



Virtual Trends Tour

August 5, 2020 – Menus of Change

lentils.org

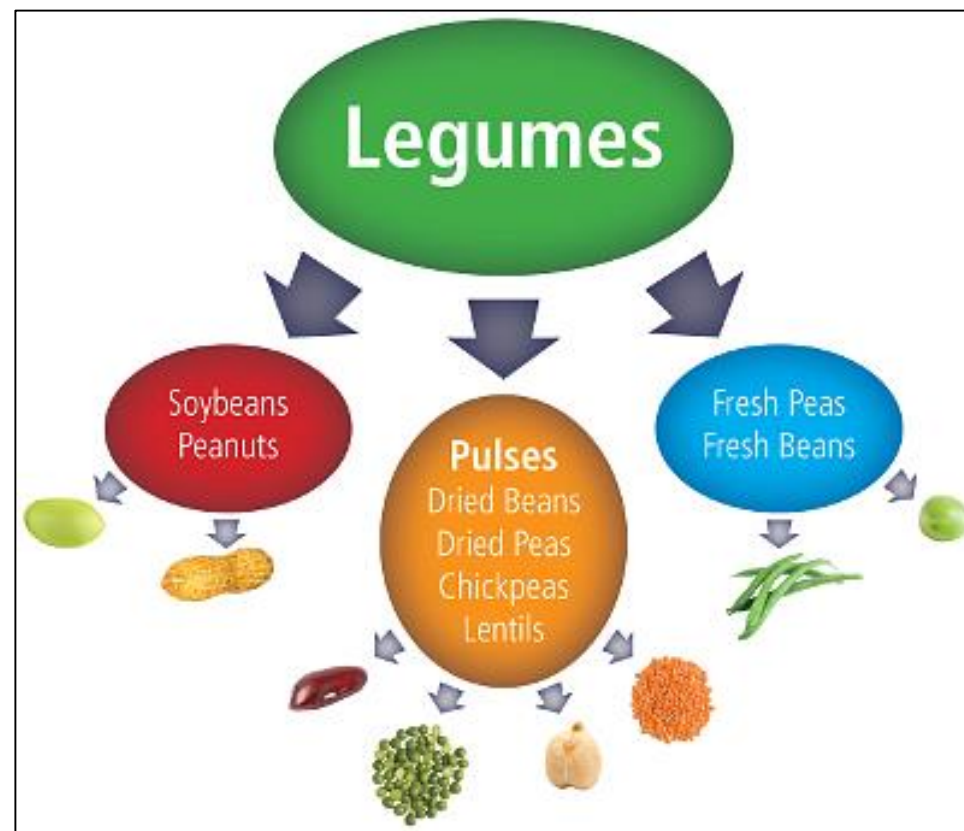


What are Pulses?

Pulses are the dry, edible seed of a legume

Pulses grown in NA include:

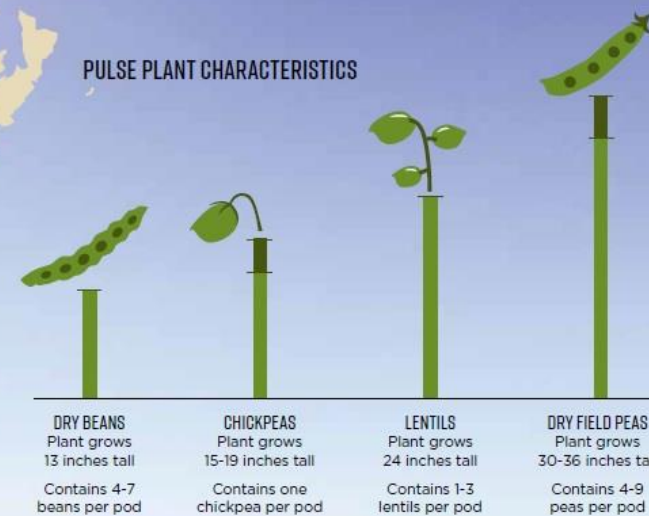
- Lentils
- Chickpeas
- Dry peas
- Dry beans



Growing Information



PULSE PLANT CHARACTERISTICS



GROWING REGIONS

- Bean Growing Regions
- Chickpea Growing Regions
- Lentil Growing Regions
- Pea Growing Regions

GROWING SEASON (ALL PULSES)



Lentils:

High Protein
Whole Food
Flavor Sponge



Alignment With Trends

Better For the Planet
Better-For-You
Plant-Forward
Power Bowls





Sustainability

Better For The Planet

Better-For-You

Building Plant-Forward & Sustainable Menus with Lentils

lentils.org

Lentils & Sustainability

➤ When assessing sustainability:

