

GOING PLANT-FORWARD WITH



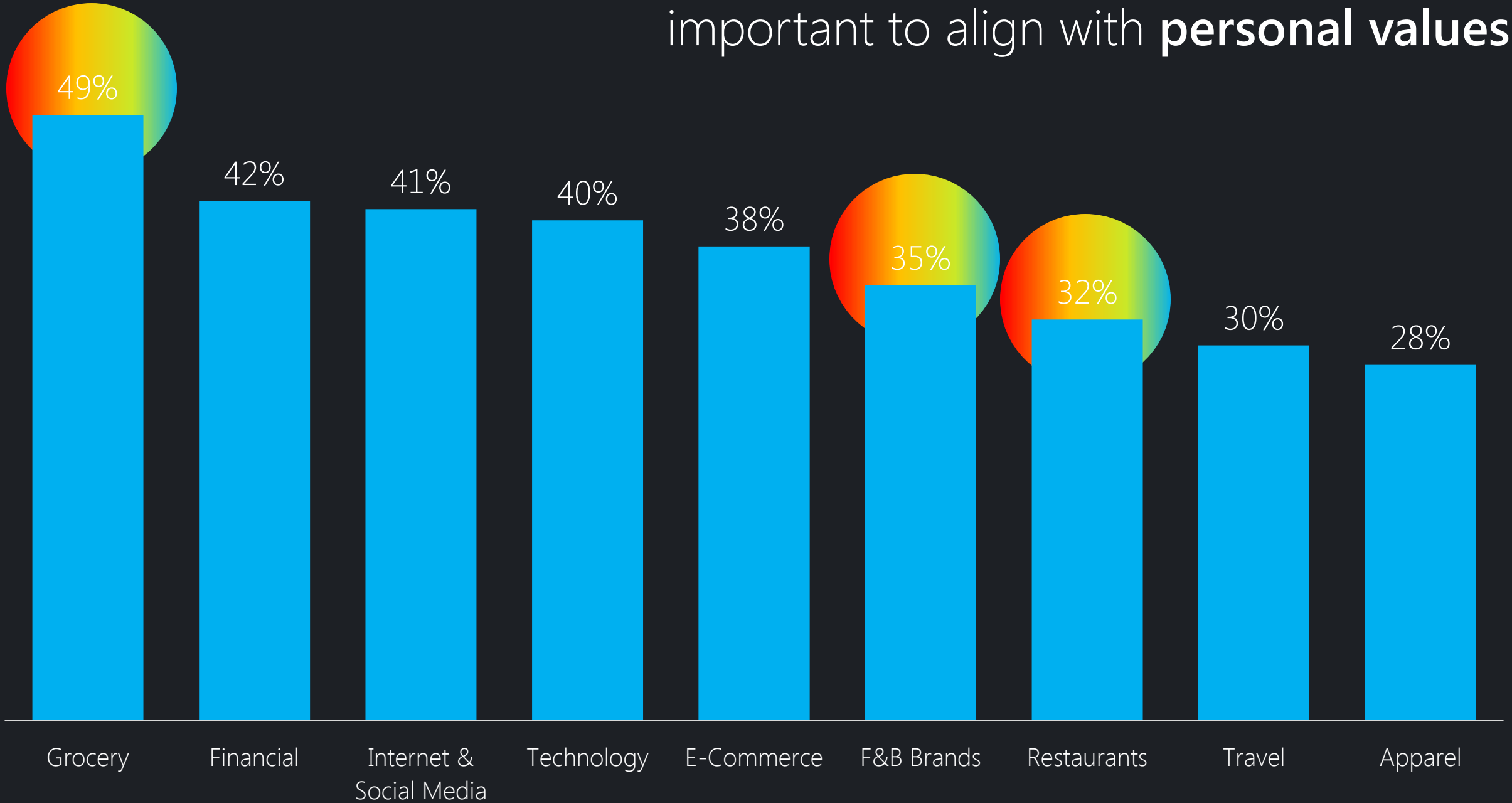
You are what you eat.

You eat what you are.

