

Industry Trends: Baum + Whitman

International Food + Restaurant Consultants

baumwhiteman.com/PLANT%20BASED%20COPY.pdf

“Here’s a mega-trend that finds restaurants way behind the curve: The profound consumer shift to plant-based foods.”

35% of Americans get the majority of their **protein from sources other than red meat.**

83% of U.S. consumers **add plant-based foods** to their diets to improve health and nutrition,

Wal-Mart is pleading with its suppliers to **ramp up plant-based product development.**