- Carbon use
- Water use
- Soil health
- Biodiversity
- Waste



Lentils & Health

Better-For-You



Lentils: Nutrient-packed & satiating



Source of Low-Fat Protein

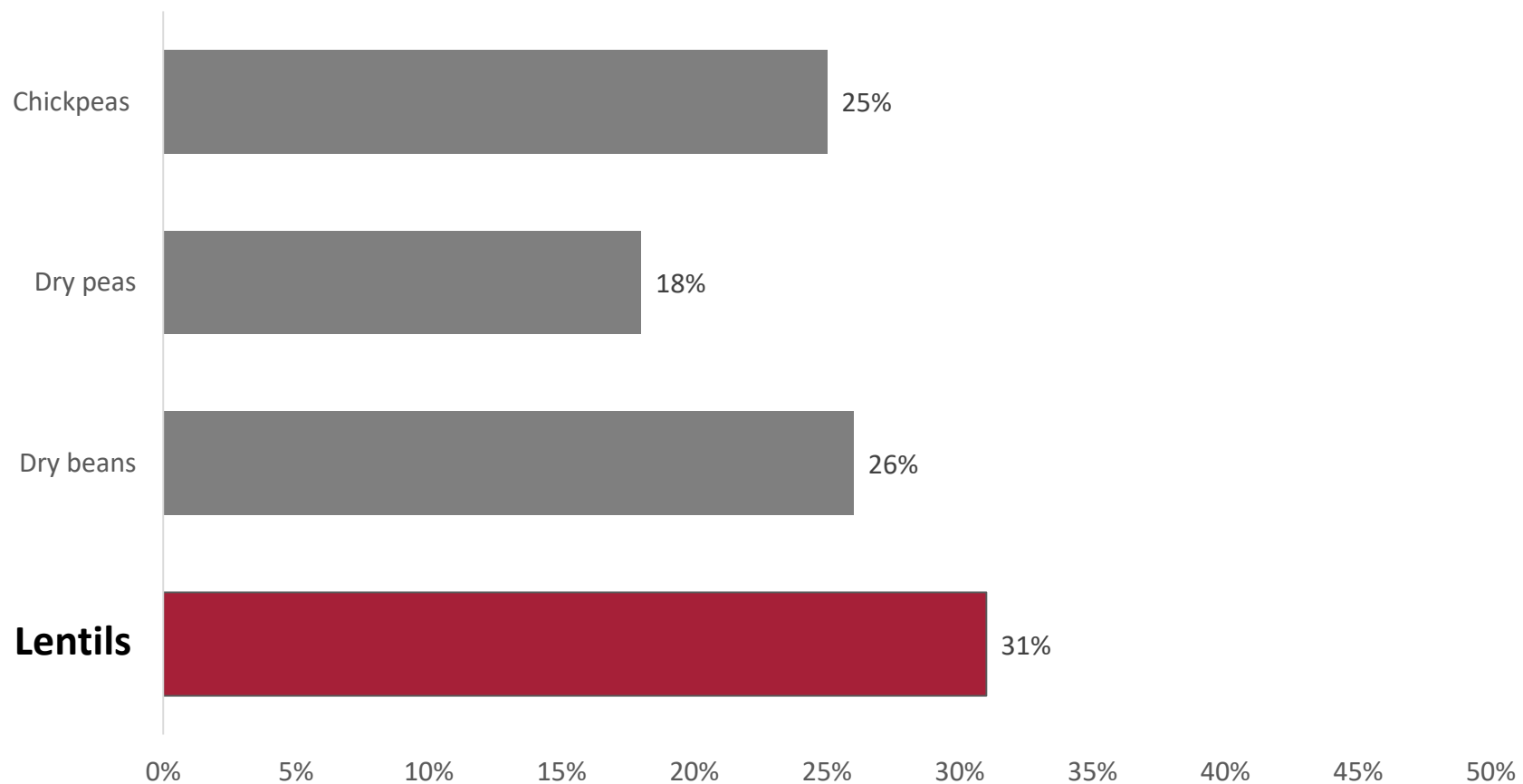
	Serving Size	Protein (g)	Fat (g)	Calories
Lentils	½ cup cooked	12	0.4	140
Eggs	2 whole, poached	12.5	9.5	128
Greek yogurt (full fat)	100 g	8.25	3	110
Beef	1 steak (104 g)	27	18	271
Almonds	2 Tbsp	7.6	18	104
Peanut butter	2 Tbsp	9	12	188