VALUES



important to align with **personal values**



AFH Venue Motivators

	Gen Z	Millennials
Environment	136	179
Brand	132	122
Service	126	95
Experimental	125	138
Convenience	108	92
Health & Wellness	97	106
Taste	95	87
Ambiance	94	128
Variety	92	99
Value	81	91

CPG Product Motivators

	Gen Z	Millennials
Social Mission	176	159
Convenience & Packaging	146	119
Experimental	133	121
Brand	94	103
Value	92	91
Taste	90	100
Health & Wellness	88	84



LENTILS

*CARBON
FOOTPRINT*

*NITROGEN
FIXATION*

WATER

LENTILS



10%
NET PROFITS
DONATED

endangered species
Chocolate



natural
DARK CHOCOLATE
WITH SEA SALT
& ALMONDS

72%
cocoa



NET WT. 3 OZ. (85g.)

10%
NET PROFITS
DONATED

endangered species

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NET PROFITS
DONATED

endangered species
Chocolate



natural
DARK CHOCOLATE
WITH CRANBERRIES
& ALMONDS

72%
cocoa



NET WT. 3 OZ. (85g.)

10%
NET PROFITS
DONATED

endangered species
Chocolate



DARK

natural
DARK CHOCOLATE
WITH CARAMEL & SEA SALT

60%
cocoa



NET WT. 3 OZ. (85g.)

10%
NET PROFITS
DONATED

endangered species
Chocolate



60% DARK CHOCOLATE WITH CARAMEL & SEA SALT



**this
bar
saves
lives.**

dark chocolate
cherry & sea salt

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saves
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dark chocolate
cherry & sea salt

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dark chocolate
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81% have visited a restaurant for the first time

