



MEAT-FREE GOES MAINSTREAM



TREND FOCUS

THE DRIVE TO BE **MORE ENVIRONMENTALLY CONSCIOUS** IS SHAPING CONSUMER BEHAVIOUR AROUND MEAT AND DAIRY CONSUMPTION.

FLEXITARIAN RESPONSIBLE
VEGETARIAN MEAT-FREE
GREEN PESCATARIAN
VEGAN CARNIVORE
RAW FRUITARIAN
POLLOTARIAN OVO-VEGETARIAN
MACROBIOTIC HIGH PROTEIN
ENVIRONMENTALLY-FRIENDLY

PLANT POWER: MEAT-FREE GOES MAINSTREAM



Health, sustainability and environmental concerns have led to a rise in demand for creative meat-free menu choices.

Where once vegan food was classed as a niche interest area, it is now a rapidly growing trend. With 44% of Brits either not eating meat, reducing the amount they eat or willing to cut down, according to the finding of NatCen's British Social Attitudes survey, it's no wonder there is an increasing demand for plant-based options.

The Vegan Society estimates that half a million people in the UK are now vegan. The RSPCA, however, estimates the figure is closer to 3.5 million. Either way, this is a trend which is rapidly on the rise.



44% OF BRITS HAVE REDUCED OR ARE WILLING TO REDUCE MEAT INTAKE



THE RSPCA ESTIMATES THERE ARE 3.5 MILLION VEGANS



9 OUT OF 10 VEGANS STILL STRUGGLE TO FIND FOOD-TO-GO OPTIONS

EMBRACING THE PLANT POUND

With a Vegan Society survey finding 91% of vegans still struggling to find food-to-go options last year, **there is a real opportunity for the foodservice industry to further increase the levels of menu choice and embrace the 'plant pound'.**

Catering for vegan customers – or those who want to eat fewer animal products - is big business.

Elena Orde from the Vegan Society said:

“Offering vegan food options makes clear commercial sense – businesses are opening the potential market up to not only half a

million vegans in Britain, but also to a million more vegetarians, the huge number of meat and dairy reducers, the lactose intolerant, the health-conscious and others who simply enjoy vegan food from time to time.”

The high street has mainly been the focus of the Vegan Society's 'Vegan On The Go' campaign. However chefs and caterers are now under rising pressure to meet this level of appealing meat-free options to try and secure the custom of this rapidly growing consumer group.

“Operators need to address the growing demand for meat-free dishes, even from non-vegetarians.”

MCA Menu and Food Trends Report 2018



PLANT-BASED A-PLENTY

Moving away from processed ingredients towards whole plant-based foods is also a key trend. Similarities exist between plant-based and vegan diets, but plant-based food can only be considered vegan if it contains no animal products. A plate of courgetti is definitely plant-based but it is only vegan if there are no meat or dairy-based sauces or toppings added, and dishes sweetened with honey are a no-go.

Vegan is a political and ethical choice which means abstaining from anything that involves the use of animals or animal products - vegans not only ban animal products from their plates but also from their day-to-day lives.

Not all vegan food is necessarily plant-based, either. For example, some highly refined plant-based starches such as white flour are regarded as a 'fragment' by those following strict plant-based diets.

Ben Bartlett, celebrity chef and Lion brand ambassador says: **"Plant-based food can be vegan, but not all vegan food can be classed as fully plant-based. Try and create dishes based on clean ingredients that will appeal to all your diners.**

"It's important for chefs to build up a bank of ingredients that are suitable for the majority of dietary requirements – Premium Vegan Mayo is now free from common allergens like mustard and registered by the Vegan Society, ensuring it can be consumed with confidence by veggies and vegans... while meat-eaters won't taste the difference!"

FEED THE NEED

There has been a 360% increase in the number of vegans in the UK in the last decade so introducing a few meat and dairy-free dishes to the menu will fill the current gap in the market for a varied vegan choice.

