



# F&B

# Sustainability

# Trends in 2020

January 2020



# Our Secret Sauce

Tastewise brings the power of data to the art of food and beverage intelligence. Our AI-powered platform analyzes **billions of food data points** to provide real-time insights for hospitality and food brands.

Capturing the **earliest signals** of food innovation across three robust data sets, sourced from **social media, menus, home recipes**, Tastewise offers an unparalleled ability to analyze trends at the root.

Tastewise empowers leading food brands by providing them with data for business critical decisions - from new products to marketing strategy.



## 3M+

Home Recipes



## 2B+

Social Interactions



## 274K

Restaurant Menus



## 7000+

Indexed Ingredients



## 500M+

Data Points per Query



Some of Our Customers

**IFF**

International Flavors & Fragrances

*Campbell's*

**Nestlé**

*Coca-Cola*

**SENSIENT**

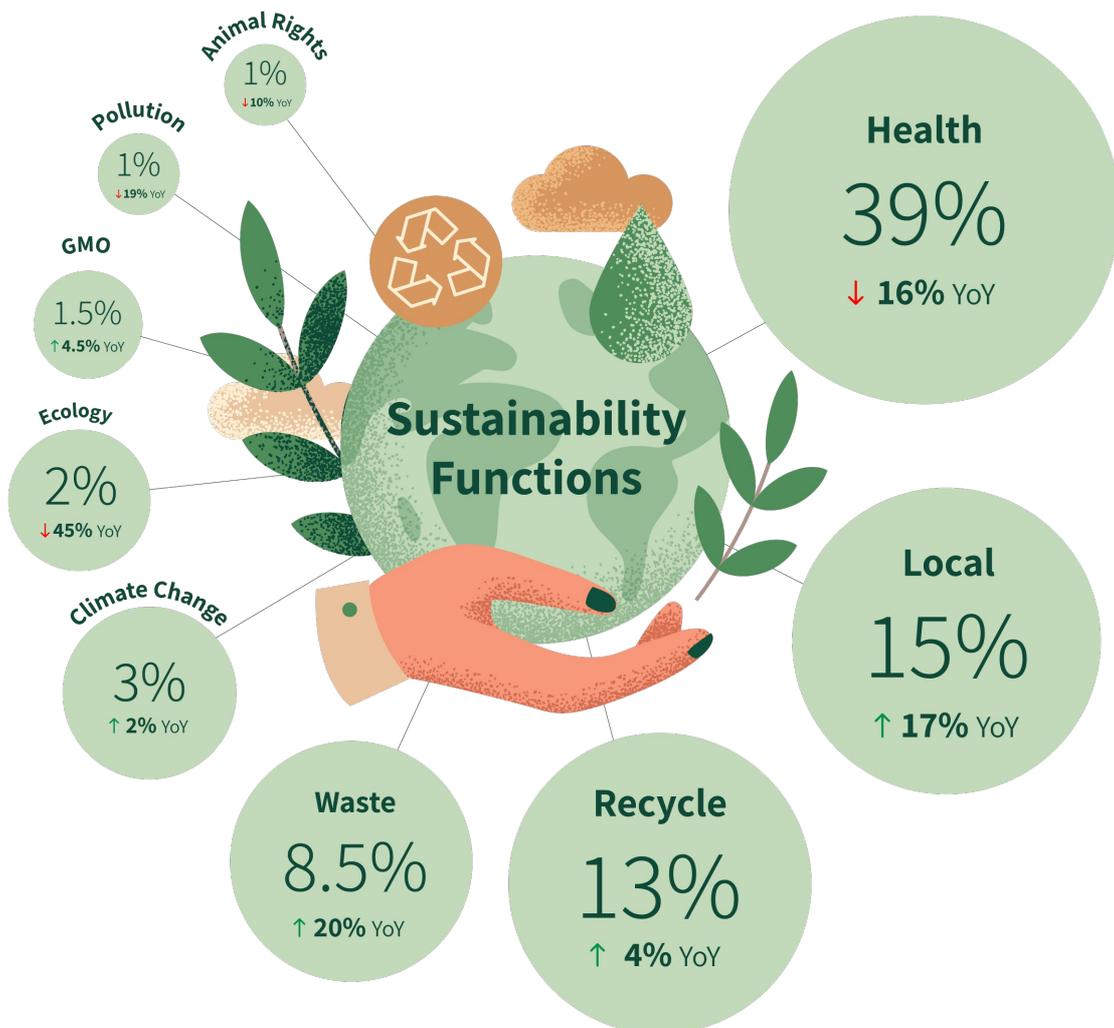


# Consumers Eat Sustainably for Their Health, Before Environmental Considerations

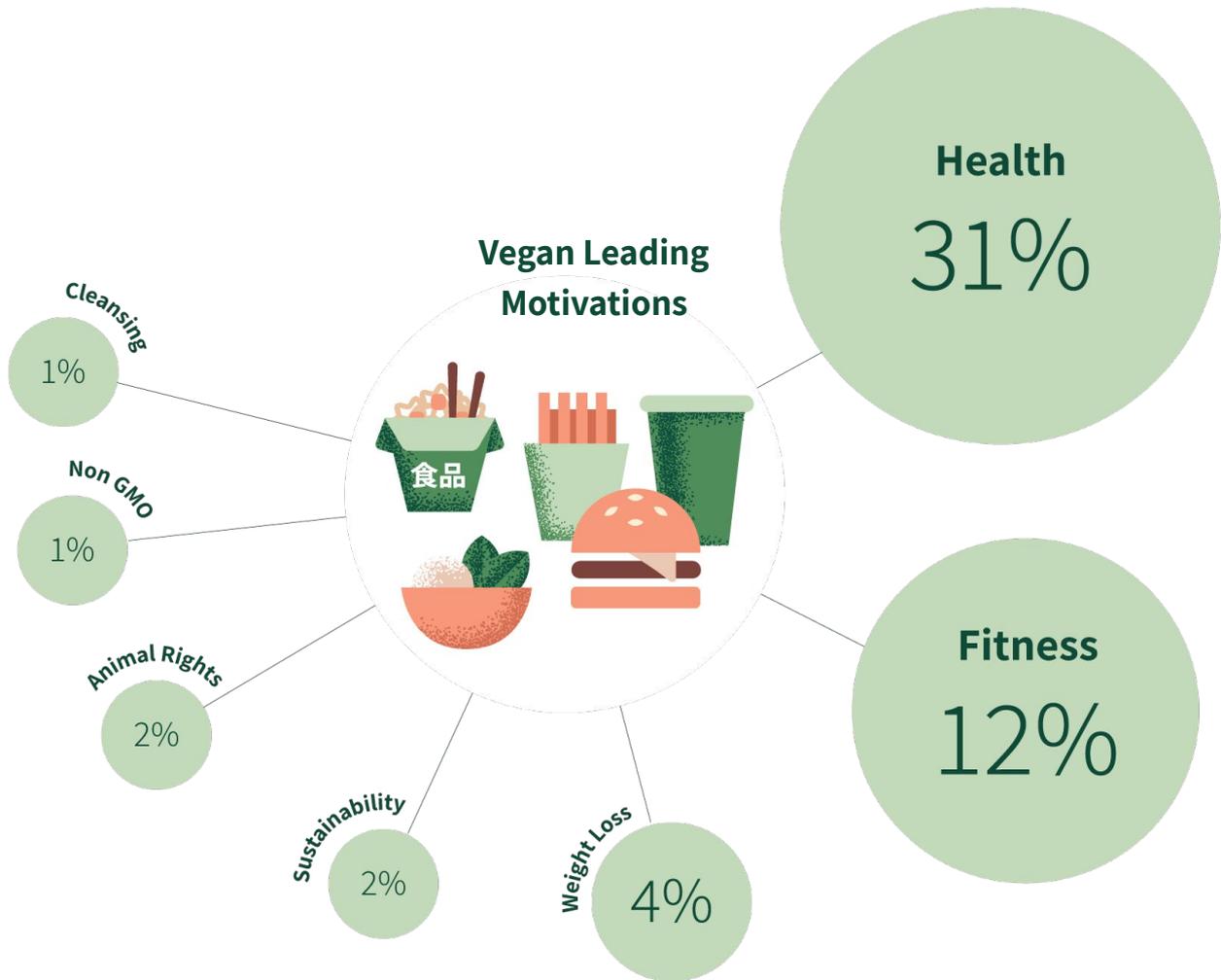
Consumers' primary motivation in adopting a sustainable lifestyle revolves first and foremost around health; environmental considerations are secondary.