82% have bought a CPG brand for the first time



PLANT-FORWARD



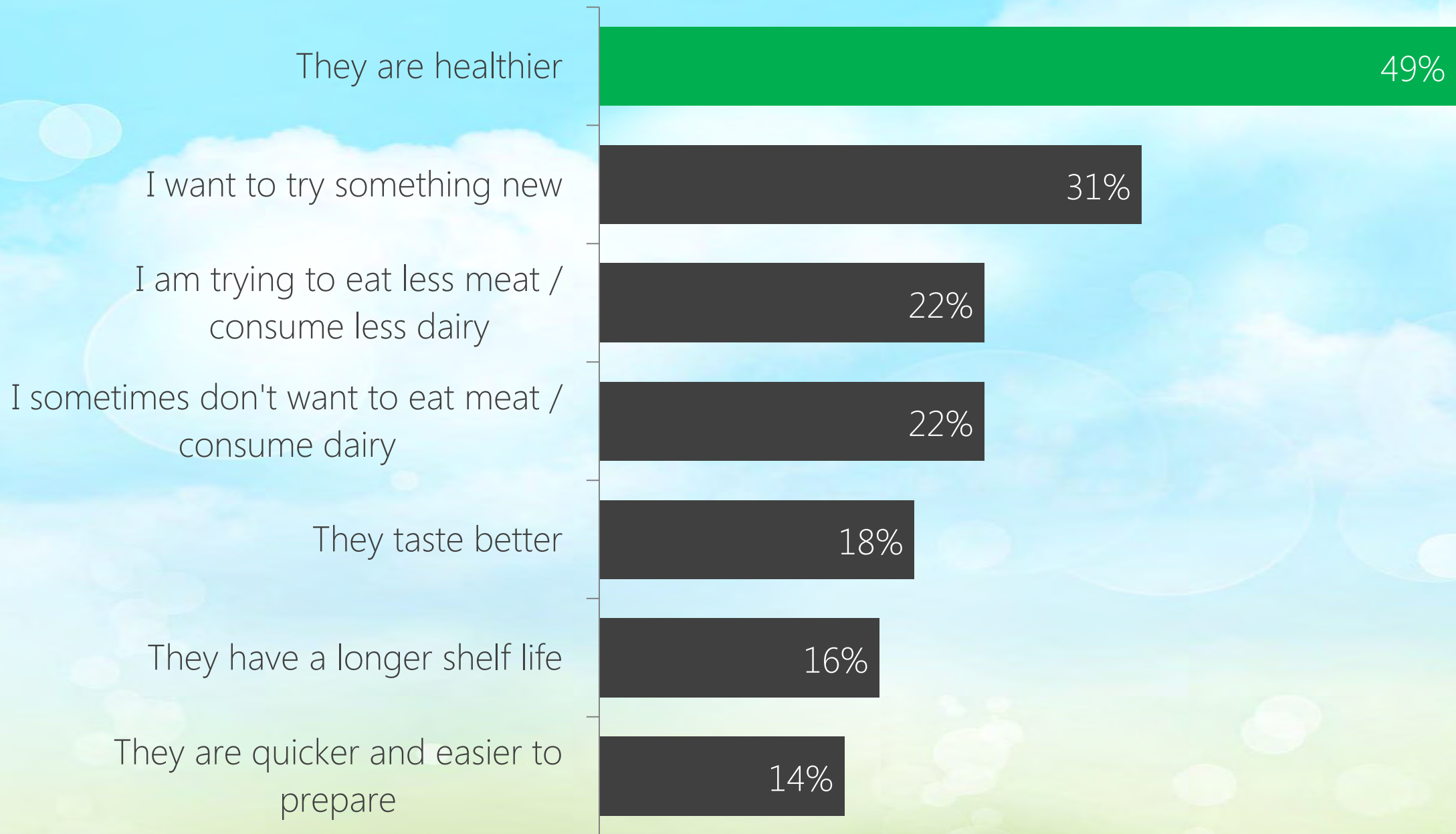
HEALTH

44% are trying to eat
less meat



57% are trying to eat
more plant protein







LENTIL

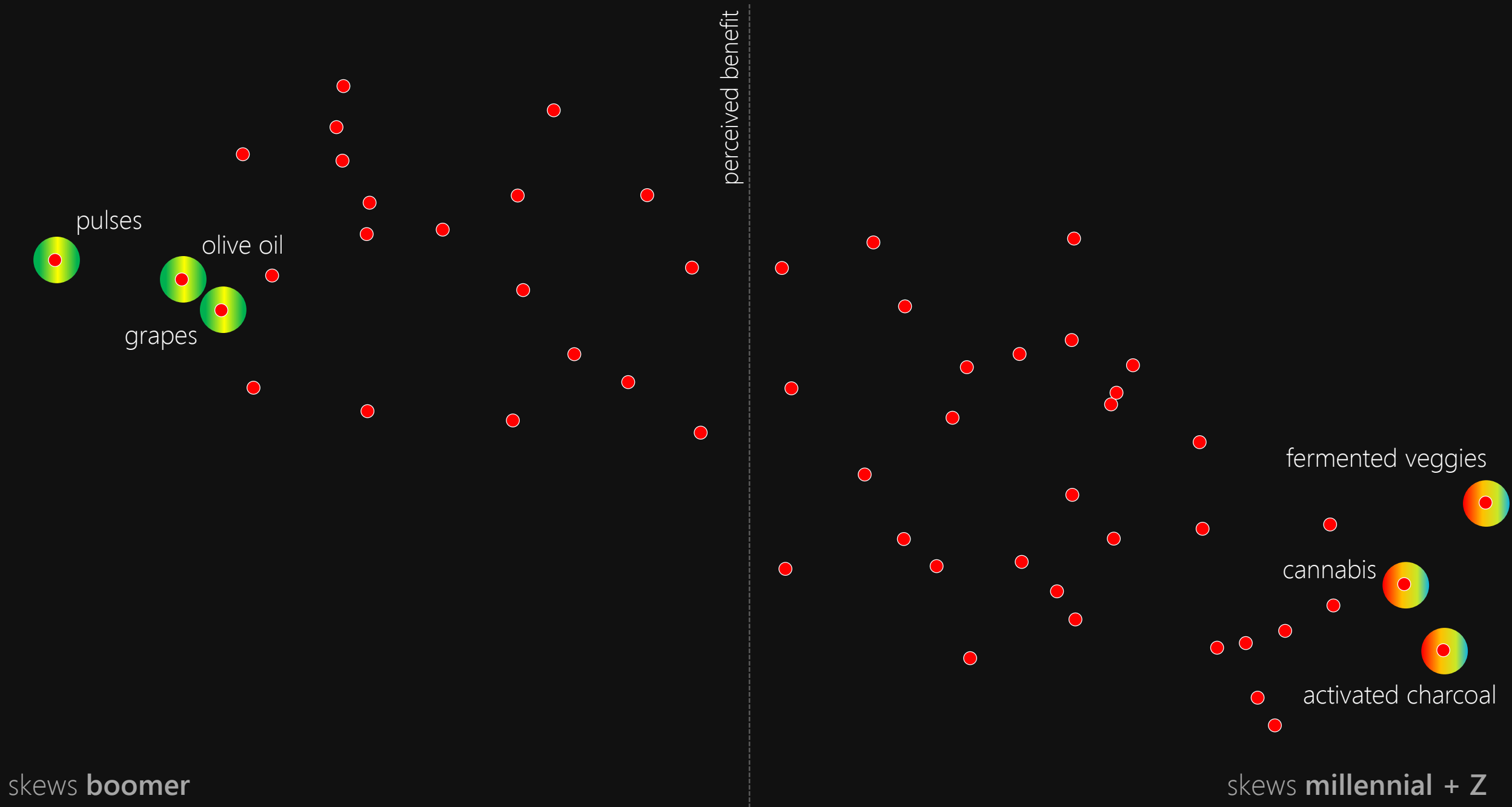
MAC STAGE
PROLIFERATION

78%
KNOW
IT

13%
LOVE IT

LOVE IT (NORMS)

Total US	<div><div></div></div>	54
GENDER		
Male	<div><div></div></div>	51
Female	<div><div></div></div>	58
GENERATION		
Gen Z	<div><div></div></div>	50
Millennials	<div><div></div></div>	52
Gen X	<div><div></div></div>	51
Boomers	<div><div></div></div>	61
21 year old +	<div><div></div></div>	54
ETHNICITY		
White	<div><div></div></div>	51
Black	<div><div></div></div>	55
Hispanic	<div><div></div></div>	62
Asian	<div><div></div></div>	67
REGION		
West	<div><div></div></div>	56
Midwest	<div><div></div></div>	53
Northeast	<div><div></div></div>	62
South	<div><div></div></div>	51
INCOME		
Under \$25,000	<div><div></div></div>	53
\$25,000 - \$49,000	<div><div></div></div>	50