Source: USDA Nutrient Database & Lentils.org

Source of Quality Carb & Fiber

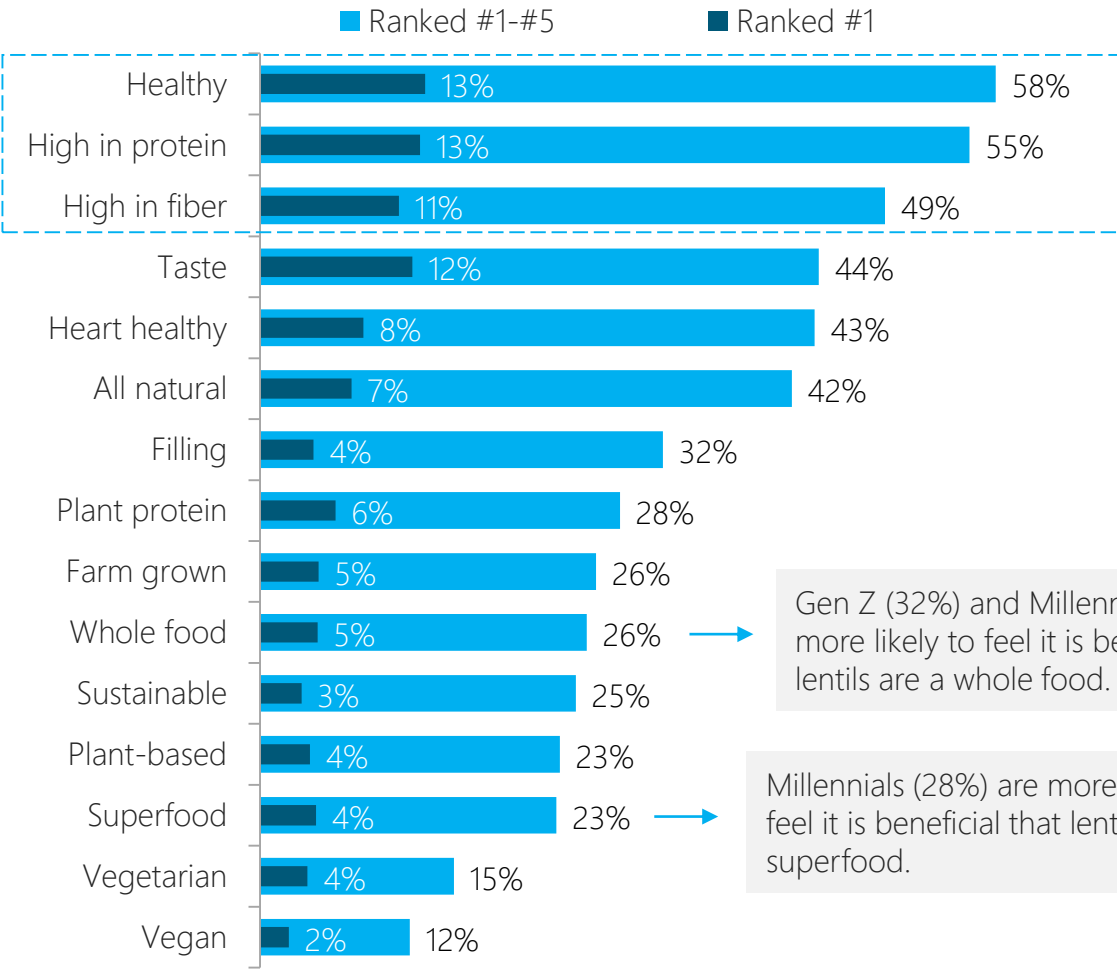
	Serving Size	Carbs (g)	Fiber (g)	Calories
Lentils	½ cup cooked	20	8	140
Corn	½ cup cooked	12	1.6	105
Rice	½ cup cooked	22	0.3	130
Quinoa	½ cup cooked	20	2.6	110
Barley	½ cup cooked	22	3	115

Lentils are perceived to be the healthiest pulse in the ingredient family



Consumers find lentils to be healthy, and high in protein and fiber.

LENTIL RANKED BENEFITS



Boomers are more likely to feel it is beneficial that lentils are high in protein (62%) and high in fiber (69%).

Gen Z (32%) and Millennials (31%) are more likely to feel it is beneficial that lentils are a whole food.

Millennials (28%) are more likely to feel it is beneficial that lentils are a superfood.