Nevertheless, environmental concerns such as consuming local, recycling, and waste management are growing in discussions; this indicates a rise of awareness around the broader impacts of a sustainability-focused lifestyle.

Although consumers are increasingly concerned about waste generally, they are still apathetic about the wastefulness of the animal agriculture industry - a leading cause of greenhouse gas emissions, water contamination, deforestation, and a host of other environmental calamities. Meat is addressed in only 10% of waste discussion.



# Veganism is the Most Common Diet for Sustainable Eating



A strong link exists between sustainability and vegan/plant-based diets; this is directly related to the many health benefits that both lifestyles provide.

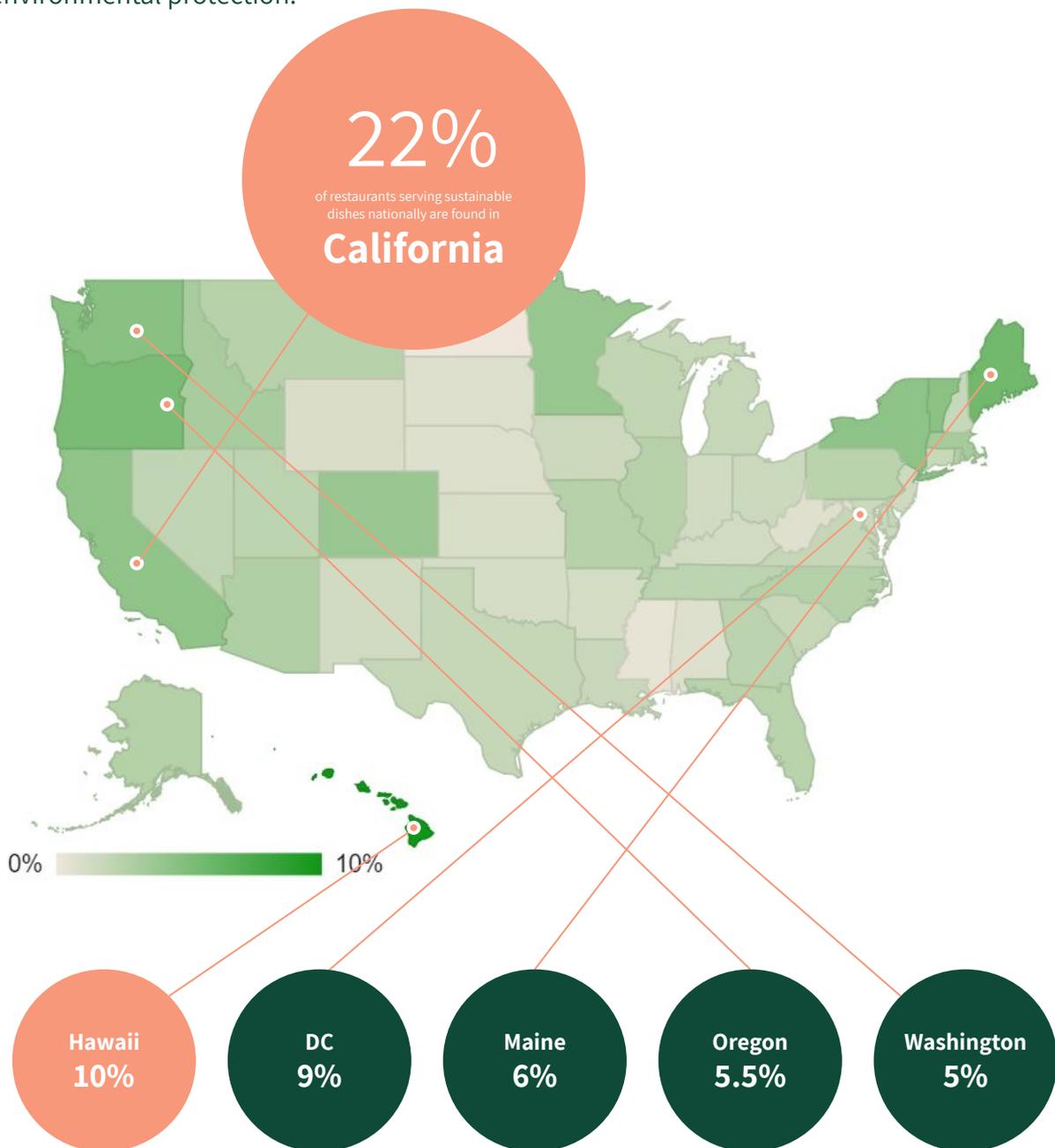
17% of the conversation about sustainability has to do with veganism.

