



The Thinking House

BORD BIA INSIGHT CENTRE



Dietary Lifestyles Report November 2018



The Thinking House

Bord Bia
Irish Food Board

Much of the dietary lifestyles as we know them have been around for thousands of years

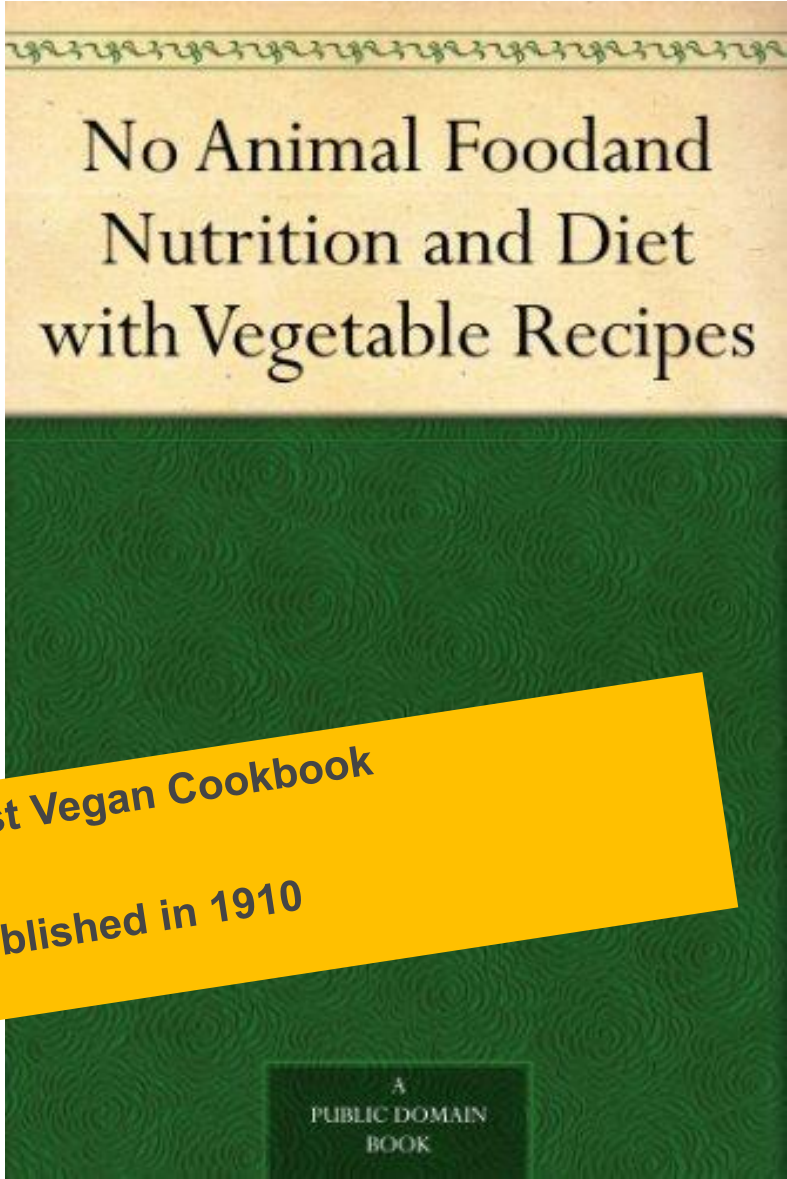
Vegetarianism has its roots in ancient India and Greece





Mid 19th Century saw many advocates and champions in England

Veganism



No Animal Food and
Nutrition and Diet
with Vegetable Recipes

First Vegan Cookbook

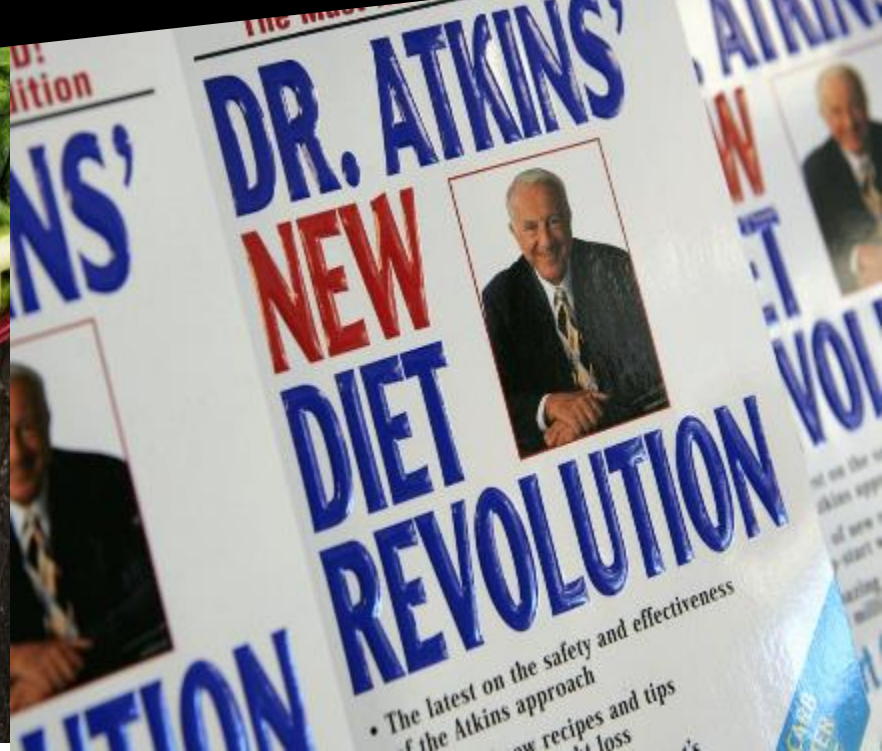
Published in 1910

A
PUBLIC DOMAIN
BOOK





Fads to new norms....



The vegans have landed: the rise and rise of veganism in Ireland

Irish chefs are embracing plant-based food, and there are some surprises to be found on Dublin's vegan food tour

Wed, Aug 8, 2018, 2:00

THE IRISH TIMES

Marie Claire Digby
Follow



The rise of veganism: We are what we don't eat

Some use no animal products whatsoever. Others pig out on meat at weekends

10,000 views

Cal

THE IRISH TIMES



Being vegan in Ireland where beef and dairy are our largest industries has long been dismissed as a crank sport, a barely noticeable blip on the chart. But we've come a long way in a short time. Photograph: Getty Images

Science & Environment

BBC Sign In

'Flexitarian' diets key to feeding people in a warming world

By Matt McGrath
Environment Correspondent

11 October 2018 388

Share



From niche into mainstream...?

Veganism: Why is it on the rise?

By Lora Jones
Business Reporter, BBC News

18 June 2018

Share



BBC NEWS

Move On: Flexitarianism vs. Veganism: Rage In 2018



Pamela Ambler
Cross Staff

Forbes



Green Common

NUMBER OF VEGANS IN BRITAIN TO REACH 3.5 MILLION, SURVEY FINDS

Seven per cent of British people have gone plant-based

Olivia Petter
Tuesday, 3 April 2018 10:43 AM

Share

Veganism has skyrocketed in recent years, with some people that once looked down on it now enjoying a plant-based life.