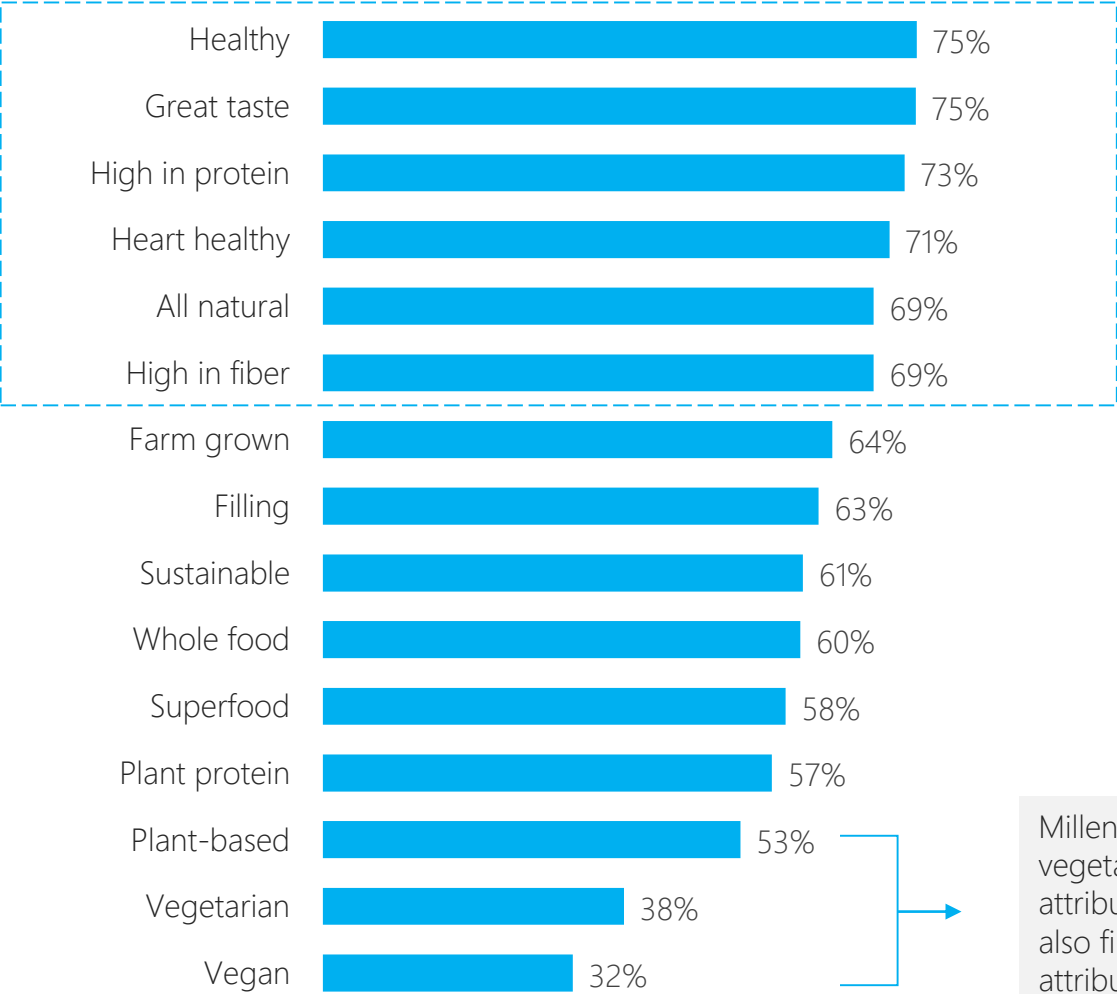
Consumers with strict diets find lentils to be beneficial because they are plant-based (34%), vegetarian (30%), and vegan (25%).

Lentils are appealing when dining away from home because they are perceived to be healthy and great tasting.

- « Consumers with strict diets find lentil attributes to be more appealing overall.
- « Millennials that are vegetarian or vegan find lentil attributes more appealing.

APPEALING LENTIL ATTRIBUTES

Top 2 box, 5 pt. scale



Consumers with a strict diet (or those who at least monitor what they eat) are more likely to find almost all lentil attributes more appealing.