Multiple options may also persuade vegan diners to make a repeat visit within a shorter time period and entice meat-eaters to give meat-free options a try, with initiatives such as Meat-Free Mondays and Veganuary pushing diners towards vegan dishes.

Young jackfruit, tofu, tempeh, seitan, and mixtures made with beans and pulses are protein-packed foods which make the ideal base for a satisfying plant-based dish and soak up flavours to make an appealing alternative.

"Part-time veganism and vegetarianism is commonplace now. We're trying to eat less animal protein for the sake of our own health and for the planet's health too. Plant-based protein is high in fibre, antioxidants, minerals, vitamins and phytochemicals, as well as having fewer calories and lower fat percentages."

The Food People, Food & Beverage Trends 2018-2019

Although meat will always be popular, meat substitutes also have their place on the menu and are becoming more sophisticated to meet the demand for meatless feasts.

From 'Vurgers' to meatless meatballs, there is a wide range of animal substitutes that are perceived as kinder to the planet and potentially the waist-line. Products such as Iceland's 'No Bull' burger on the high street have made them increasingly commonplace.

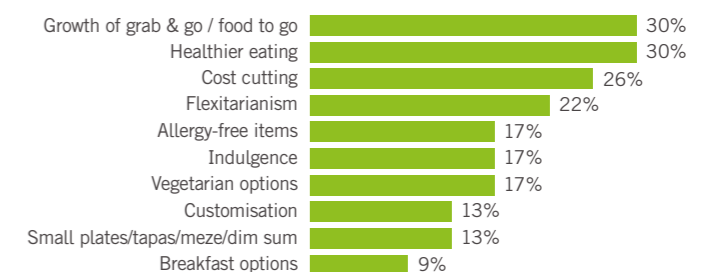
"Acellular and cellular protein is emerging as the next stage of plant protein. The Impossible Burger, made from protein that tastes and feels like animal protein and actually 'bleeds' to give the illusion of rare meat, is currently available in the US. From the Impossible Burger, the next stage is the Impossible Steak or Impossible Chicken, or whatever meat you fancy. The world's our oyster..."

The Food People, Food & Beverage Trends 2018-2019



Impossible Burger - courtesy of www.impossiblefoods.com

The top 10 trends in the next 2-3 years chart:



Vegan items on menu

Menu Appearance:	Starters	Slides	Mains	Desserts
Spring/Summer 2017	48	81	141	14
Autumn/Winter 2017	69	107	187	27
Increase	21	26	46	13

1. Top 10 trends for next 2-3 years: MCA Menu and Food Trends Report ©2017
2. MCA Menu Tracker

Industry insights reveal that healthier eating is expected to have the greatest influence on menus over the next 2-3 years. Cost cutting follows closely behind. At the same time, MCA's Menu Tracker reveals an increase season-on-season for items marked as vegan on menus, evidencing the rise in demand for vegan-friendly food. The demand is linked to younger consumers who are demanding conscious catering; the Sodexo International University Lifestyle Survey in September 2017 indicated that 60% of UK students expect vegan or vegetarian food to be available at their university catering or retail outlets.

VEGAN INTEREST BY COUNTRY



UNITED STATES OF AMERICA

There has been a 600% increase in people identifying as vegans in the U.S in the last three years.

GlobalData / The Food Revolution Network

UNITED KINGDOM

360% increase in UK in past decade.

MCA

PORTUGAL

In Portugal, vegetarianism rose by 400% in the last decade.

Nielsen / The Food Revolution Network

SOUTH AFRICA

According to the South African Vegan Society, interest in veganism has easily more than doubled over the last two years. 4% of all global vegan product launches in 2016 were in South Africa.

Mintel

GERMANY

In 2016, German companies launched more vegan food products than in any other country.

The Food Revolution Network

TURKEY

Turkish and Aegean cuisine is naturally vegan friendly, and vegan cafes and restaurants are appearing in the main cities. In 2016, the resort town of Didim was announced as Turkey's debut "vegan-friendly city".