However, this is not simply a case of crispbread sandwiches in the shops, as many have discovered from their home



INDEPENDENT

Sales of plant based food in the US went up by 20% during the past year topping \$3.3 billion (Nielsen, 2018)

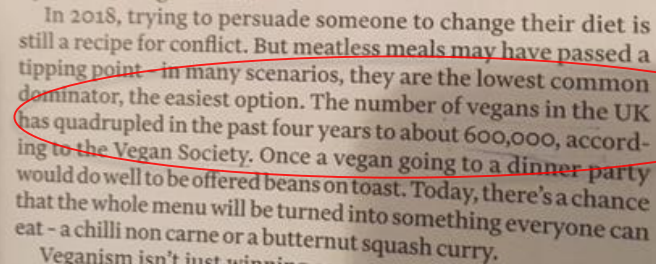
The global meat substitutes market is expected to garner a revenue of 6.43 bn USD by 2023 (Markets and Markets, 2018)

Seven of the 15 most well funded food and beverage start ups are plant based (CBINSIGHTS, 2017)

Vegan butcher was named a top new job trend for 2017 (Bahler, 2018)

The logo for the Financial Times, consisting of the letters 'FT' in a large, bold, serif font.

“The number of vegans in the past four years has quadrupled to about 600,000 according to the Vegan Society..”

A photograph of a newspaper article with a red circle highlighting a specific sentence. The text reads: "In many scenarios, they are the lowest common denominator, the easiest option. The number of vegans in the UK has quadrupled in the past four years to about 600,000, according to the Vegan Society. Once a vegan going to a dinner party would do well to be offered beans on toast. Today, there's a chance that the whole menu will be turned into something everyone can eat - a chilli non carne or a butternut squash curry."

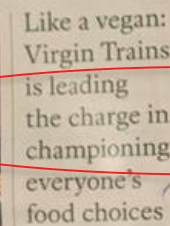
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Veganism isn't just winning converts; it's helping to shape a much larger group, labelled "flexitarians" or "reducetarians", who are trying to cut down on meat and dairy. "If you give me a sausage roll, I'll eat it. But you won't find bacon in my fridge," as a flexitarian colleague puts it. More than a quarter of evening meals in the UK now have no meat, says consumer research company Kantar Worldpanel. Dairy UK, an industry group, has warned that "younger generations do not always see dairy as being an essential part of their diet". Alpro, one of the

(Mance, 2018)

The masthead of The Sunday Times newspaper, featuring a royal coat of arms at the top and the title 'THE SUNDAY TIMES' in a large, bold, serif font.

has been undergoing a transformation, Ben Olsen the new wave of plant-based restaurants, and how ns has brought the trend to Britain's railways

A photograph of a newspaper article with a red circle highlighting a specific sentence. The text reads: "Like a vegan: Virgin Trains is leading the charge in championing everyone's food choices".

Like a vegan: Virgin Trains is leading the charge in championing everyone's food choices

own veggie box whenever you travel, this is a seismic shift, and happily reflective of the culinary scene as a whole. Since British animal-rights activist Donald Watson coined the term "vegan" in 1944, the concept has mushroomed from a militant minority to an estimated 3.5 million in the UK today. Standalone festivals, markets and an army of influencers have swelled this hungry audience, whose appetites have been sated by sophisticated restaurant menus, and catered for by supermarket offerings that now

“The concept has mushroomed from a militant minority to an estimated 3.5 million in the UK today”

its cap. The vegan and red-wine gravy has a north of the border. Ten minutes' walk from Waverley station hendersonsofedinburg

GLASGOW Flying Duck

In a city not short of vegan restaurants, this charismatic bar and diner stands out in a dimly lit basement that hosts live alternative cabaret, the offers a vegan take on Philly cheesesteak to Eight minutes' walk from Central station theflyingduck.org

LIVERPOOL Mowgli

Boasting two sites in the city, Indian street-food specialist Mowgli has built a loyal following. The vegan menu includes small plates such as wraps, as well as a tiffi selection of fragrant v Seven minutes' walk from Liverpool Lime mowglstreetfood.

MANCHESTER V Rev Vegan Diner

The focus is on fast

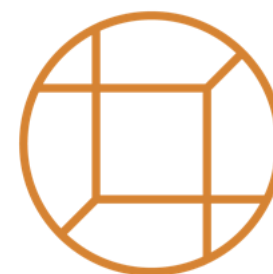
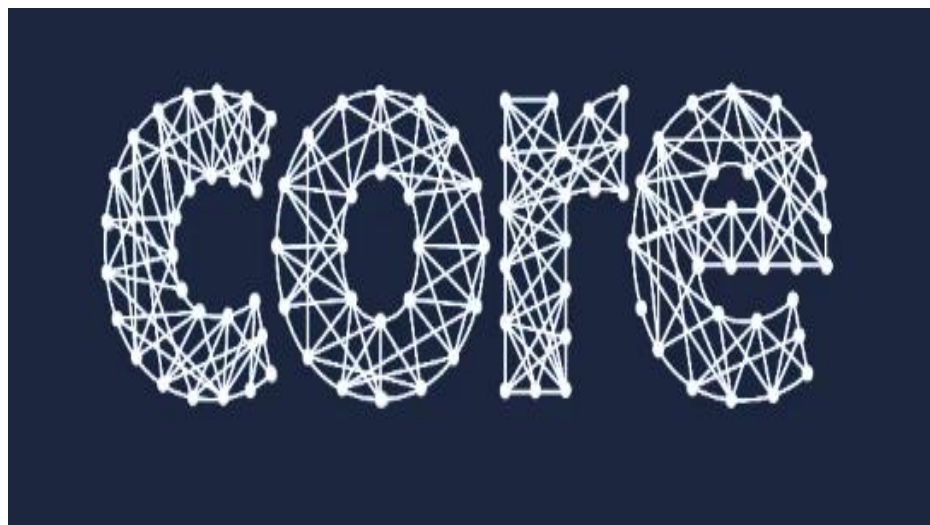
(O'Reilly, 2018)

This study sets out to explore these changing eating habits and new dietary lifestyles with a view to identifying opportunities for the food, drink and horticulture industries





Our Research Partners



MERCATOR



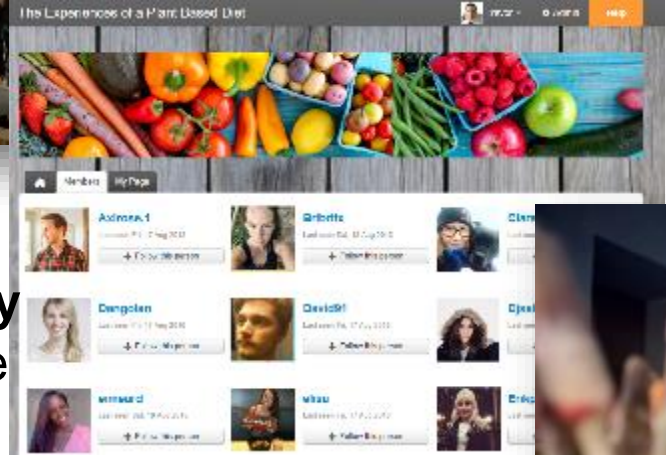
Five phases of Research



Desk Research



N=16 In-Depth Interviews
Nutrition, Health, Retail, Consumers



Online Survey
N=9,000 interviews
IRL, US, UK, SW, DE

International Online Community
16 Days, 35 people
5 countries
All following dietary lifestyle



The Consumer Lifestyle Trends represent the biggest trends shaping people's lives over the next 3-5 years. By keeping up with trends and understanding what's coming next, the programme helps companies within the food & drink industry in Ireland to better prepare for the future needs and desires of their consumers.