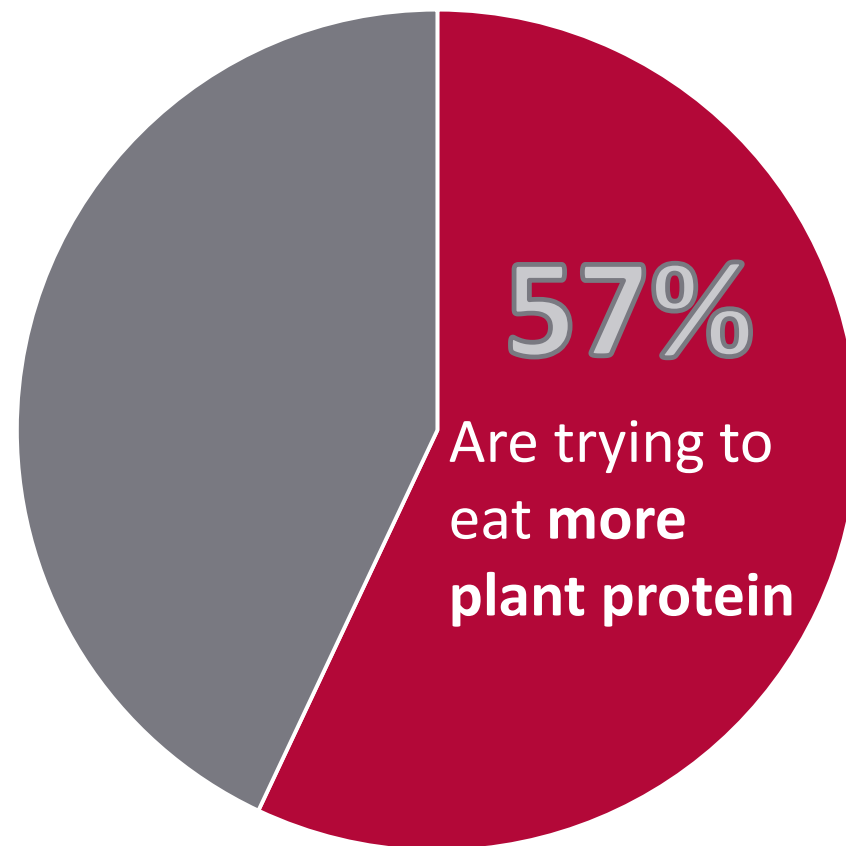
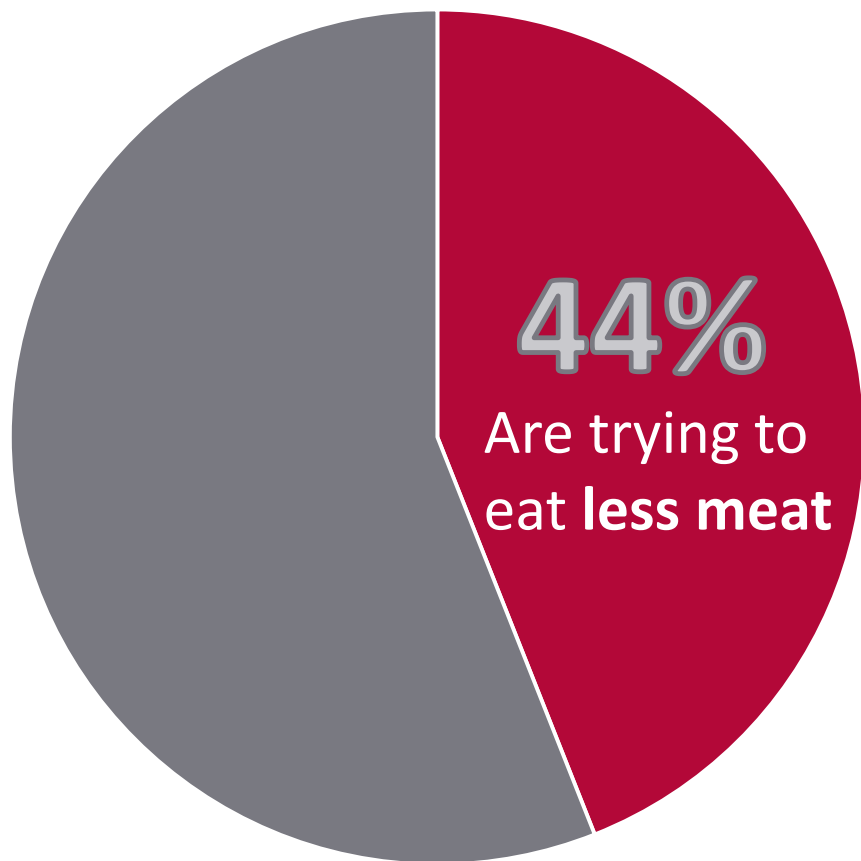
Millennials find plant-based (60%), vegetarian (46%), and vegan (41%) attributes more appealing. Gen Z also finds the vegan (40%) attribute more appealing.