Health is the biggest driver for vegan and sustainable diets: 30% of social conversations about sustainability have to do with health, while 31% of conversations about vegan eating are also related to health.

In conversations about both sustainability and veganism together, health concerns dominate: 50% are related to health.

# Conversations about Sustainability are Generated Mainly on the Coasts

From sea to shining sea, the US centers its national F&B sustainability conversation on the coasts. States with the highest 'sustainability' social conversation are generally home to beautiful coastlines, national parks, more liberal politics, and a cultural emphasis on environmental protection.



**Hawaii** has the highest state penetration, with 103 restaurants featuring sustainable options.

\*Numbers reflect percentage of penetration within each state

# Meat Still Beats Vegan Trend for Sustainable Keto Dieters

The trending association between veganism and sustainability influences even the traditionally meat-heavy category of keto dieting. Vegan options are top-of-mind for **27%** (and growing!) of sustainability-focused keto conversations, as some consumers look beyond animal products for items rich in fat and protein.

However, the remainder (73%) stick with what they know, turning to **sustainable meat** options like grass-fed beef. This may indicate an industry opportunity for both more sustainable meat options, and protein-rich, low-carb, plant-based products suitable for keto diets.

**+35%**

Increase in Number of Keto Dieters Interested in Sustainability

**73%**

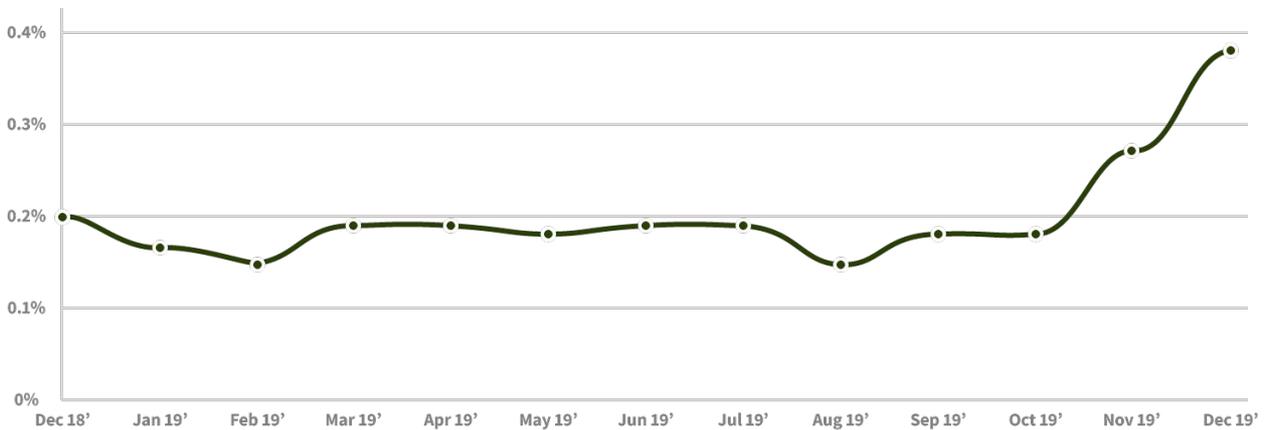
Sustainability-focused, Keto Conversations That Are Not Vegan



# Sustainable Seafood Dominates in Restaurants and for Home Cooks

Though meat is slightly more top-of-mind for sustainability-focused consumers than seafood (10.8% v. 8.8% of discussions), sustainable seafood is the most commonly found category on menus and in recipes. Meat lags behind seafood in both categories, occupying 5th place on menus and only 16% of recipes.

Growth in Sustainability by Cuisine - Seafood Cuisine



Fastest rising on restaurant social

**Oysters**

**+134%**

**Oysters**, which naturally clean surrounding water and are often the product of well-managed farms, are experiencing the highest level of conversation growth (+134%) in restaurants

Most common

**Pollock**

**80%**

of the sustainable seafood menus items

**Pollock**, a cheaper often eaten in fish & chips dishes, is the most commonly found, sustainably-harvested fish on menus.

Most talked about

**Salmon**

**28%**

of social discussion about sustainable fish

America's favorite fish, the **salmon**, features heavily in the social conversation about sustainability nationwide.

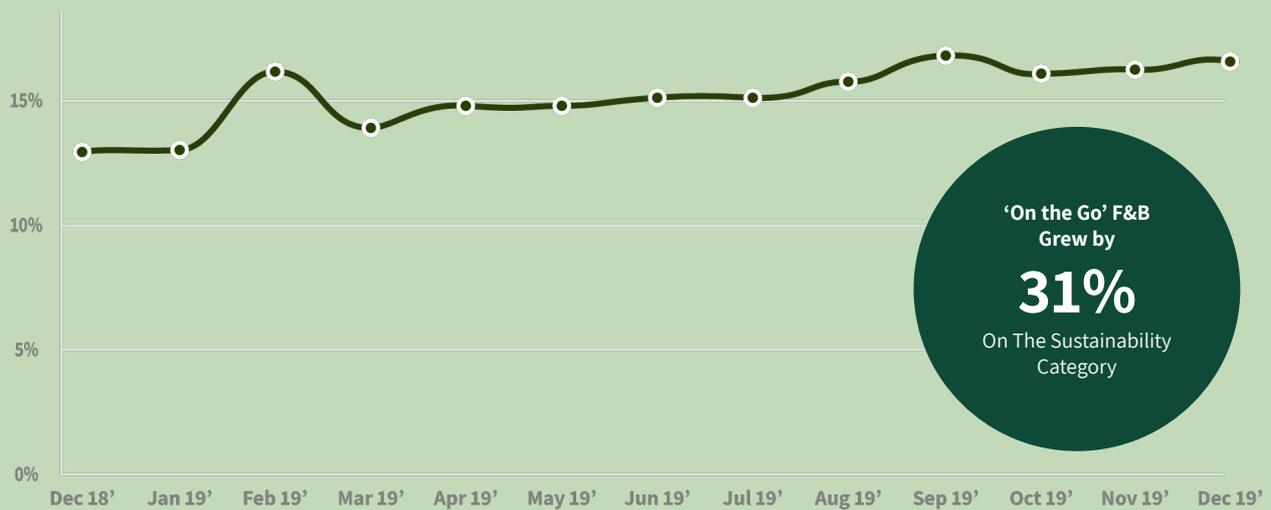


# 'On The Go' Items are Trending in the Sustainable F&B Space

'On the go' food and beverages are rising ~31% in the sustainability category.