54%

of **consumers** are likely to try a
blended burger at a restaurant

40%

of **operators** are interested in
offering the blend

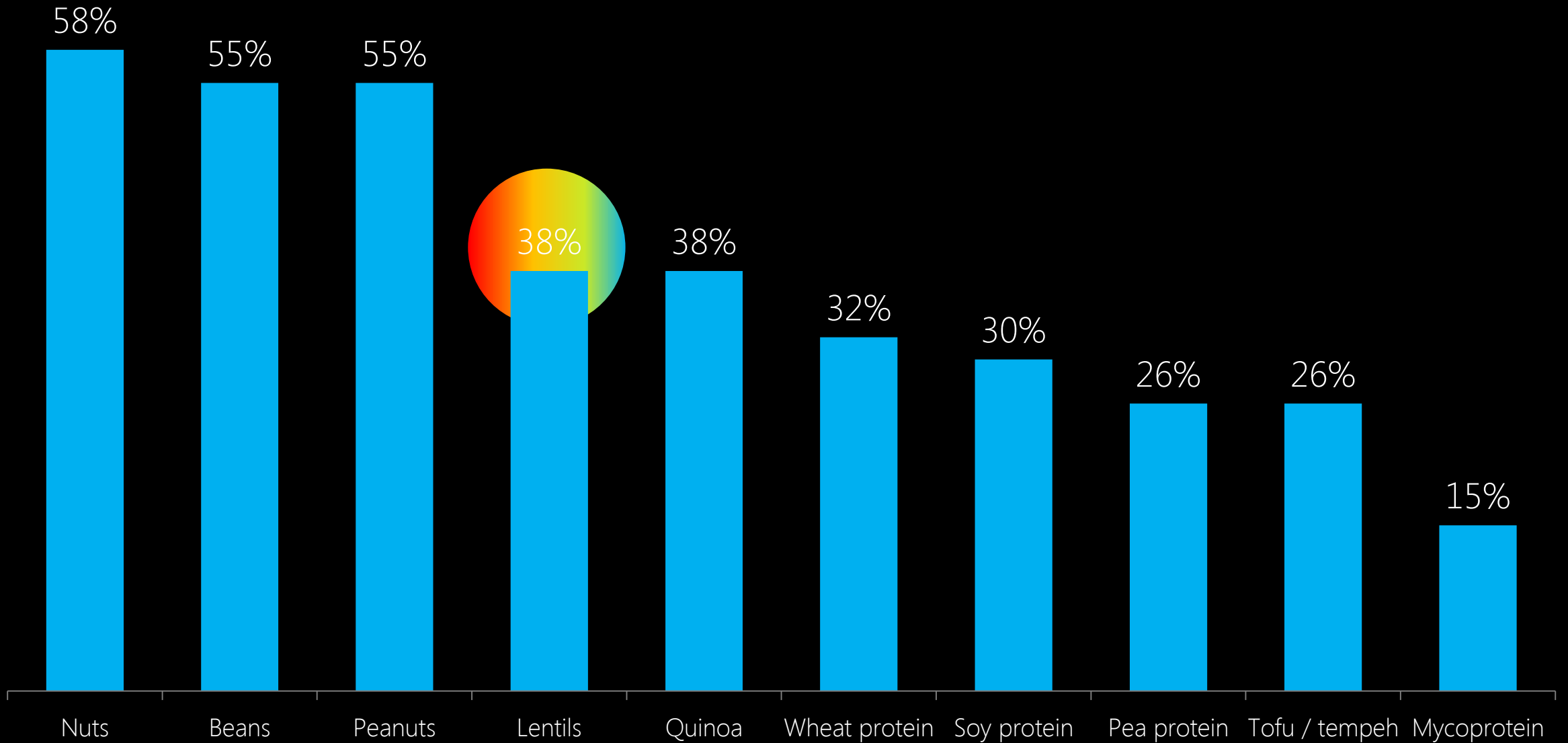
Chickpea Burger	+196%
Quinoa Burger	+134%
Wagyu	+123%
Short Rib	+92%
Plant Based Burger	+91%
Brisket	+78%
Black Bean	+51%
Vegan Burger	+44%
Bison	+37%
Lamb	+29%
Beef	+5%
Steak	+5%
Chicken	+2%
Veggie Burger	+1%

fastest growing
burger patties
(restaurants serving burgers)

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fastest growing
burger patties
(restaurants serving burgers)