ENGAGING
Experiences

Consumers want moments of discovery and delight that enhance their day, sharing exciting stories and spaces with others.

HEALTH &
Wellbeing

Consumers want to eat, drink and live to optimise their body's systems, to feel better than well today and tomorrow.

Fuller
LIVES

Consumers want to use their time to be as productive and sociable as possible, flowing from one thing to the next - and want to be helped, not hindered, by tech.

Responsible
LIVING

Consumers want to have a positive impact on society and the environment, and take pride in a sustainable way of living.

COMMUNITY &
Identity

Consumers want to express the views and values of themselves and their community, and have their uniqueness and creativity respected and celebrated.



I want moments of discovery and delight that enhance my day, sharing exciting stories and spaces with others...



yasss

Story
Culture

@naturalbornfeeder oat

crepes



Sensory
Experiences

BUTTERFLY EFFECT
BUTTERFLY PEA FLOWER
SMOOTHIES



Peer to
peer



Food
Fusions



I want to have a positive impact on my society and the environment, and take pride in that sustainable way of living...

Eco
Status

Stella's World of
Sustainability





I want to eat, drink and live to optimise my body's systems, to feel better than well today *and* tomorrow...



Rediscovering
natural



Engineering
goodness

Identity



I want to express the views and values of myself and my community, and have that uniqueness and creativity respected and celebrated...



