

PLANTS TAKE CENTER PLATE

Winning in the rapidly growing plant-based proteins market

Today we are experiencing an about-face in the way people eat and approach their food. Americans are ravenous for plant-based foods like they've never been before. In fact, last year the plant-based food sector grew 20%, compared to 2% for all foods.¹ And by 2023, the meat substitutes market is expected to be worth \$6.43 billion.²

This growth isn't just for vegetarians and vegans; many meat-alternative-buying consumers are also putting traditional meat in their shopping carts. These consumers are looking to meat alternatives as part of a healthier, more environmentally-conscious lifestyle.

Don't miss out on the meatless market share; Ketchum's food team is here to help your company find the best path forward in this new culinary context. With more than 60 years' experience in food industry communications, we know the right cooks to bring to the kitchen to take your brand to the next level.



Ketchum

Our suite of services tailored for plant-based protein brands include:

ISSUES AND CRISIS COUNSEL

We can help your brand identify hot button ingredients and marketplace issues you must be prepared to address as a plant-based food maker. We can also help you improve preparation for and response to crisis situations, as well as conduct tailored crisis training, scenario planning and testing, and crisis simulations.

INFLUENCER RELATIONS

Let's work together to find and engage the right influencers to encourage the movable middle to eat less meat. Our influencer networks are curated and based upon relationships first. Because we have vetted them and they trust us, we are able to effectively nurture them into sustainable brand advocates.

E-COMMERCE SALES

We'll work with you to pinpoint the path to purchase for plant-based proteins, finding the places you need to share your story to drive sales — whether in earned media, with influencer partnerships, or in other places.

MONTHLY SUBSCRIPTION SERVICE

Have a new plant-based protein product about to launch? Need more visibility for your executive team? Engage our food experts on a monthly basis with an earned news engine to drive buzz and awareness fast.

WHITE SPACE ANALYSIS

Plant-based used to be a blanket term, but now there are so many nuances to this category. We'll help you understand the continuum of consumer interest in all these options — and identify the best way to reach your audience.

B2B FOODSERVICE

As plant-based proteins are making their way to more consumers' kitchens, they're also making their way to more restaurants, convenience stores and other locales. From quick service to table service, our team has deep experience when it comes to effectively reaching and influencing the food service industry.

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OUR FOOD EXPERTS HAVE FOLLOWED THE EVOLVING PLANT-BASED PROTEIN LANDSCAPE FOR YEARS AND ARE READY TO HELP PREP AND GROW YOUR BUSINESS

ENGAGE US TO ASK AND HELP ANSWER THE TOUGH QUESTIONS:

- What products can you evolve or launch?
- Are your marketing and communications too niched?
- What issues should you be prepared to face?
- How do you effectively drive brand recognition and ultimately sales?

SOURCES

1 NIELSEN, [PLANTBASEDFOODS.ORG/WP-CONTENT/UPLOADS/2018/05/NIELSENONE-PAGERRESULTS-1.PDF](https://www.plantbasedfoods.org/wp-content/uploads/2018/05/NIELSENONE-PAGERRESULTS-1.PDF)

2 MARKETS AND MARKETS, [MARKETSANDMARKETS.COM/PRESSRELEASES/MEAT-SUBSTITUTES.ASP](https://www.marketsandmarkets.com/pressreleases/meat-substitutes.asp)

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Let's make sure your communications recipe is ready for the meatless market. Contact us today.

ALISON BORGMEYER, M.S., R.D.
PARTNER, DIRECTOR
KETCHUM CULTIVATE
ALISON.BORGMEYER@KETCHUM.COM
+1 312 228 6832

GUR TSABAR
EXECUTIVE VICE PRESIDENT
SOCIAL ISSUES, DIGITAL STRATEGY AND INNOVATION
GUR.TSABAR@KETCHUM.COM
+1 310 437 2525

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