purchase intent **primary** protein source



ASIAN LETTUCE WRAPS

PI: 74

U: 99



SIZZLING CHORIZO TACOS

PI: 68

U: 98



TURKISH LENTIL KOFTE KEBABS

PI: 84

U: 90



all respondents **health-focused**

SOMETHING HEALTHY TASTE GREAT HEALTH PERCEPTION

30%

56%

54%

80%

37%

73%



92% consider **very or somewhat healthy**



millennials and **gen z**

Boomers	Gen X	Mills	Gen Z
35 PI	70 PI	95 PI	80 PI





1/3

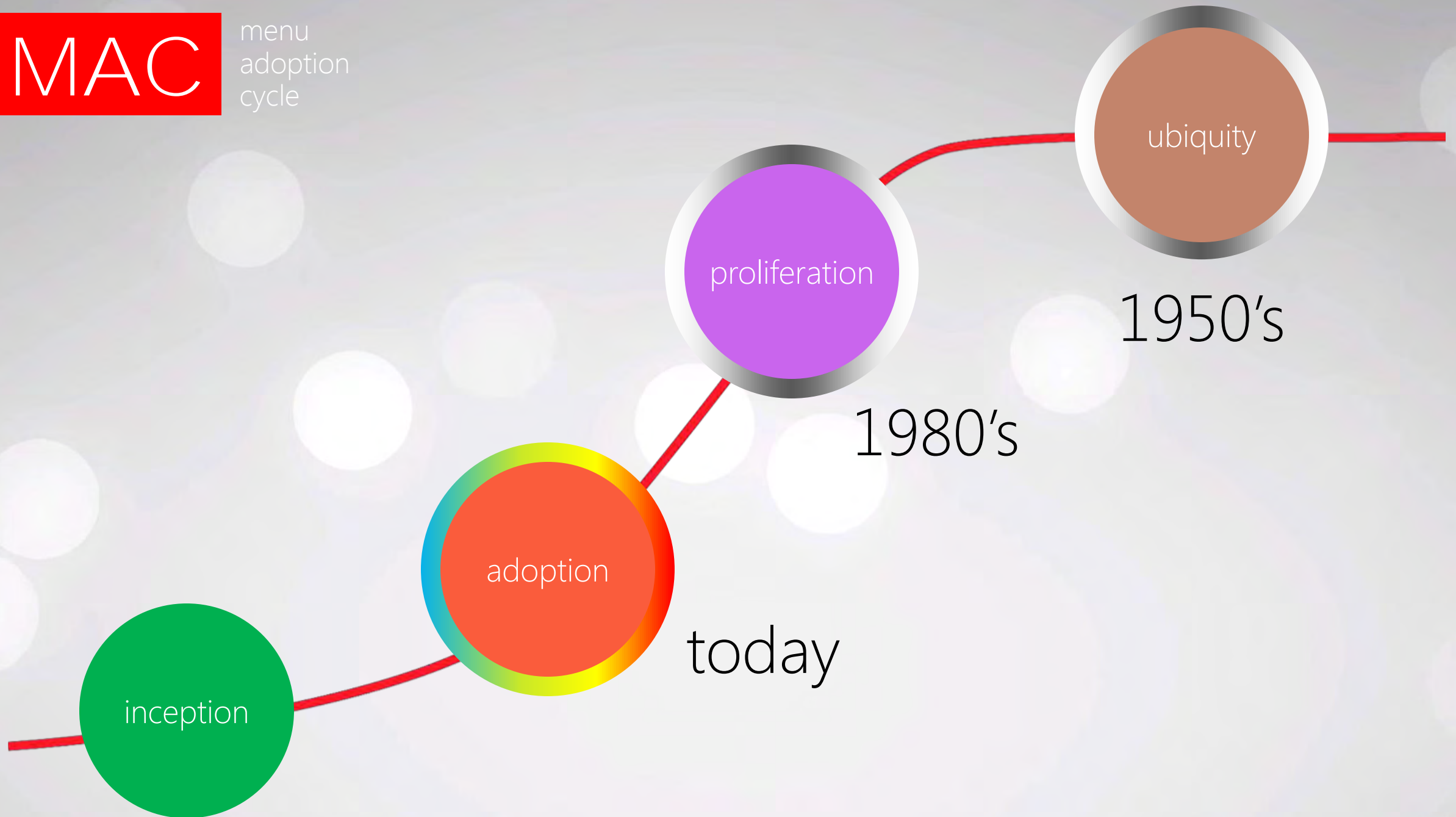
agree a plant-based meal
can include some meat

TASTE



MAC

menu
adoption
cycle



adoption

has been the innovation engine



MAC

menu
adoption
cycle

SAVORY BOWLS



MAC

menu
adoption
cycle

LEGUMES





Tajin	+1501%
Ancient Grain	+740%
Dukkah	+667%
Matcha	+550%
Bone Broth	+550%
Furikake	+500%
Gochujang	+484%
Nduja	+484%
Pitaya	+450%
Jackfruit	+450%
Sriracha Ketchup	+380%
Ghost Pepper	+360%
Superfood	+360%
Coconut Oil	+350%
Kewpie	+317%

fastest growing
ingredients & flavors
(apps, entrees, and sides)

