



# LENTILS ON THE MENU

U.K. FOODSERVICE  
CONSUMER INSIGHTS






Lentils.

# YOUR CONSUMER ALREADY LOVES LENTILS

Consumers love lentils and want to see them on more foodservice menus.



## TOP REASONS TO EAT LENTILS OUTSIDE OF THE HOME:

-  **64%** HEALTHY
-  **32%** TASTY
-  **30%** PROTEIN
-  **30%** FIBRE
-  **28%** FILLING

**57%** of consumers  
**WANT TO SEE LENTILS ON MORE MENUS**

**73%**  
 OF CONSUMERS LOVE OR LIKE LENTILS

■ Gen-Z ■ Young Millennials

**87%** **89%**



**69%**  
 OF CONSUMERS WANT TO ORDER LENTILS MORE OFTEN OUTSIDE OF THE HOME

■ Gen-Z ■ Young Millennials

**84%** **89%**

# CONSUMER LENTIL CONSUMPTION



CONSUMERS ARE INTERESTED IN SEEING LENTILS AT THESE TYPES OF RESTAURANTS:

<b>59%</b> CASUAL SIT-DOWN RESTAURANT	<b>38%</b> FINE DINING	<b>34%</b> PUB OR LOUNGE
<b>30%</b> COUNTER SERVICE RESTAURANT	<b>29%</b> FAST FOOD	

CONSUMERS WOULD MOST LIKE TO SEE LENTILS ON THE MENU AT THE FOLLOWING EATING LOCATIONS:

<b>34%</b> HEALTHCARE <b>48%</b> Young Millennials	<b>31%</b> TRAVEL & LEISURE <b>58%</b> Young Millennials
<b>18%</b> CORPORATE DINING <b>35%</b> Gen-Z <b>31%</b> Young Millennials	<b>18%</b> COLLEGE/ UNIVERSITY CAFETERIAS

## 25%

OF CONSUMERS ORDER LENTILS EVERY TIME OR ALMOST EVERY TIME THEY SEE THEM ON A MENU

■ Gen-Z ■ Young Millennials

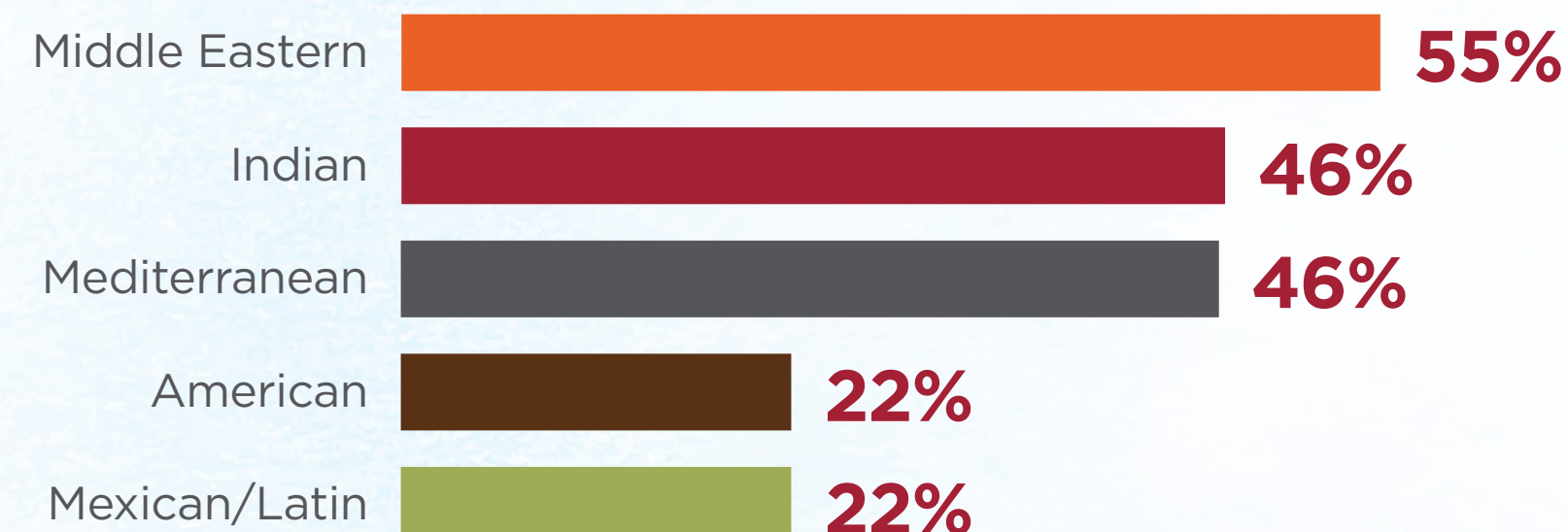
**45%**

**46%**

When consumers think of lentils, they most associate them with the following dishes:

- 71%** SOUPS AND STEWS
- 47%** GLOBAL/ ETHNIC DISHES
- 39%** POWER/ GRAIN BOWLS
- 33%** SALADS
- 32%** SIDE DISHES
- 23%** PASTA DISHES

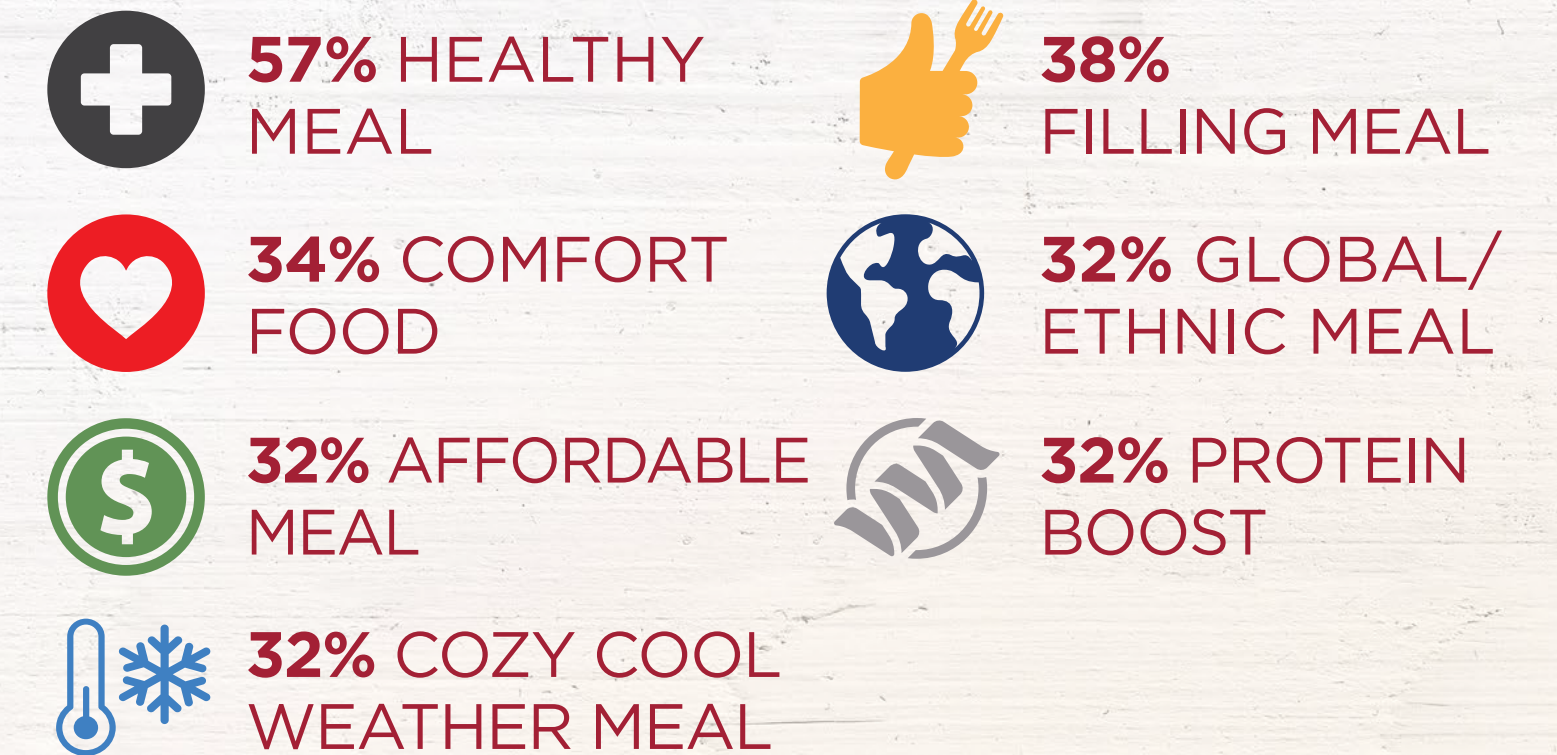
CONSUMERS ASSOCIATE LENTILS WITH THE FOLLOWING CUISINES:



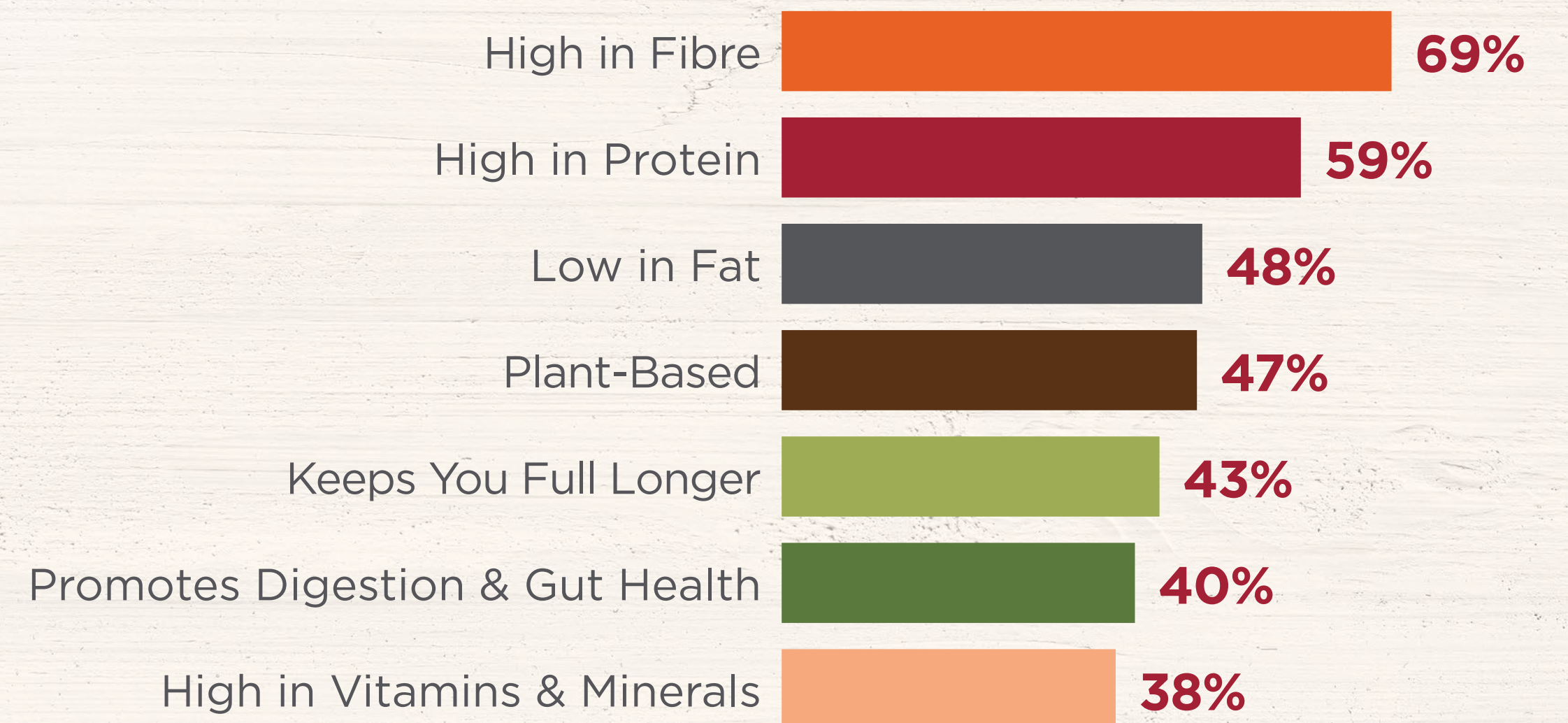
# HEALTH AND MOTIVATION



## CONSUMERS SEE THE FOLLOWING AS TOP OCCASIONS TO CONSUME LENTILS:



## TOP RANKED HEALTH BENEFITS ASSOCIATED WITH EATING LENTILS:





#### DATA SOURCES

U.K. Consumer Lentil Behaviour Away From Home, Menu Matters, 2026. Conducted with U.K. residents with n=500.

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