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# PLANT-BASED PROFITS

WITH ALPRO &  
BB FOODSERVICE



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Interest in plant-based eating is at an all-time high. This represents a huge opportunity for operators to tap into consumers' appetite for a wider choice of products that can help us eat a healthy, more environmentally-conscious diet.

As a nation of foodies, we're better educated about food than ever before and want to make informed choices when eating and drinking out-of-home.

Plant-based eating isn't a fad. It's a positive, mainstream lifestyle choice, and if you don't meet consumer demand for plant-based alternatives, your customers will vote with their feet and simply choose to eat or drink somewhere that does.

At BB Foodservice we're seeing more demand from customers requesting Alpro and plant-based alternatives. This year we'll see more diners opting to go meat and dairy-free, so it's important to make sure they're not left out. In fact, 70% of diners will avoid operators that don't serve a vegetarian option.<sup>1</sup>

So, as an industry we need to sit up and take note. We've partnered with Alpro, the UK's market-leading plant-based brand to produce this report. It takes a look at what's driving this shift in consumer attitudes to a plant-based diet and the opportunities for operators to develop their coffee, breakfast and menu options.



# What, why and how: plant-based explained



## WHAT IS PLANT-BASED?

Products that are **free from animal produce** (dairy, eggs, meat) and made with **just plant-based goodness** (wholegrains, nuts and seeds, beans and pulses, fruit and veg).

No longer just the choice of those who have intolerances, plant-based eating has become **widely recognised as a positive**, healthy lifestyle choice for anyone looking to enjoy a balanced diet.

## WHY HAS THERE BEEN A SHIFT TOWARDS PLANT-BASED EATING?

**Because more people are looking for food and drink which is:**

**Good for them:** Plant-based foods are typically low in saturated fat, high in fibre, and packed with a wide range of vitamins and minerals.

**Good for the planet:** It takes less land, less water and less CO2 to produce plant-based foods. In fact, just one day of plant-based eating saves 1,500 litres of water – equating to two weeks' worth of showers per person!<sup>2</sup>



## How has this happened?

While health and sustainability are high on the agenda for consumers, habits won't be changed if these choices don't taste great. As market leaders (with over 60% share of the category), Alpro has been the driving force in making the plant-based category more relevant and accessible to more people.

Back in 2012, Alpro started making new ingredients, like Almond and Coconut, in new categories, like alternatives to yogurt and most recently, ice cream. Its portfolio of plant-based food and drink now spans seven ingredients and six categories, so consumers can undoubtedly find a product that's right for them.



# A growing market: **the rise of plant-based**

Plant-based has come a long way

since its humble origins as a dairy alternative.

It's made it into the mainstream

**£443m**  
TOTAL VALUE OF THE  
**UK PLANT-BASED**  
market<sup>3</sup>

**28%**

28% of brits claim to be **FLEXITARIAN**<sup>5</sup>



a flexitarian is defined as someone who has a primarily vegetarian diet but occasionally eats meat or fish.

**33%**

The number of people buying plant-based has grown by 33% in three years<sup>4</sup>



**1 in 3 people**  
regularly buy plant-based drinks OOH<sup>4</sup>



**1 in 3 households**  
buy plant-based in retail<sup>4</sup>

## PLANT-BASED MARKET PENETRATION<sup>4</sup>

2009 **15%**

2017 **36%**

**£129**  
million

Total value of the plant-based category has grown by £129m in just three years<sup>4</sup>

**43%**

And is expected to grow by 43% over the next four years<sup>5</sup>

But increased penetration isn't the only reason that you should be paying attention to plant-based. Whether you're a retail store or a foodservice outlet, **plant-based can drive additional value into your tills due to commanding a premium over dairy.**



**In retail**, the typical basket spend of plant-based shoppers is **40% higher**<sup>4</sup>



**Out of home**, plant-based shoppers will typically spend **20% more on a hot drink**<sup>6</sup>



<sup>3</sup> Nielsen Scantrack, 2018 | <sup>4</sup> Introducing Alpro, Alpro, 2017

<sup>5</sup> Mintel, Meat-free Foods, 2017 | <sup>6</sup> Alpro Coffee U&A Research, 2016



It's safe to say plant-based isn't just a growing opportunity. It's an opportunity you need to embrace. The health benefits of a plant-based diet are becoming increasingly important in consumer purchasing decisions, which has helped propel plant-based into virtually every sector of the food industry. And plant-based shoppers are valuable to your business.

# Coffee: Your first opportunity

Plant-based has become a staple both in and out of the home. In foodservice, your first big opportunity is a simple cup of coffee. Leading high street chains now offer multiple plant-based alternatives, following the lead of smaller independents, so it's essential to think about how plant-based can work on your menu.