Tajin	+1501%
Ancient Grain	+740%
Dukkah	+667%
Matcha	+550%
Bone Broth	+550%
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Ghost Pepper	+360%
Superfood	+360%
Coconut Oil	+350%
Kewpie	+317%

fastest growing
ingredients & flavors
(apps, entrees, and sides)



baba ghanoush





TAHINI

+41%

4-year menu growth



SUMAC

+130%

4-year menu growth



RAS EL HANOUT

+180%

4-year menu growth

ZAATAR

+200%

4-year menu growth



ALEPPO

+77% predicted growth





TURMERIC

+166%

4-year menu growth

HARISSA

+24% predicted growth



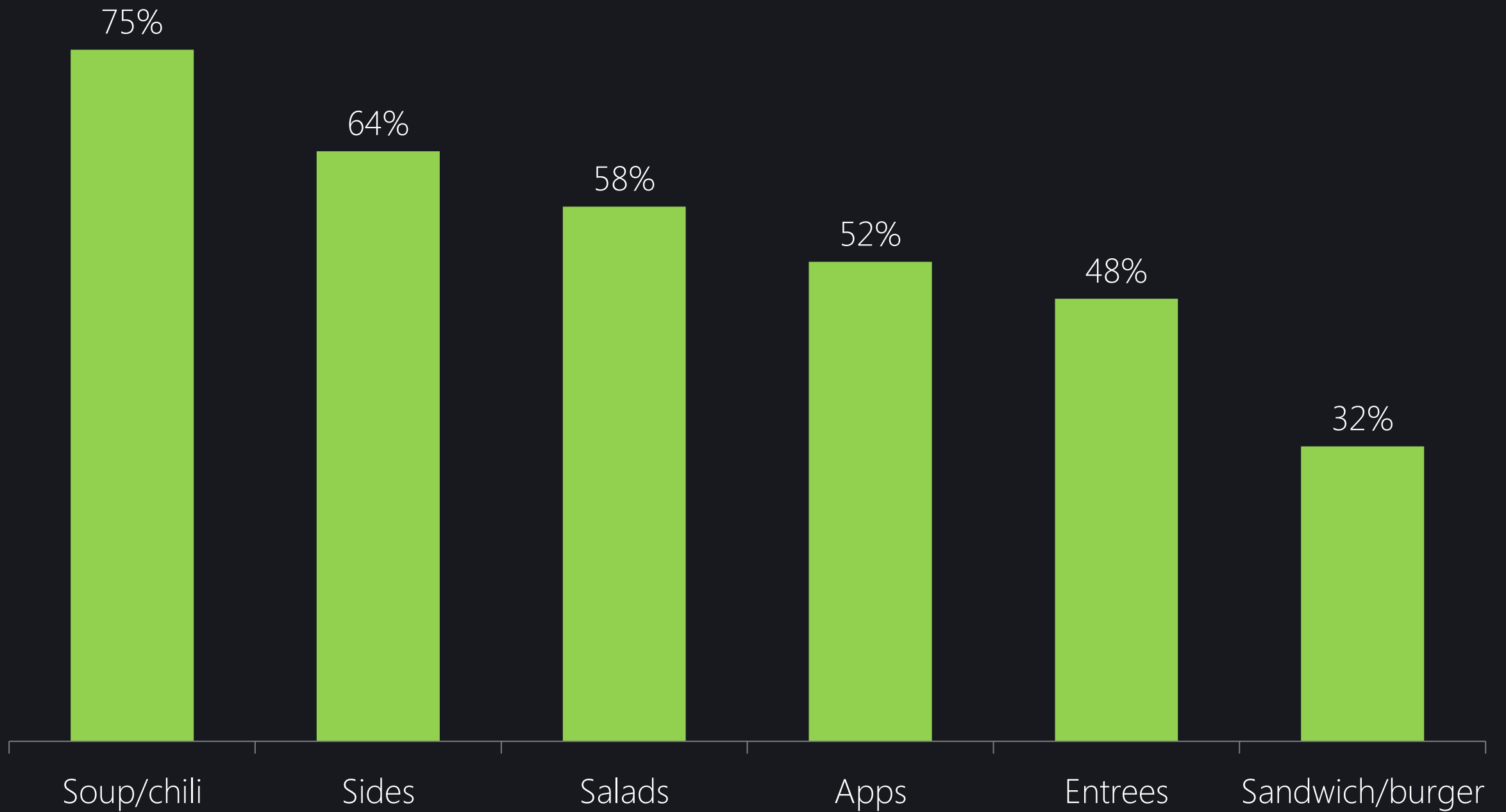


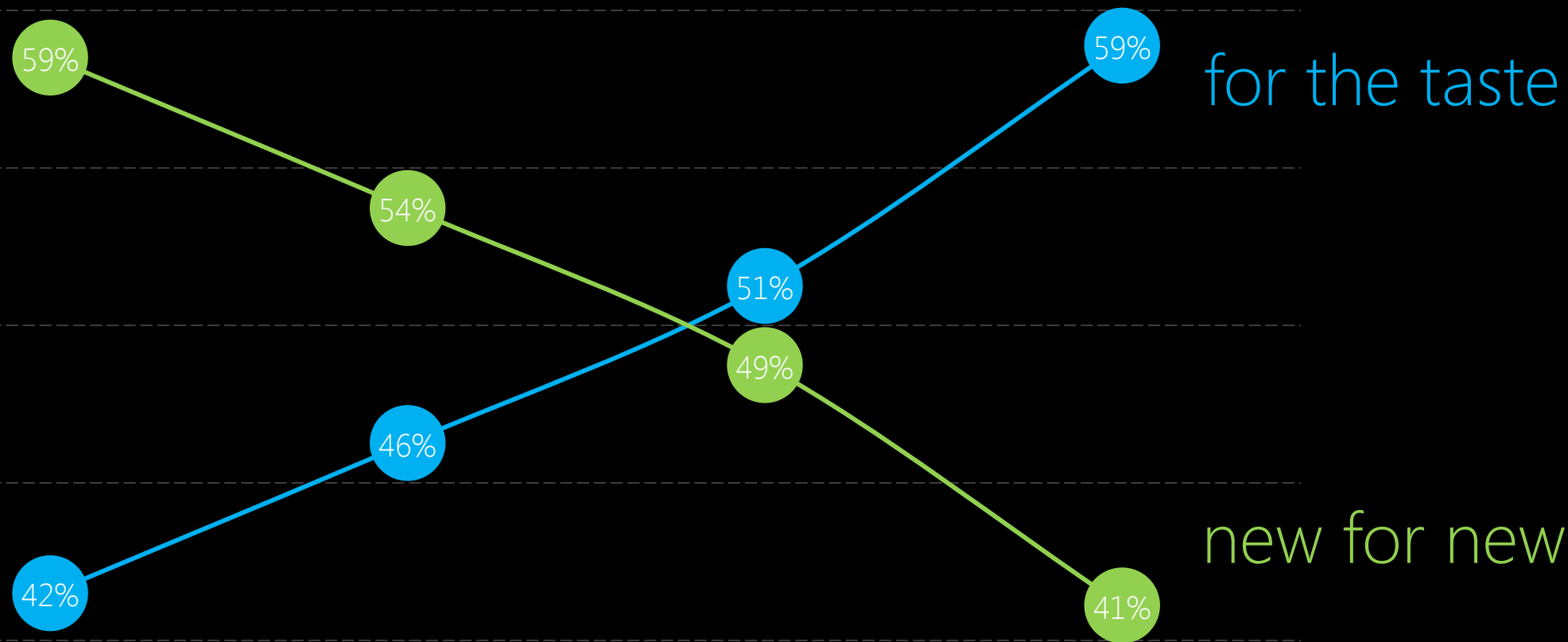
LENTILS

+3%

4-year menu growth

+4.6% projected





Gen Z

Millennial

Gen X

Boomer

WE OFFER LEGUMES...

mainly to provide **healthy menu choices**

36%

16%

mainly for their **flavor, texture & appeal**



PERSONAL VALUES

compelling causes
lentil benefits

PLANT FORWARD

health driven
stay friends with meat
lentil versatility

ETHNIC IS AMERICAN

changing tastes
lentils as canvas for innovation





Culinary Demonstration

Moroccan Inspired
Piadini

A wooden table with a rustic, weathered texture. In the top left, a bowl contains cooked brown lentils and white sorghum grains. In the bottom left, a black bowl is filled with fresh raspberries. On the right, a large bowl holds a 'Sorghum & Lentil Spring Power Bowl' with sections of brown lentils, white sorghum, a green salad with arugula and tomatoes, and a cluster of raspberries.

Culinary Demonstration

Sorghum & Lentil Spring
Power Bowl