Identity Spectrums



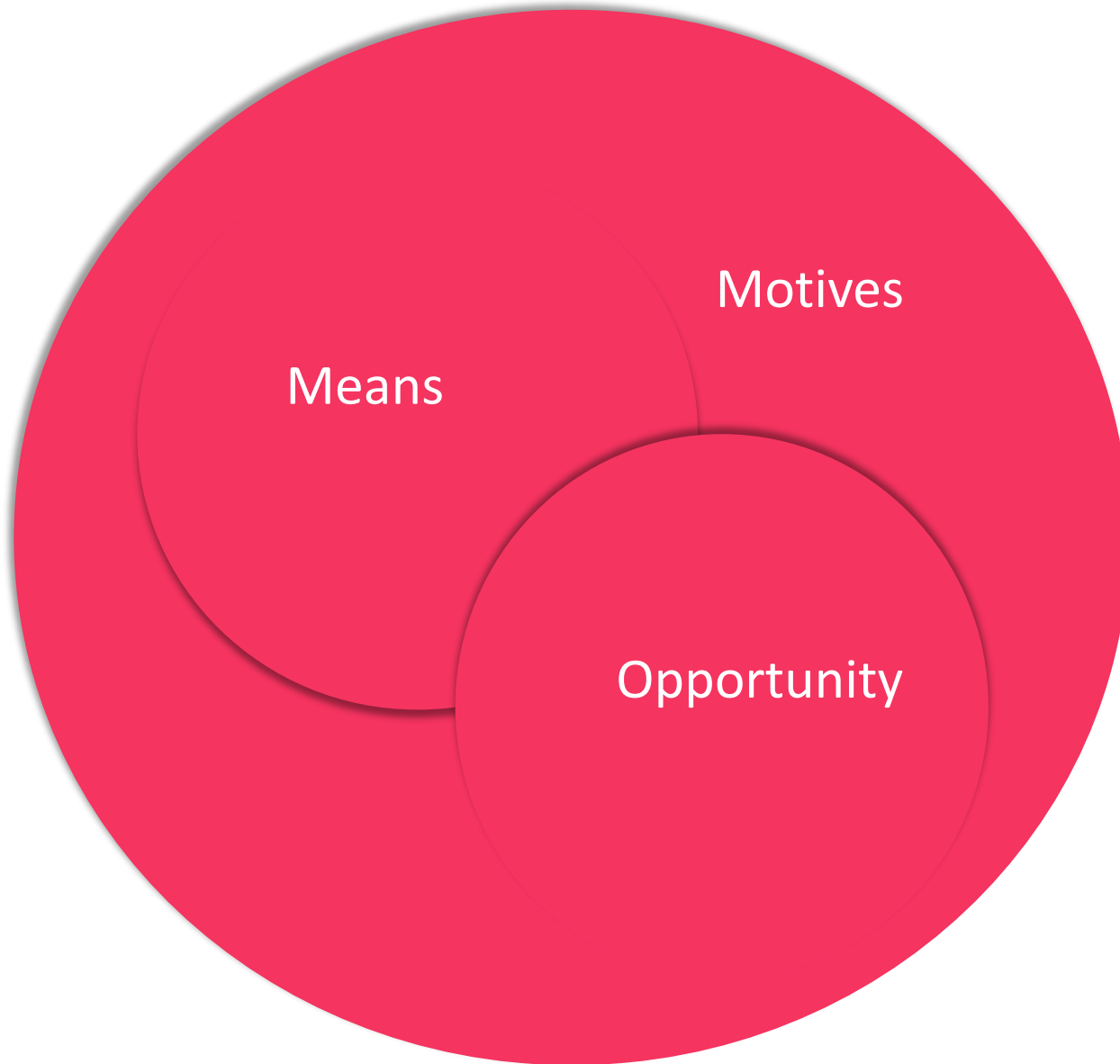
MADE⁺

Lego Observatory
Mountain View



Access &
Involvement

..means, motives and opportunity

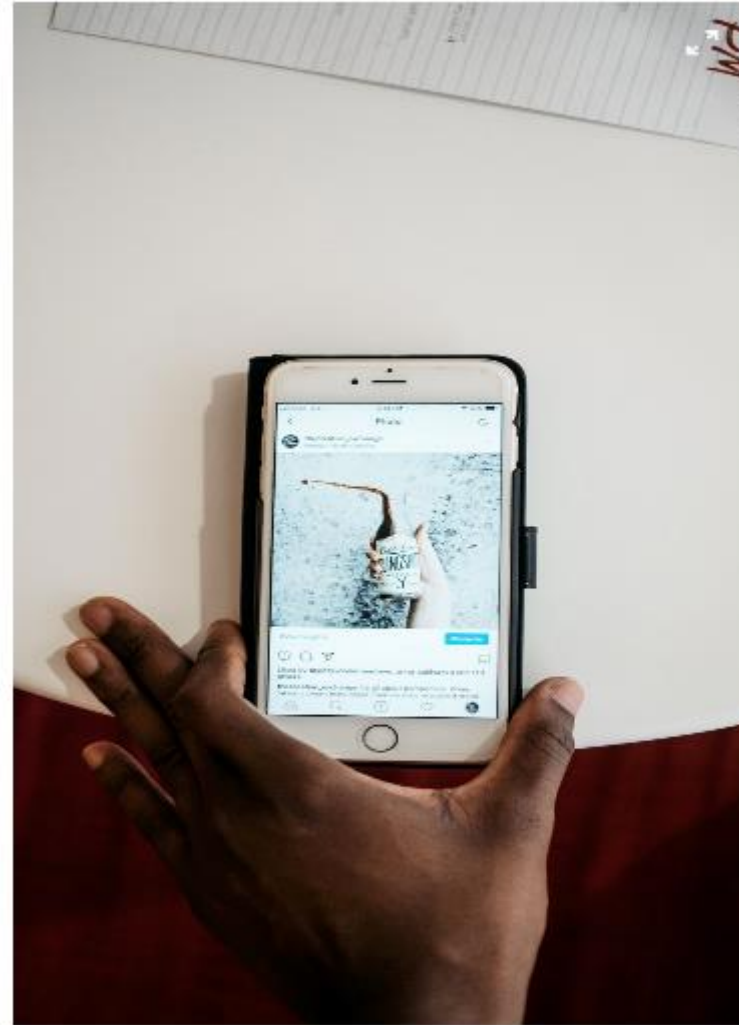


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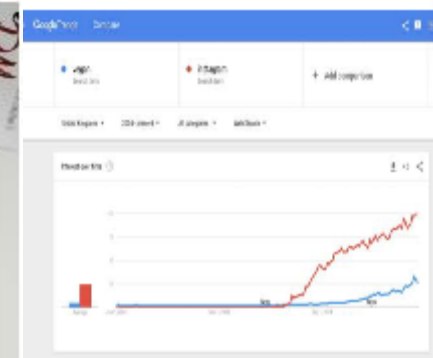
Opportunity:
social

The Instagram Generation

Trends around new diets have been rising steadily since 2012..in a similar trajectory to Instagram



According to Google trends, searches for "veganism" have been rising steadily since 2012 in a similar trajectory to "Instagram"



Google Trends

Like the photo-sharing app, which was launched exclusively on iOS in 2010, it became widely-used in 2012 when a version for Android devices was released.

“veganism has got the
instagram generation”