Daily Sabah

INDIA

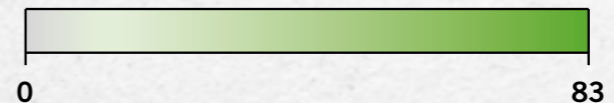
Approximately 30% of Indians follow a vegetarian diet, with 1.6% of the population reporting never consuming animal products. Veganism is most common in the states of Gujarat (4.9%) and Maharashtra (4.0%).

2005-06 National Health Survey

AUSTRALIA

Australia is the third-fastest growing vegan market in the world.

The Food Revolution Network



Map by The Food People Trend Hub



MEAT-FREE MONDAYS AND BEYOND

Meatless Mondays are growing in popularity and create a perfect opportunity to experiment with menu specials. Take traditionally meat-heavy dishes and put an innovative vegan twist on them with different proteins, spices and flavours. Packed full of fibre, drizzled and tossed in flavourful vegan sauces – it's a great way to dip into the world of vegan cuisine and offer a selection of sustainable meals on menus.



VEGAN SPECIALS BOARD

Butternut Squash, Chickpea & Lentil Moroccan Stew

High protein and full of Middle-Eastern flavours – use a sauce with Baharat spices and the vegetables and pulses really soak it up to make a full-flavoured dish.

Vegan Butternut Squash Black Bean Enchiladas with Jalapeño Cashew Crema

A South American-inspired fiesta of flavour, with the cashew crema creating a contrast to the Mexican adobo hot sauce.

Sweet Potato and White Bean Chilli

The Mexican classic is given a sweet and spicy twist with this brightly coloured vegan version. Use Habanero Hot Sauce or very hot chilli sauce to give it extra kick.

Glazed Tempeh, Bok Choi and Soba Noodles

Marinated tempeh infused with the fragrant flavours of garlic and ginger is served on a bed of silky soba noodles.



VEGGING OUT: THE RISE OF 'DIRTY VEGAN'

Gone are the days when vegan food was always the healthy option. Today's customers want to treat themselves in style, and American-style excesses have reached the new age of meat-free dining. Think golden, crispy fries, piled high with tasty toppings; soft, spiced doughnuts; slabs of rich chocolate cake served with creamy dairy-free gelato or sorbet; and fresh warm churros flavoured with almond milk. Ditch the fruit salad without the cream and create memorable banana pancakes topped with tropical fruits.

Burgers are enjoying a renaissance, making up almost 9.3% of main courses ordered according to the MCA Menu and Food Trends report 2018, so make sure your vegan options are real contenders for the best grill in town.



VURGER

Top vegan patties with a stack of crispy fried onions, smoked vegan cheese and add Habanero Hot Sauce or Mexican Adobo Hot Sauce for some Central-American heat.

VEGAN PIZZA

Pile freshly made dough with a multitude of colourful toppings and add variety with your sauces, from American Smokey BBQ to Chinese Char Sui

CHOCOLATE MAYO CAKE

Rich and delicious, Premium Vegan Mayo gives this brownie-style cake its dense, moist texture and it's the perfect pig-out dessert with or without a dairy-free coconut gelato. Use chunks to create a mean vegan freak shake. Whizz up vegan ice cream with almond milk, then top with whipped soy cream and chunks of the rich cake and vegan choc hazelnut spread.

DIRTY FRIES

Meet the craving for carbs, and top with veggie chilli and an array of sauces, from dollops of cool Premium Vegan Mayo to a splash of sticky BBQ or a swirl of very hot chilli.

VEGAN FRIED CHICKEN

Anticipate the yearning for fast food treats. Deep fry breaded Seitan and smother in zingy buffalo sauce for a crispy-chicken-style feast

KEBAB

Feed the desire for takeaway-style indulgence with sizzling spiced soya chunks cooked on the hotplate and drizzled with Middle-Eastern Hot Sauce to add an extra spicy kick. Serve with salad, Premium Vegan Mayo and hummus on the side.

