

HEALTHCARE PATIENTS AND CAFÉ GOERS WANT

PLANT-FORWARD
DINING OPTIONS

Today's consumers are more educated and mindful than ever about the relationship between food and health. This growing awareness is giving rise to new expectations, trends and eating movements that are dramatically reshaping the food and beverage industry—even in a healthcare setting.



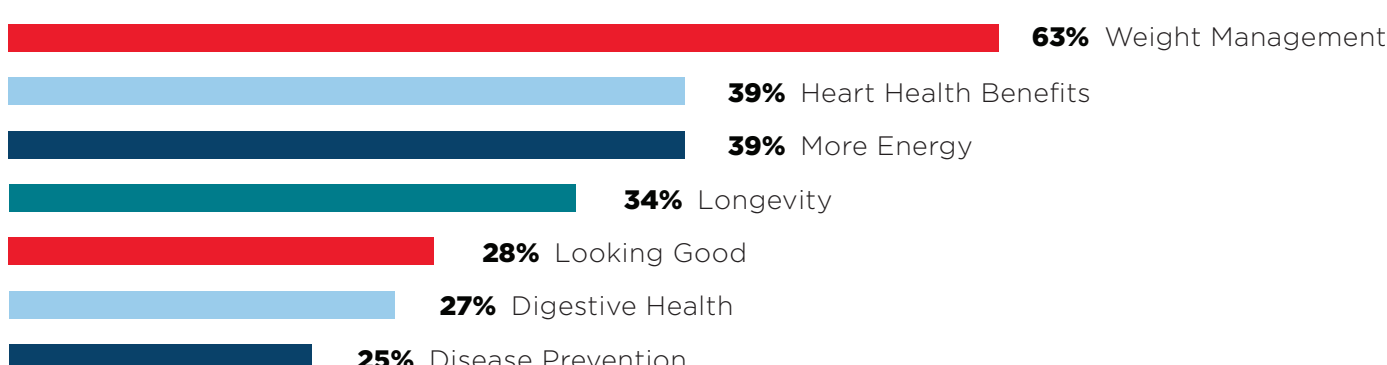
DID YOU KNOW

60% of consumers aspire to reduce the amount of meat they eat?



PLANT-FORWARD ['plant 'fôr-wârd]: A lifestyle that prioritizes plant-based foods but does not entirely eliminate meat consumption. Whole grains, vegetables, fruits, legumes, nuts, seeds and herbs become the focal point of a meal while animal protein is consumed in smaller portions or periodically left out.

TOP HEALTH CONCERNS SPARKING PLANT-FORWARD EATING



TOP 3 REASONS CONSUMERS GO “PLANT-FORWARD”



1. Health



86% of consumers follow plant-forward diets to be healthier and to incorporate more nutrients into their diets

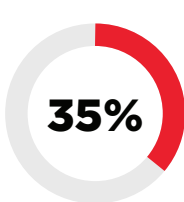
WHAT'S OUT? **Rich, fatty meats**

WHAT'S IN?

wholesome, nutrient-packed plant foods to tame digestive issues, reduce caloric intake, lower cholesterol and blood pressure and achieve weight-loss goals



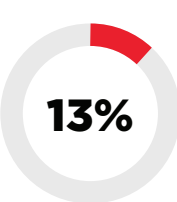
2. Food Variety & Cost



35% of all consumers see this lifestyle as a way to save money, and 29% see it as a way to incorporate more variety into their diets



3. Ethical Values



13% of consumers are motivated to go plant-forward because they feel it's more environmentally friendly and considerate of animal welfare

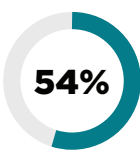
PLANT-FORWARD DINING IN HOSPITAL SETTINGS



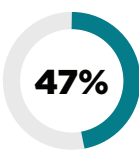
Meet the Plant-Forward Consumer:



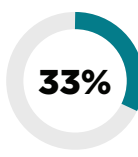
91% like to experiment and try new things



54% between ages 18 and 44



47% generally try to eat healthy



33% very carefully watch what they eat



83%

of hospital café goers would choose plant-forward options at least sometimes



77%

of hospital diners are likely to order plant-forward meal options



75%

of hospital café goers find it difficult to find plant-forward foods in hospitals



Adapting your healthcare system's dining programs to align with patient and café goers' behaviors and expectations can increase patient and employee satisfaction rates, strengthen revenue streams and improve the organization's bottom line.

ADAPTING YOUR DINING PROGRAM FOR PLANT-FORWARD PATIENTS AND EMPLOYEES



USE “PLANT-FORWARD” VS. “PLANT-BASED”

- “Plant-based” is associated with vegetarianism or veganism and often interpreted as a strict, no meat lifestyle, while plant-forward is less likely to be described as meatless

OFFER CUSTOMIZABLE MENU OPTIONS

- 21% of hospital diners want 100% plant-based meals
- However, 46% prefer options that still contain some type of meat

USE VISUAL ICONS TO DESIGNATE PLANT-FORWARD OPTIONS

- 33% of hospital diners prefer plant-based meals to be marked on the regular menu
- 30% prefer a special section of the menu or menu board be dedicated to plant-based options



EDUCATE CONSUMERS

- Emphasize the health benefits associated with eating more plant-based foods to better resonate with patients, staff and visitors
- Stay away from messaging that suggests eliminating meat or focuses on ethical values

START WITH FAMILIAR FOODS

- Interest is lower for plant-based dairy and meat alternatives
- Take a café favorite and swap out animal protein for plant protein or fresh vegetables



CRAVE-WORTHY, PLANT-FORWARD MENU IDEAS



MOST POPULAR PLANT-FORWARD FARE:

- Breakfast
- Salad entrees
- Appetizers / sides
- Soups / chilis
- Nuts / seeds / grains



TOP-RATED MENU ITEMS:

- Southwestern salad
- Hummus bowl
- Fajitas
- Lasagna w/ vegetables
- Veggie / bean burger

The market size for plant-forward eating will increase

as the youngest generation continues to grow and expresses interest in plant-forward eating



65% of the youngest generation find plant-forward eating appealing

Discover how one hospital gave its diners more options and saw a 12 percent up-sell increase and improved nurse satisfaction scores in this informative case study.



Source:

Datassential: Aramark Plant Power Report



Read the case study now.