Shane Holland
Slow Food, UK



2

Opportunity:
social

A new food
era



FOOD BUT NOT AS WE KNOW IT



2

Opportunity:
social

A new food
era



3

Opportunity:
social

Always on & Speedful

According to our GM
58% of people are always on
versus 49% in 2015

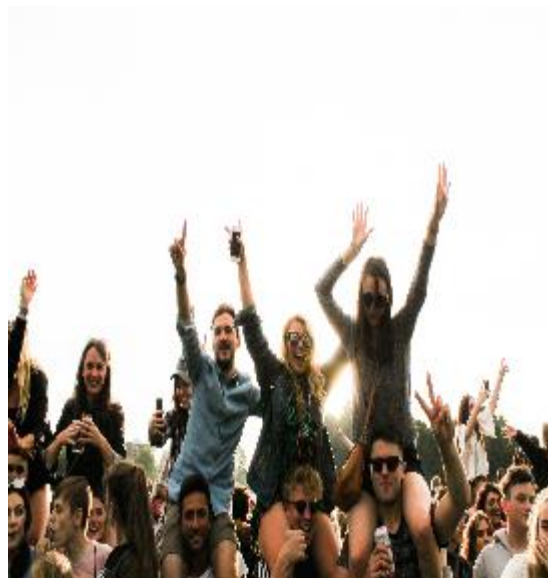




4

Opportunity:
social

The power of
Peer to peer



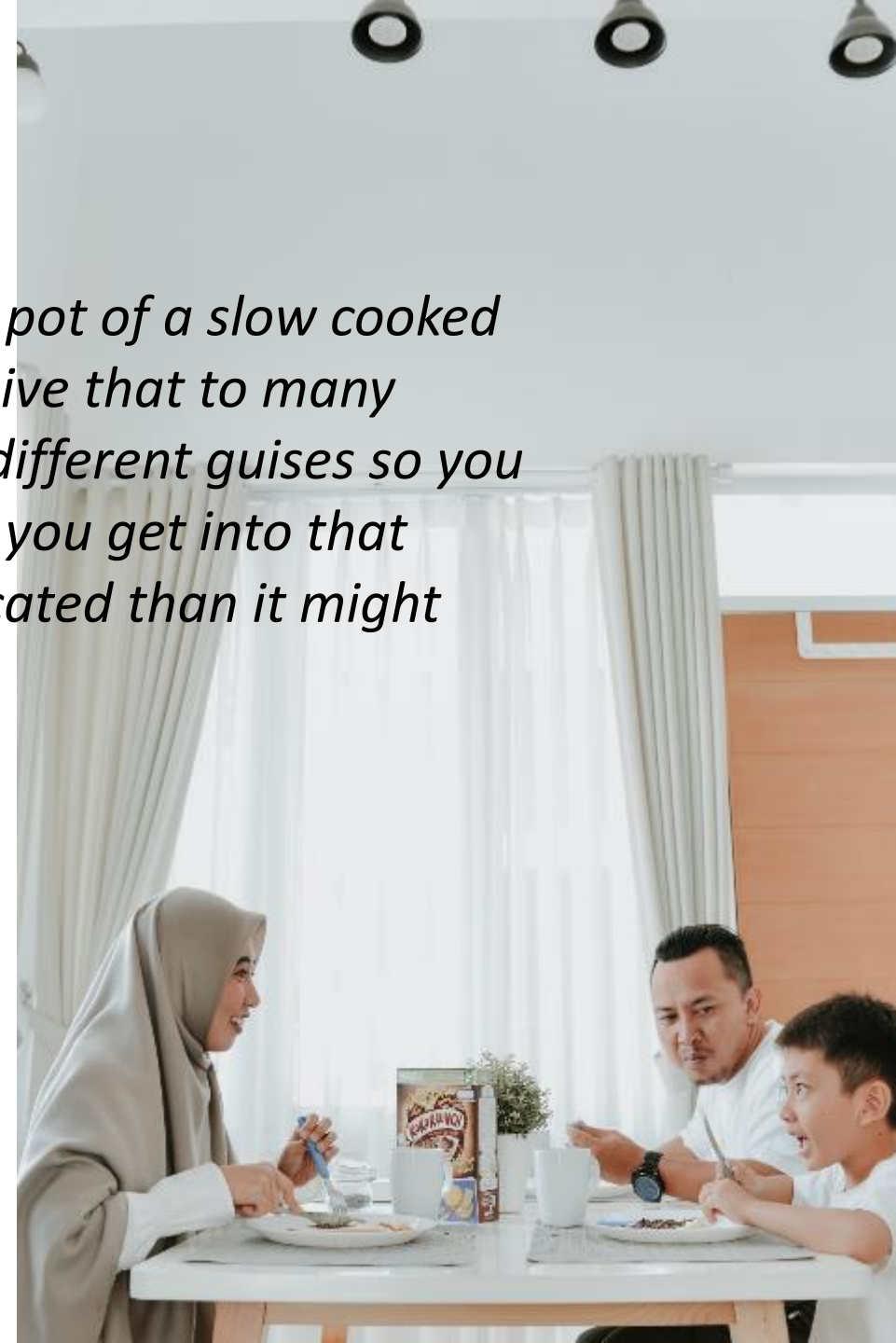
5

Opportunity:
domestic

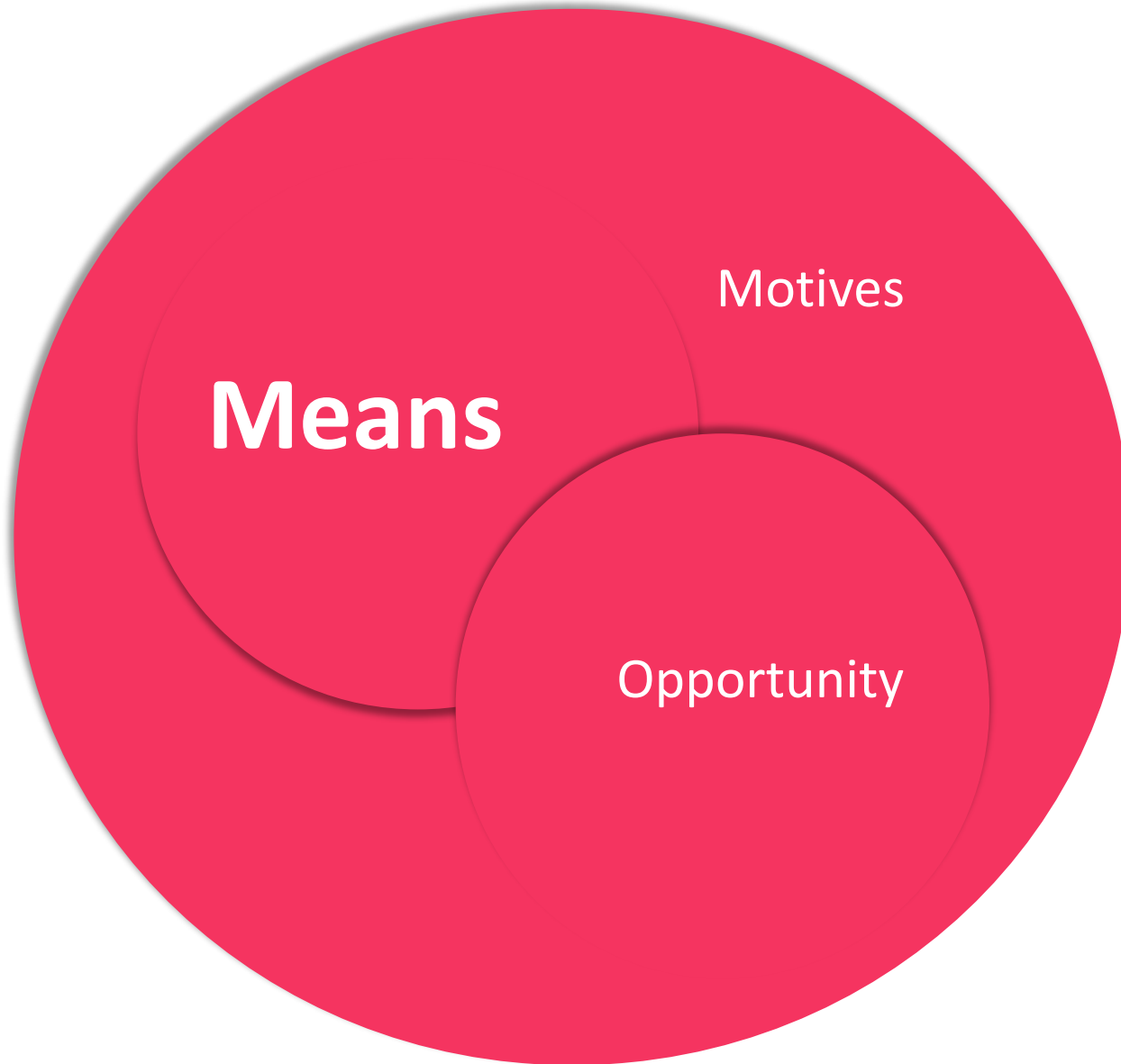
The changing household

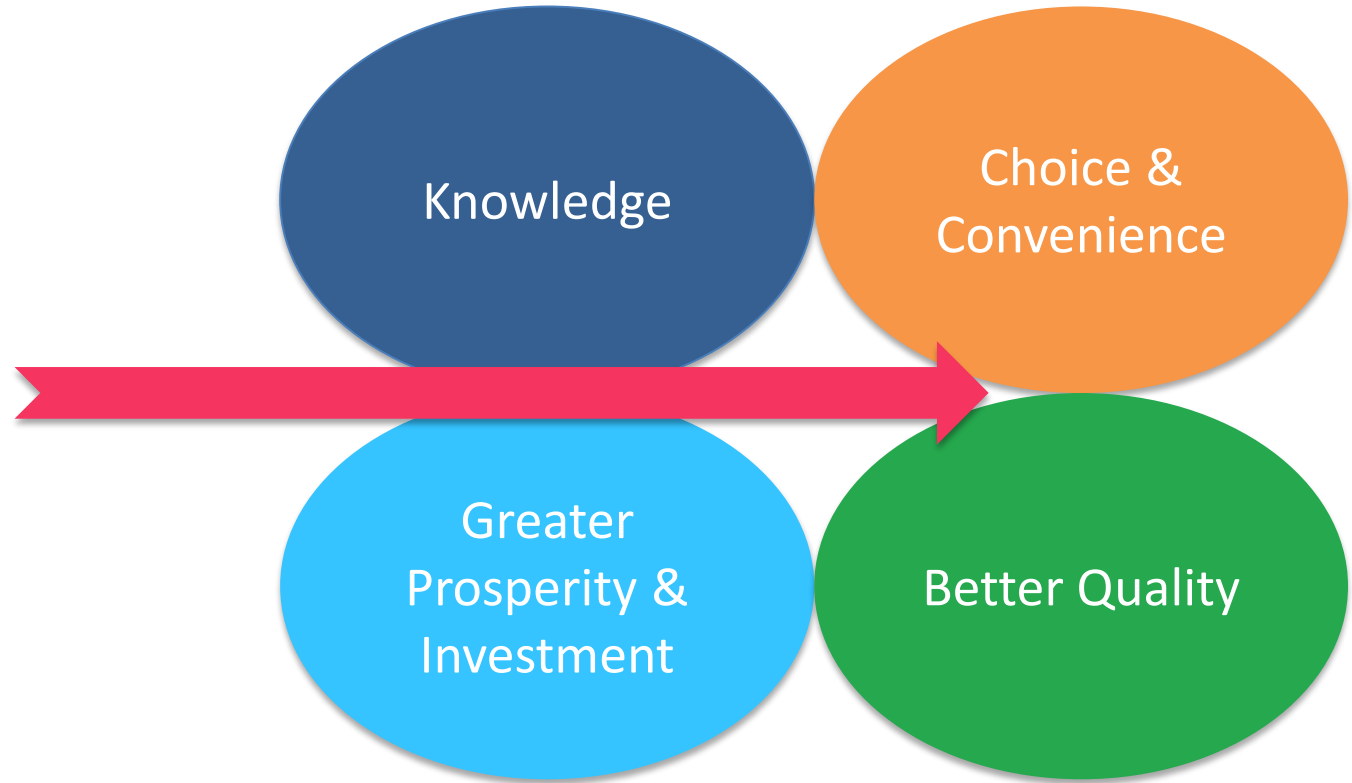
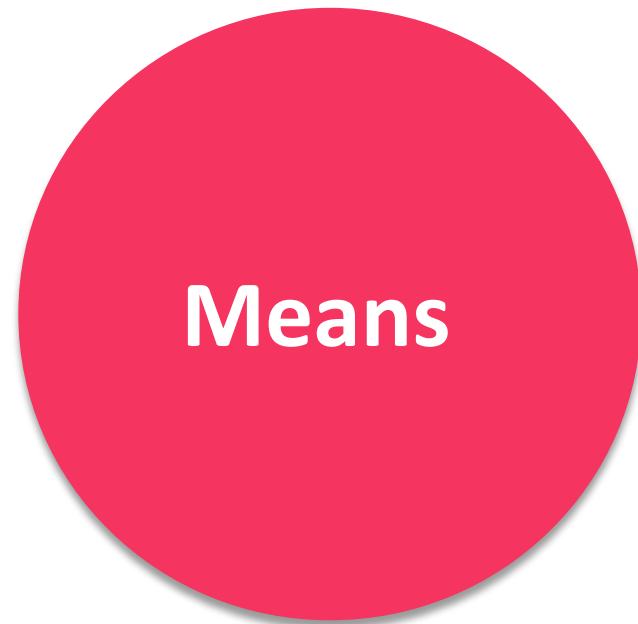
"I would make a massive pot of a slow cooked tomato sauce and I can give that to many different things in many different guises so you do have to plan but once you get into that planning it is less complicated than it might appear to be."