Drinkers of plant-based coffees drink **out-of-home** more often<sup>8</sup>



**1 in 3** people regularly choose plant-based alternatives **out of home**<sup>7</sup>



With **two-thirds of consumers** thinking coffee shops should have **more than one plant-based drinks choice** on the menu, the opportunity speaks for itself. Featuring plant-based alternatives through speciality drinks on your menu board is an easy way to increase visibility and consumption of your plant-based options.



Almost **1 in 3 consumers** would visit and **buy** more often if their favourite plant-based drink was available<sup>9</sup>

## A professional finish

The **Alpro For Professionals** range is specially formulated for baristas, made to deliver great taste and texture, for perfect flavour and eye-catching latte art. So you can deliver perfect, plant-based coffees, every time.



Hello baristas!



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### Essentially Café coffee

Sourced in Brazil, with a silky smooth mouthfeel, our strong, margin-friendly coffee shines as both an espresso and filter option. Expect dark fruit and cinder toffee notes in every cup



Out of home,  
plant-based shoppers  
will typically **spend 20%  
more on a hot drink**<sup>10</sup>



**2 in 3** consumers think  
coffee shops should have  
**more than one**  
plant-based drink choice  
on the menu<sup>7</sup>



# Breakfast: Your second opportunity



For consumers who are looking to make a shift towards a plant-based diet, breakfast is often their starting point. It's an easy win for consumers trying to get their fix of healthy plant-based foods. To profit from this trend, update your menu with items such as:



Overnight oats using Alpro Coconut Original



Plant-based porridge using Alpro Almond Unsweetened Original



Homemade smoothies using Alpro Soya Original

With more consumers giving plant-based breakfasts a go, you should too.

**£76m** spent **daily** on **breakfast** in the UK<sup>12</sup>

**51%**

51% of consumers eat breakfast out of home twice a month<sup>11</sup>



**58%**

58% of people see breakfast as a social occasion<sup>12</sup>

**Breakfast** makes up **1/8** of **OOH food visits**<sup>10</sup>

## BREAKFAST OOH MARKET GROWTH

**+7%**  
2018

**+5.7%**  
2019

**+4.8%**  
2020

EXPECTED GROWTH<sup>10</sup>





# Simple plant-based recipe inspiration

Serve up a healthy plant-based breakfast alongside a coffee. Here are a few recipes to get your plant-based menu started.



## Alpro Almond Apple Porridge

Serves 4

### INGREDIENTS

- 1L Alpro Almond Unsweetened drink
- 160g porridge oats (quick cooking)
- 2 apples, cored and sliced
- 250g blackberries

### METHOD

- 1.** In a pan add the Alpro Almond Unsweetened drink, porridge oats and the apple slices.
- 2.** Bring the mixture to the boil then reduce to a simmer. Keep stirring for around 3 minutes until the mixture thickens.
- 3.** Spoon into serving bowls and top with the blackberries, and some more Alpro Almond Unsweetened drink.



## Alpro Overnight Oats

Serves 2

### INGREDIENTS

- 30g rolled oats
- 120ml Alpro Oat drink
- 100g Alpro Simply Plain
- 1/2 medium banana
- Pinch of salt
- Pinch of cinnamon
- A small handful of fresh berries
- A small handful (25g) almonds, chopped

### METHOD

- 1.** Stir all the ingredients except the almonds together in a bowl.
- 2.** Place in fridge overnight to let the magic happen.
- 3.** In the morning top with some crunchy nuts.
- 4.** And that's it. Enjoy!



## Alpro Exotic Soya Smoothie

Serves 1

### INGREDIENTS

- 95g mango
- 90g grapes
- 100g Alpro Simply Plain
- 100ml Alpro Soya Original

### METHOD

- 1.** Pop all your ingredients, into a blender.
- 2.** Blend it up and enjoy!





# The UK's number one



At Alpro, we're proud to be the number one plant-based brand in the UK. We continue to lead the market in developing delicious, healthy products that are as good for operators to work with as they are for consumers to enjoy. And we

do it all whilst keeping the wellbeing of our planet at the heart of everything we do. So, make the most of plant power and add Alpro to your menu.



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BB Foodservice is the delivered foodservice arm of Bestway Wholesale, the UK's largest independent wholesaler. We deliver an expertly selected range of beers, wines, spirits and soft drinks, as well as an extensive range of chilled, ambient and frozen food at competitive prices to food & drink businesses across the UK. These include pubs, restaurants, outdoor catering, hotels, B&Bs, care homes and schools. But what we really pride ourselves on is our local, personal approach and genuine drive to deliver what customers want, when they want it – exemplified by our motto 'We Deliver'.



Place your **Alpro** order  
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