

BOWL STATS

...lentils

81% of consumers know them

36% of consumers like/love them



Skews more popular with foodies & health-focused consumers

Menu Adoption Cycle
Stage: **Proliferation**

Red lentils are one of the fastest growing plant ingredients on menus, increasing **11.1%** year-over-year in menu mentions
(Source: Technomic)

...power bowls

48% of consumers & **57%** of millennials want to see lentils offered in Power Bowls when dining out of home

Bowls are currently on **35.7%** of U.S. menus



Predicted to grow **+14%** over the next 4 years

+229% growth of lentils in bowls in the past 10 years

+41% growth of bowls @ QSR in the past 10 years

Lentils.