Mother of teenage girl



..means, motives and opportunity





Means:
Knowledge



New ways to cook and to experiment





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VERDICT

[Get the morning email](#)



LATEST

EDITOR'S PICK

LIFESTYLE

OPINION

NETWORK



SUBSCRIBE:



Means:
Prosperity &
Investment



14TH AUGUST 2017 6:11AM

EDITOR'S PICK

FEATURES

FOOD AND DRINK

LIFESTYLE

Why is vegan fast food attracting some of the world's biggest investors?

Means:
Choice &
Convenience

“Big chains such as M&S and Pret have introduced vegan ranges

Pizza Hut and Pizza Express offer vegan pizzas

Holland and Barrett are to open Vegan only stores



Beyond falafel and fruit salad

Means:
Better Quality



We're chefs and brothers (secretly, ninjas) and though we come from two different professional backgrounds, we found common ground in the Wicked Healthy culinary arts.



Derek Sarno: The new Tesco American chef
– director of plant based innovation

A close-up photograph of a woman with dark, curly hair and a brown hat. She is holding several bright red tomatoes in front of her face, partially obscuring her eyes. The background is a blurred outdoor setting with a white fence and greenery. The overall tone is warm and natural.

Evolving Lifestyles... Evolving Food Choices

**Change is inevitable.
Change is constant.**

Benjamin Disraeli

63% claim to have made **SOME** effort to **eat more healthily** in the past year

60% have made a **SOME** effort to **exercise more** in the past year



Changes Made in the Past 12 Months

**Eat more
Healthily**

69% Effort
TOTAL

73%

68%

62%

73%

71%

**Exercise
More**

60% Effort
TOTAL

67%

58%

64%

56%


60%






92% indicate that they **would like to make a change** to improve their health and wellbeing

*The most common change that people would like to make is to be more **physically active** (40%), followed by being more financially secure (31%), sleeping better (30%) and **eating more healthily** (29%)*

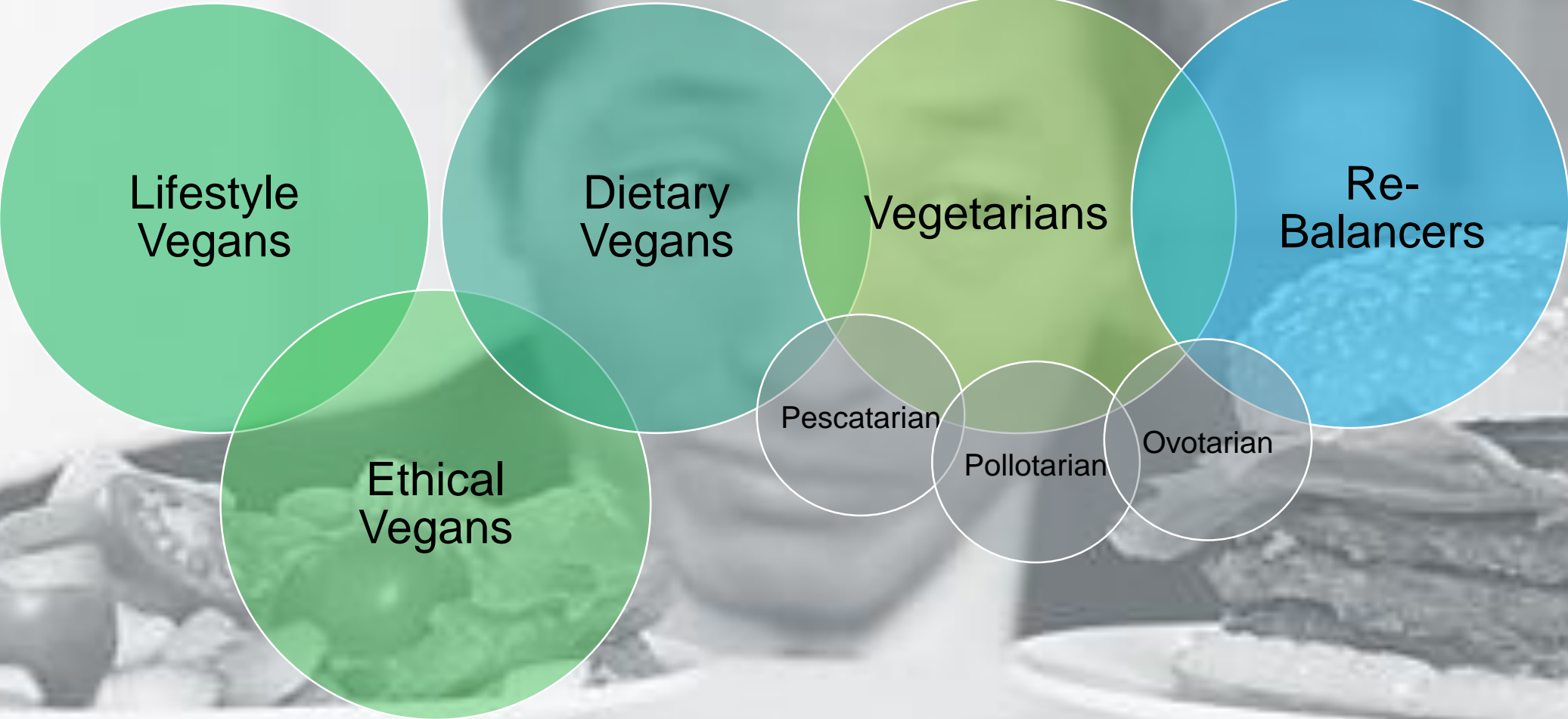
A vibrant collage of various fresh foods including vegetables, fruits, grains, and proteins. The image features a variety of items such as green peas, asparagus, avocados, bread, lentils, almonds, salmon, shrimp, tomatoes, strawberries, carrots, and a glass of oil. A large teal circle is overlaid on the center of the image, containing white text.

**22% of People
claim to be
following a
specific dietary
regime**

A vibrant collage of various plant-based foods. The image includes fresh green peas, asparagus, sliced avocados, whole wheat bread, lentils, almonds, corn cobs, a red bell pepper, a sweet potato, a glass of olive oil, and various other vegetables and fruits. The background is a mix of these items, creating a rich, colorful scene.