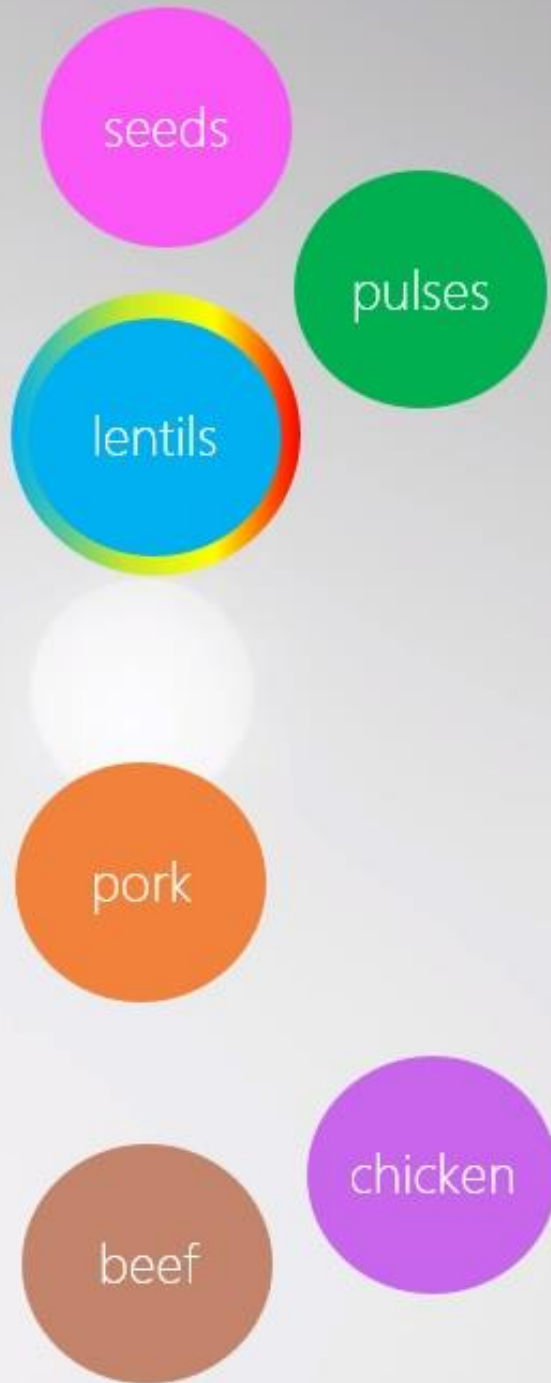
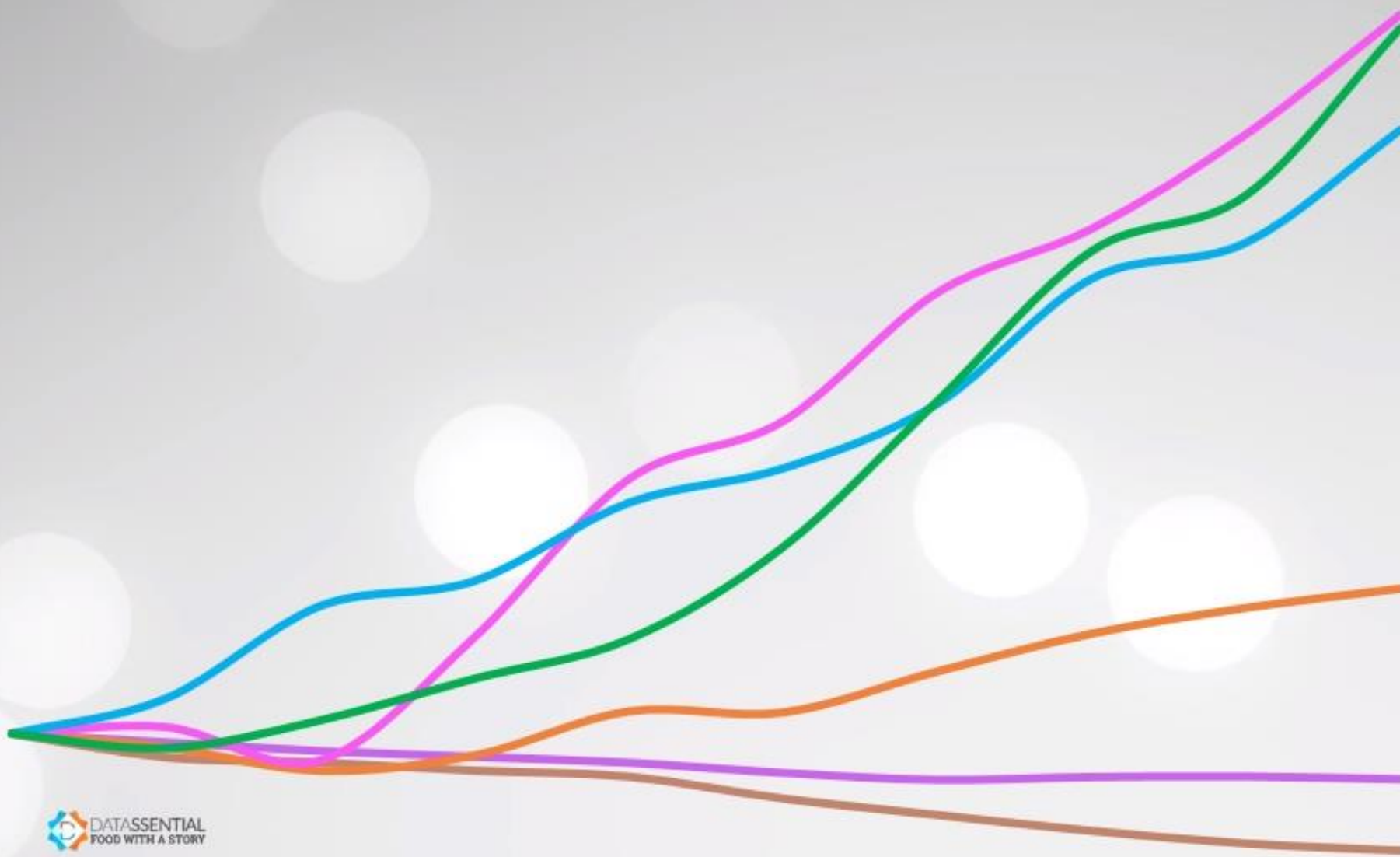
Lentils & Plant Protein

