. Is your brand engaging each of the senses, in the right place, at the right time?

[Check out Raja Rajamannar's Quantum Marketing](#) for more inspiration.

13



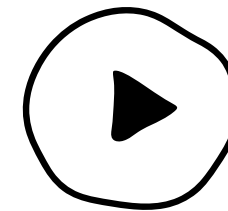
There's a time and place

DESIGN FOR THE ECOSYSTEM

The role of physical availability is crucial in building saliency. So it's important to recognise the role your brand plays on shelf, for example, is quite different online or at an event. This is about making it as distinctive and recognisable wherever and whenever it lives.

[Check out Jenni Romaniuk's Building Distinctive Brand Assets](#)

14



Loosen up a little

PREMIUM + PLAYFUL

More often than not, you'll find yourself at the premium end of the food spectrum. Good design can help find the right balance. Protect a price premium, and attract a wider audience by being more playful at the same time. Surprise and delight your customers.

[Check out Creative Review](#)

15

Say what?

CUT THROUGH THE RED TAPE



Governments and regulators have created a legal and language minefield. Be super clear on what you can, and can't say. But be disruptive and creative in how you challenge it.

[Check out VFC](#) for best-in-class inspiration

16

Reframe your thinking

#NotTheAlternative

Quite simply, ban any use of the word 'alternative'. For all the reasons above!



THE CHANGEMAKERS

Don't just take our word for it. Hear the opinions of those creating change...

FOUNDERS & BRAND OWNERS

Mike Moore, Founder & CEO, Honestly Tasty



Mike on what customers are looking for in a plant-based brand.

Beth Moore, Founder, Honestly Tasty



Beth on the importance of having a strong purpose and beliefs.

CUSTOMER

Silvia



Silvia on what she loves about plant-based food.

SHOP OWNER

Karry - [Karry's Deli](#)



Karry talks about how customers want variety.

For more interviews and opinion, [click here](#)



INFLUENCER

Sarah - [@farmgirlgoesvegan](#)



Sarah on what she's looking for in a plant-based brand.

FOUNDER

Richard Fox - Jampa's



Richard on starting a plant-based brand.

CREATIVE DIRECTOR

Esther



Esther on designing for a plant-based brand.

BOARD & INVESTOR

Mark



Mark on sustainability credentials.

For more interviews and opinion, [click here](#)

#NotTheAlternative

A massive thanks to everyone who has contributed to Soul Food: Mike, Beth, Ailis, Robert, Silvia, Sarah, Richard, Karry, Esther, Charlie, John, Mark and many many more - without you it would not be possible.

WANT TO FIND OUT MORE?

mark.baxter@baggi.co.uk

baggi.co.uk