19% of People
claim to be following
a diet that has a
greater emphasis on
plant-power

Plant-Powered Diets operate on a spectrum



61% have made some effort to reduce their use of plastic in the past year



1 in 3 claim to have reduced their intake of **Red Meat**



WHY?

- Health 67%**
- Lifestyle Change 30%
- Environment 30%
- Animal Welfare 27%
- Save Money 17%
- Media Influence 11%

22% claim to have reduced their intake of Dairy

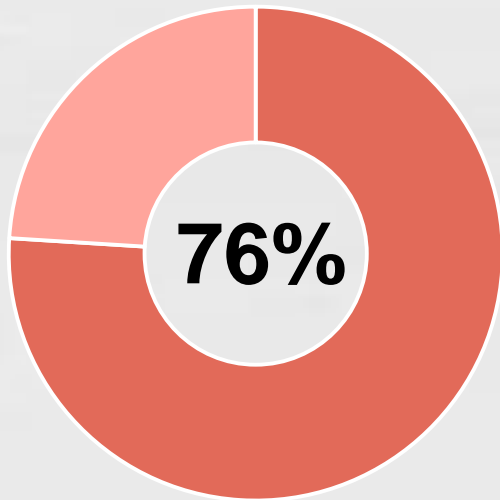
WHY?

Health 56%
Lifestyle Change 31%
To Look Better 16%
Animal Welfare 16%
Have More Energy 16%
Doctor/Prof. Advice 15%
Environment 14%



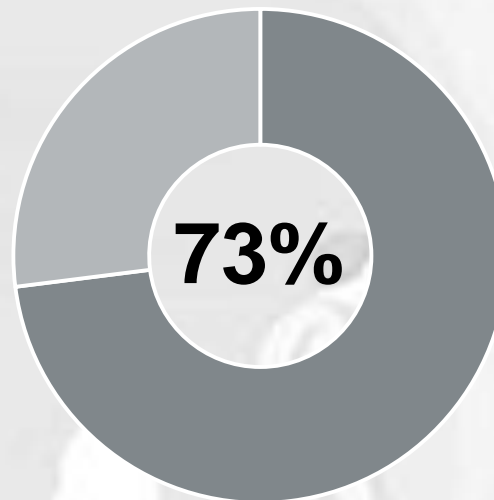
Conscious Reduction?

Red Meat
(N=3,028)



25% of the total
Across the markets

Dairy
(N=1,943)



16% of the total
Across the markets

Q. And for each of these types of food that you have reduced, did you consciously try to reduce this food or did it simply happen that way due to other influences or circumstances?

A grayscale landscape photograph of a mountain valley. In the foreground, there are large, light-colored rocks and some sparse vegetation, including a bush with small white flowers on the left. A calm lake reflects the surrounding mountains and sky. The background features rugged, rocky mountain peaks under a cloudy sky. A black horizontal bar is overlaid across the middle of the image, containing the text "LESS BUT BETTER?".

LESS BUT BETTER?

Beef

Value

Volume

Ireland

4.6%

5.9%

UK

2.0%

0.6%

US

2.6%

4.0%

Sweden

4.2%*

Germany

4.3%

1.8%

(GlobalData, 2018)

Milk & Milk Alternatives (Value)

Milk

Milk Alternatives

Ireland	3%	19%
UK	-0.7%	7.2%
US	2%	13%
Sweden	2%	15%
Germany	1%	15%

(Euromonitor, 2018)

Cheese

	Vol	Value
Ireland	3%	5%
UK	1.0%	3%
US	0.2%	1.1%
Sweden	1.5%	4%
Germany	1%	2%

(Euromonitor, 2018)

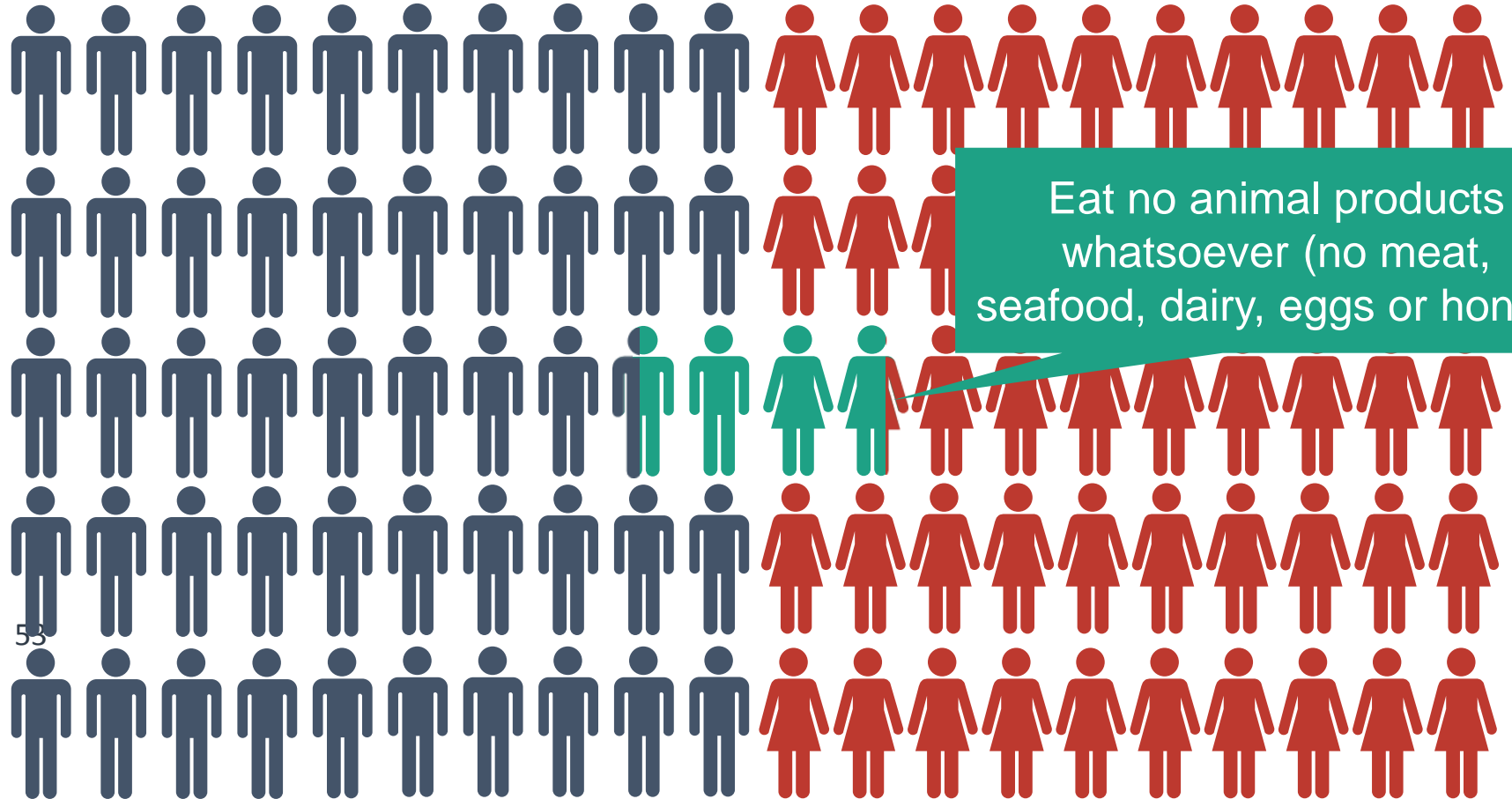


Dietary Lifestyles
- Plant Powered Diets -





Veganism



Dietary Vegans

In their own words

“I'm best described as an active person who is focussed and career orientated” -Vegan, Sweden

- **physically active, driven and conscious** of all that is around them.