Plant-Forward Eating



The Trend for Plant Protein Going Forward







Power Bowls

INDUSTRY HIGHLIGHT

Urban: 49%
Suburban: 42%
Rural: 9%

The Salad-Healthful sector in limited service was the runaway star in 2018, with increases of 10.6% in unit counts and 11.3% in sales.

Last year, Sweetgreen crossed over the 100-location mark and the \$100 million annual-sales threshold.

HEALTH SELLS

BURRITO BOWLS

skews towards
Millennials

45%
love/like it

51%
have
tried

BOWLS

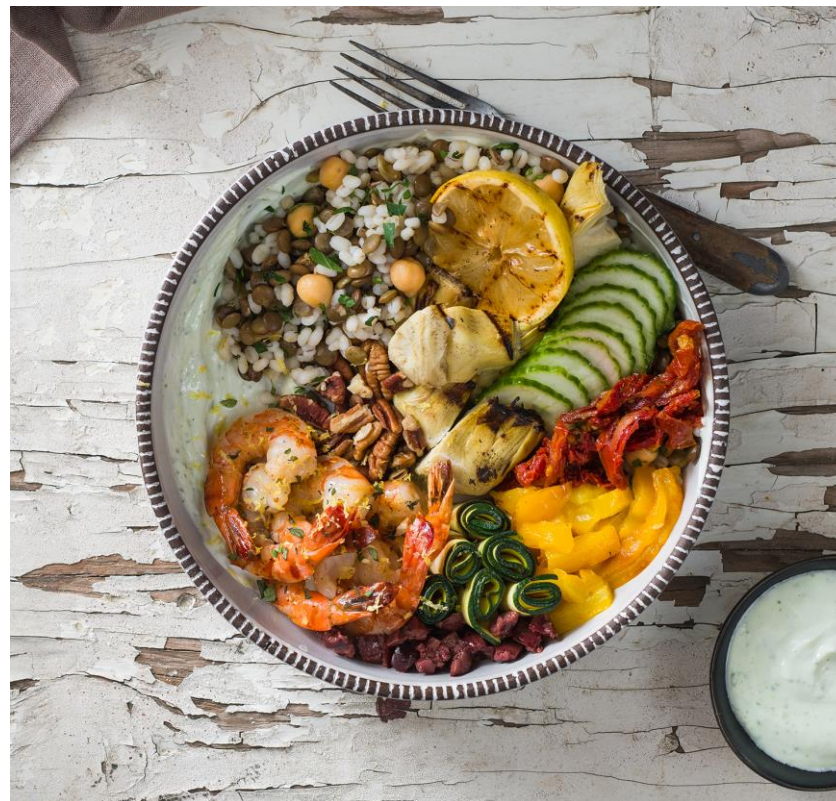
+47%
4-year growth

+81%
10-year growth



The appeal of power bowls

- › Balanced
- › Plant-forward
- › Customizable
- › Portable
- › Safe experimentation
- › Globally inspired