DOUGHNUTS

Fulfil the appetite for squidgy soft treats with fragrant vanilla doughnuts stuffed with almond-based non-dairy cream filling and glazed with chocolate frosting.

VURGER = VEGAN BURGER

Load up your vurgers with succulent pulled jackfruit simmered in sweet or spicy BBQ sauces, or crispy fried onions drizzled with spicy Mexican Adobo Hot Sauce. Falafel burgers can be given real pizzazz with Premium Vegan Mayo and a splash of Middle Eastern Hot Sauce. Add slabs of Korean BBQ glazed Tofu for an American-style stack with an Asian twist.

THE AGE OF EXPERIMENTATION

In our 'age of experimentation' (The Food People, Food & Beverage Trends 2018-2019) great vegan food is a cornucopia of varied colours and textures and offers opportunities for customers to try new ingredients. Make your menu a festival of flavours from around the world with a range of tempting street-food inspired options. "Rising adventurousness is still the main driving force in food and drink trend development," says the MCA in its Menu and Food Trends Report 2018. Convert the curiosity about vegan food with small tasty dishes that are aromatic, spicy and completely compelling.



ASIAN

TASTES TO TRY...

Korean BBQ pulled jackfruit wrap with sweet and sour Asian slaw.

Tofu glazed with Asian ginger garlic and chilli sauce on a bed of stir-fried noodles.

Veggie dumplings with dipping sauces.

Try a mixture of heat and sweet with Korean Chilli, Japanese Teryaki, Chinese Char Sui and Thai Sweet Chilli sauces.

Korean barbecue banh mi filled with marinated seitan pieces, mushroom and walnut pâté, Korean Chilli mayo, pickled carrots, coriander, cucumber and crispy onions.

MIDDLE EASTERN

TASTES TO TRY...

Lemon and Herb Piri Piri glazed tempeh on a bed of harissa-spiced vegetable tagine.

Lentil and beetroot falafel served with Hummus Mayonnaise. Use Sauceology™ to create a vegan blend.

Roasted vegetable flatbread with Premium Vegan Mayo and hummus.

AMERICAN

TASTES TO TRY...

Mini-beanburger sliders, spiced with Mexican Adobo Hot Sauce and cooled down with a blob of Premium Vegan Mayo.

Sweet potato and squash chilli bowl, served with a Smoky Chipotle Mayonnaise.

BRITISH CLASSICS

Want to convert die-hard traditionalists? Give familiar favourites a vegan twist!

Mini vegan sausages in a Yorkshire pudding with rich onion gravy.

Mini pies filled with marinated seitan in a rich gravy.