Beverages are a natural fit for convenient, portable, and sustainable considerations, and figure highly in sustainable trends.

Sustainability Yearly Occasions Data - 'On The Go'



## Sustainable Coffee

Today's consumers want to steer clear of coffee's "bitter" side (harmful labor and environmental practices) instead focusing on organic, responsibly sourced beans, recycled capsules, and fresh brews.

Sustainable coffee is highly prevalent on menus (3rd category after seafood and cheese) and rising in social discussions from both home (+8.5% YoY) and restaurants (+12% YoY)



**Sustainable Coffee**

## +8.5%

YoY Social Discussion Growth

## Sustainable Juice and Smoothies

Though packaging is not traditionally mentioned on menus, juice and smoothie bars that acknowledge consumer interest in sustainable cups and straws benefit from a growing social media exposure (+38% YoY).

**Sustainable Juice & Smoothies**

## +38%

YoY Social Discussion Growth

# Sustainable and Healthy F&B Items Will Shine in 2020

Our predictions for some of 2020's sustainable star concepts have just begun to emerge in social conversations or menu offerings, but attained significant growth through 2019.

All three items provide for consumers' demonstrated interest in health, and are associated with trending eco-motivations to indicate a rising opportunity.

## Organic Cocoa Truffles



**travelpuzzels** Nothing like a sweet treat on a Friday!! These delightful truffles are made from 100% organic cocoa beans. From the time the cocoa tree blossoms to the time of harvest to the chocolatier to my very large tummy is about 8 months!! A treat



**+273%**  
**Home-Based Conversations**

Sustainable dark chocolate and cocoa beans have sustainable labor and production track records, delicious taste, and documented health benefits.

## Vegan Falafel Waffle



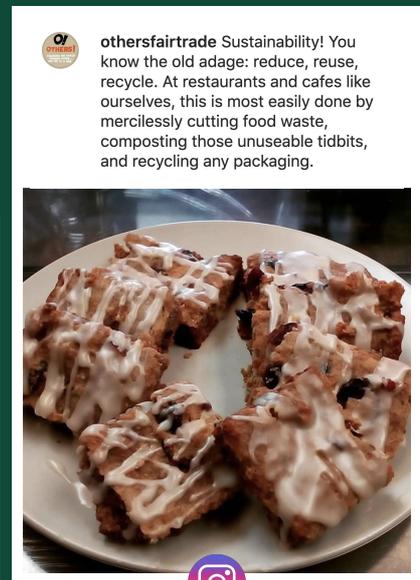
**localdemoservice @beet\_and\_basil** trying their Vegan Falafel Waffle!



**+56%**  
**Restaurant-Based Conversations**

Waffles that offer health benefits can be both customizable to consumer needs, and made with sustainable ingredients. They complement rising plant-based and Keto diets, and can easily be made at home.

## Oat Pulp Cookies



**othersfairtrade** Sustainability! You know the old adage: reduce, reuse, recycle. At restaurants and cafes like ourselves, this is most easily done by mercilessly cutting food waste, composting those unuseable tidbits, and recycling any packaging.



**+143%**  
**Restaurant-Based Conversations**

Sustainable oats take advantage of crop rotation systems, are a great source of fiber, and are extremely versatile.

**Sustainability will define the industry in 2020.**

**Reach out to learn how it'll impact your product, audience and brand.**

Join us at [tastewise.io](https://tastewise.io) to find your competitive edge in the changing food and beverage landscape

**Get Started Today**