Lentils & Culinary

Top reasons chefs love lentils





Top reasons chefs love lentils

- Versatility
- Flavor sponge
- Food cost
- Satiating
- On-trend

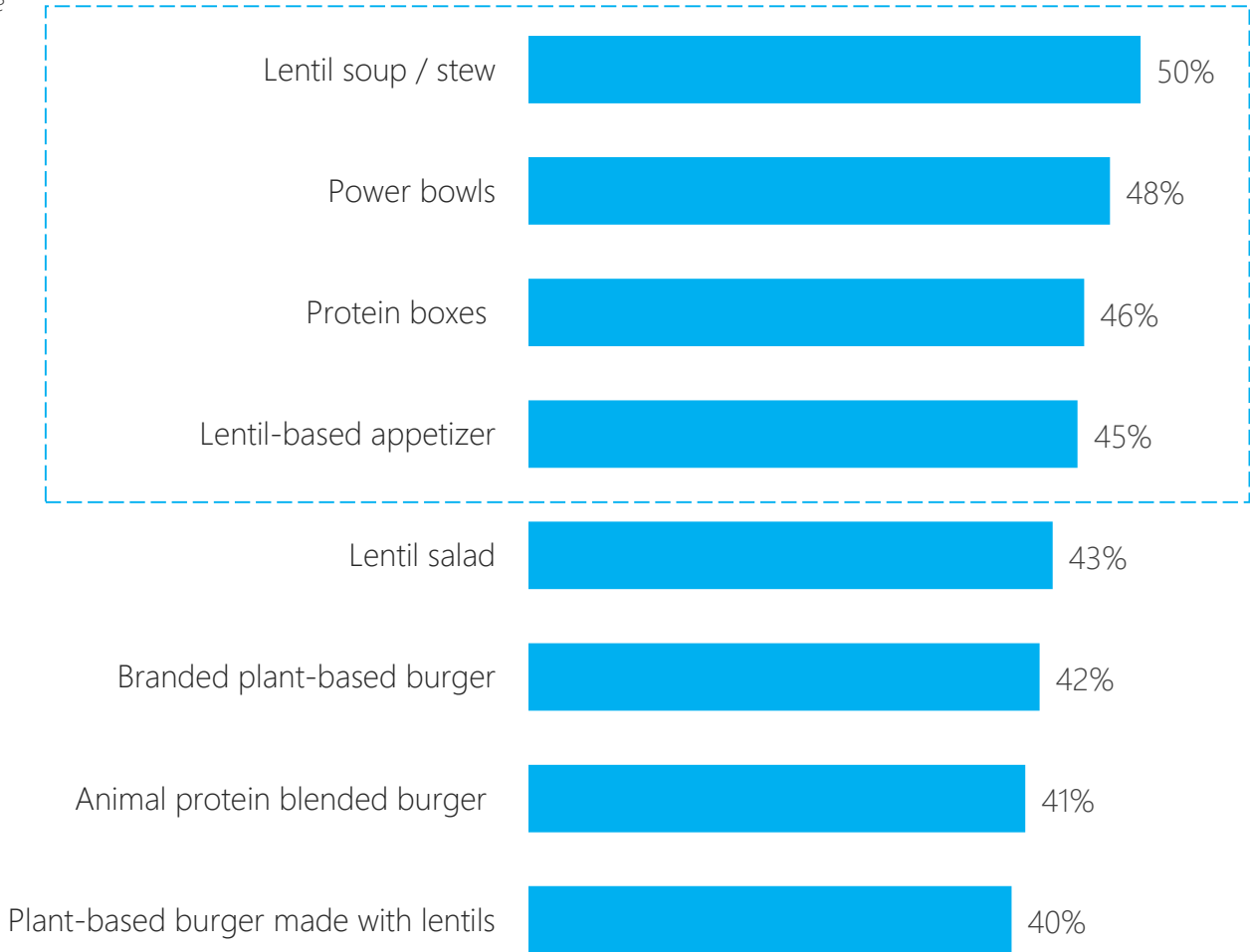


Lentil soups, power bowls, protein boxes, and appetizers dishes are of highest interest among consumers.

« Continue to leverage the high protein content of lentils (thought to be an important attribute by 55% of consumers) when positioning lentil dishes like power bowls and protein boxes.

INTEREST IN LENTIL DISHES

Top 2 box, 5 pt. scale



Younger generations are more interested in seeing all these dishes on a menu.



Those who do not eat meat or limit their meat consumption are more interested in lentil appetizers, salads, and plant-based burgers.

« Those who eat meat on a regular basis are less interested in almost all listed lentil dishes.

INTEREST IN LENTIL DISHES							
	Total	I do not eat products with any animal involvement	I do not eat meat or seafood and/or fish, but I do eat dairy and eggs	I do not eat meat, but I do eat seafood and/or fish	I actively limit the amount of meat I eat, but I do not exclude meat entirely	I eat meals without meat sometimes, but not with meat reduction as a primary goal	I eat meat on a regular basis
n=	1511	47	58	50	251	299	806
Lentil soup / stew	50%	64%	55%	62%	55%	55%	45%
Power bowls	48%	72%	60%	56%	58%	51%	40%
Protein boxes	46%	53%	59%	56%	52%	48%	41%
Lentil-based appetizer	45%	62%	69%	62%	55%	48%	37%
Lentil salad	43%	81%	57%	48%	48%	45%	37%
Branded plant-based burger that mimics meat	42%	68%	59%	56%	49%	42%	36%
Animal protein blended burger	41%	57%	40%	28%	49%	41%	38%
Plant-based burger made with lentils	40%	60%	69%	38%	51%	39%	33%

Top 2 box, 5 pt. scale
statistically higher than total
statistically lower than total

Resources & Tools

- [Lentils & Sustainability Video](#)
- [Environmental, Nutritional and Cost Impacts of Beef/Lentil Blended Burgers](#)
- [Buying Guide](#)
- [Recipes](#)