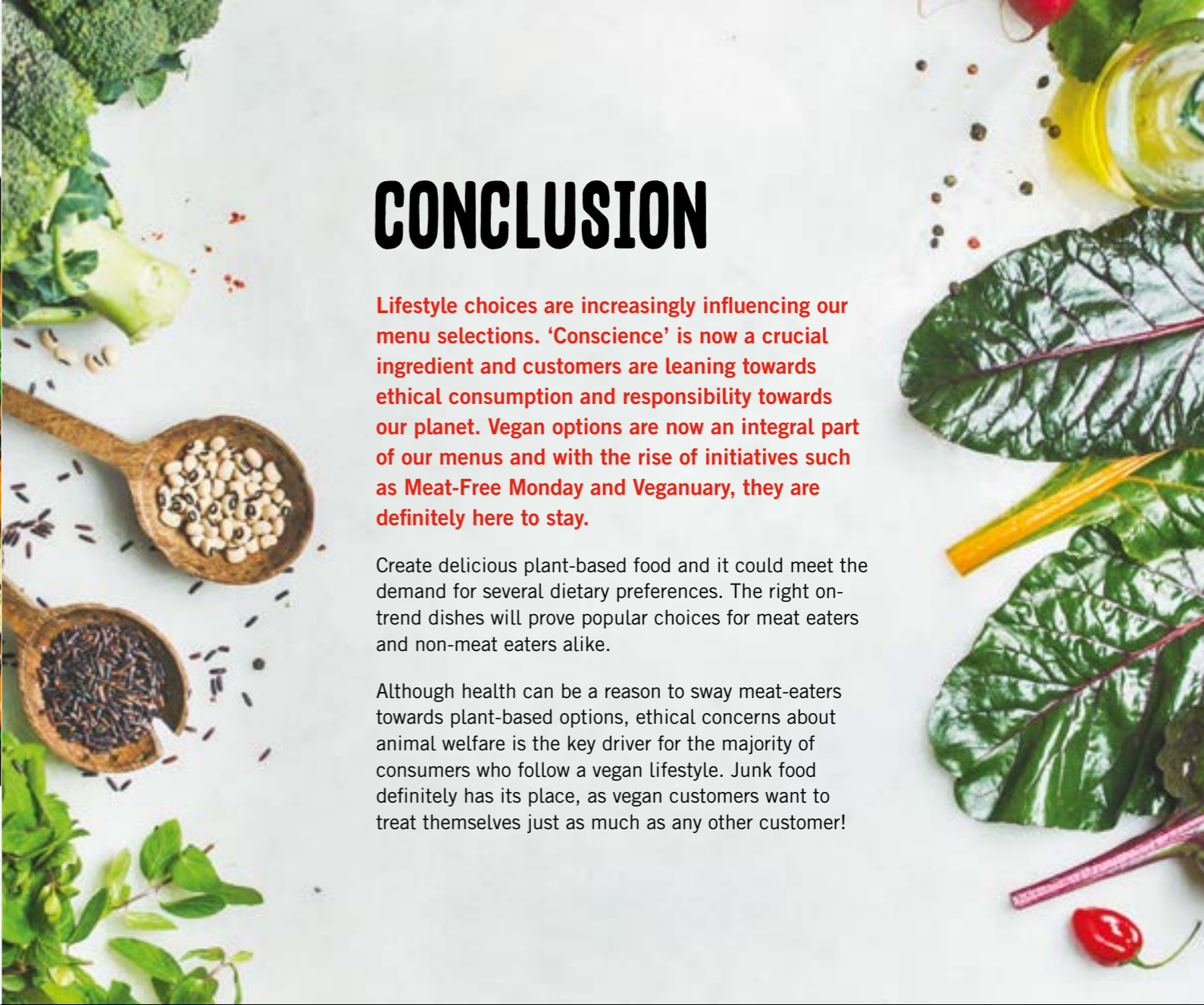


CONCLUSION

Lifestyle choices are increasingly influencing our menu selections. 'Conscience' is now a crucial ingredient and customers are leaning towards ethical consumption and responsibility towards our planet. Vegan options are now an integral part of our menus and with the rise of initiatives such as Meat-Free Monday and Veganuary, they are definitely here to stay.

Create delicious plant-based food and it could meet the demand for several dietary preferences. The right on-trend dishes will prove popular choices for meat eaters and non-meat eaters alike.

Although health can be a reason to sway meat-eaters towards plant-based options, ethical concerns about animal welfare is the key driver for the majority of consumers who follow a vegan lifestyle. Junk food definitely has its place, as vegan customers want to treat themselves just as much as any other customer!



WHAT'S NEXT?

We explore the 'Free From' movement and delve further into what it means to 'eat clean'.

We will also share the results of our recent drive towards clean label. Lion constantly monitors the ever-changing landscape of the sector to ensure our products will help you meet current dietary requirements and nutrition targets.



As well as introducing Premium Vegan Mayo, Lion is gradually increasing its range of vegan sauces and condiments to meet the growing demand for meat and dairy-free dishes.

WATCH THIS SPACE!



To receive future Lion Sauces Flavour Forecasts sign up to our e-newsletter via www.lionsauces.co.uk





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Q3 2018

AAK
Foodservice