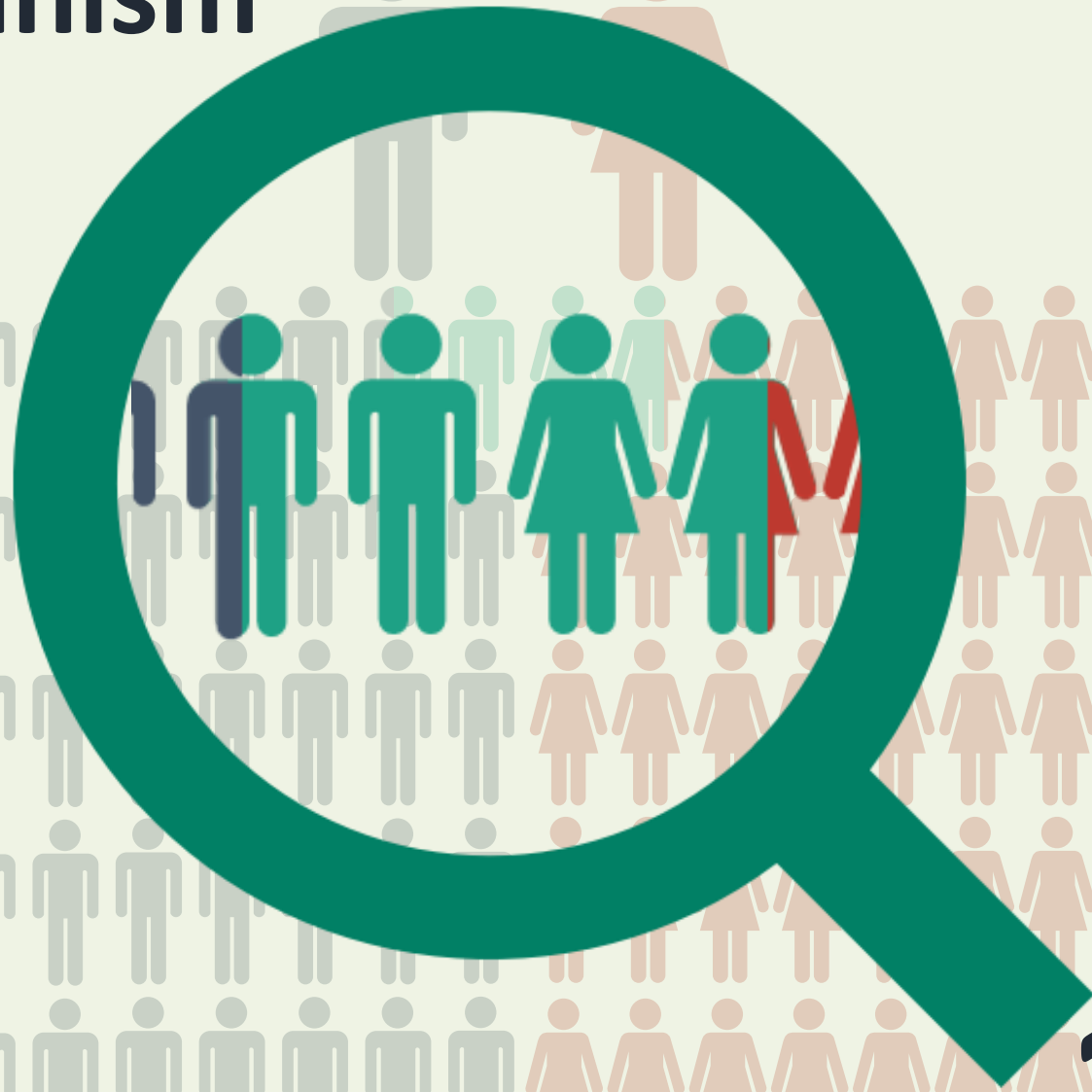
“Very active, Hard worker, Constant, Achiever”- Vegan, USA

“A few words to describe myself: Compassionate, conscious, honest, active and determined”- Vegan, UK

“I'm best described as an active person who is focussed and career orientated” -Vegan, Sweden

“I don't practice any diet, but I'm vegan, which is better described as a lifestyle. I've been vegan for three years now and I regret not doing it sooner. Just to avoid confusion, vegan means that not only do I not consume animal products in any way, shape or form, but I also don't use or buy anything that is made from or has animal products in them. It is not only about bettering myself, but also the world around me” - Vegan, Sweden

Veganism



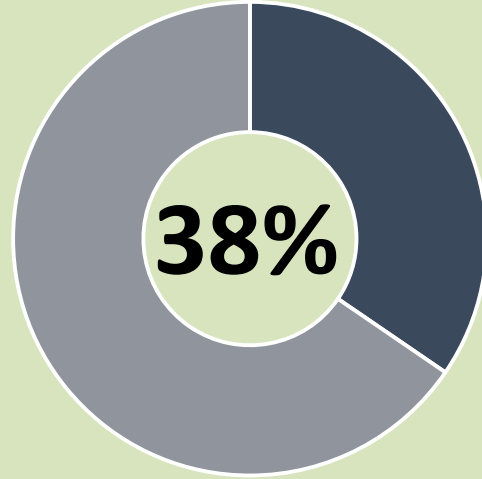
3.5%



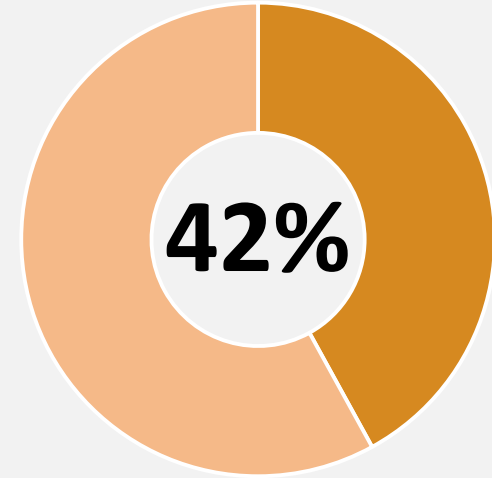
Dietary Vegans

NEW RECRUITS
- Up to 12 Months -

COMMITMENT
- Committed forever -



IRL 50% **UK 34%**
DE 35% **SW 26%**
US 47%



IRL 37% **UK 44%**
DE 31% **SW 46%**
US 46%

HOLLY WHITE



VEGAN-ISH

A COOKBOOK
INTRODUCTION TO
A PLANT-BASED DIET

BEEF · BEETROOT · QUINOA
BEEFROOT
-BURGER-





Dietary Vegans



4.1%



146,426 adults

Bord Bia
Irish Food Board

3.6%



1,855,023 adults

2.8%



178,360 adults

2.6%



1,800,500 adults

5.0%



12,603,190 adults

A world map with a green tint, overlaid with a network of glowing white nodes and connecting lines, representing global connectivity. The map is centered on the Atlantic Ocean.

725,000,000

Vegans Worldwide

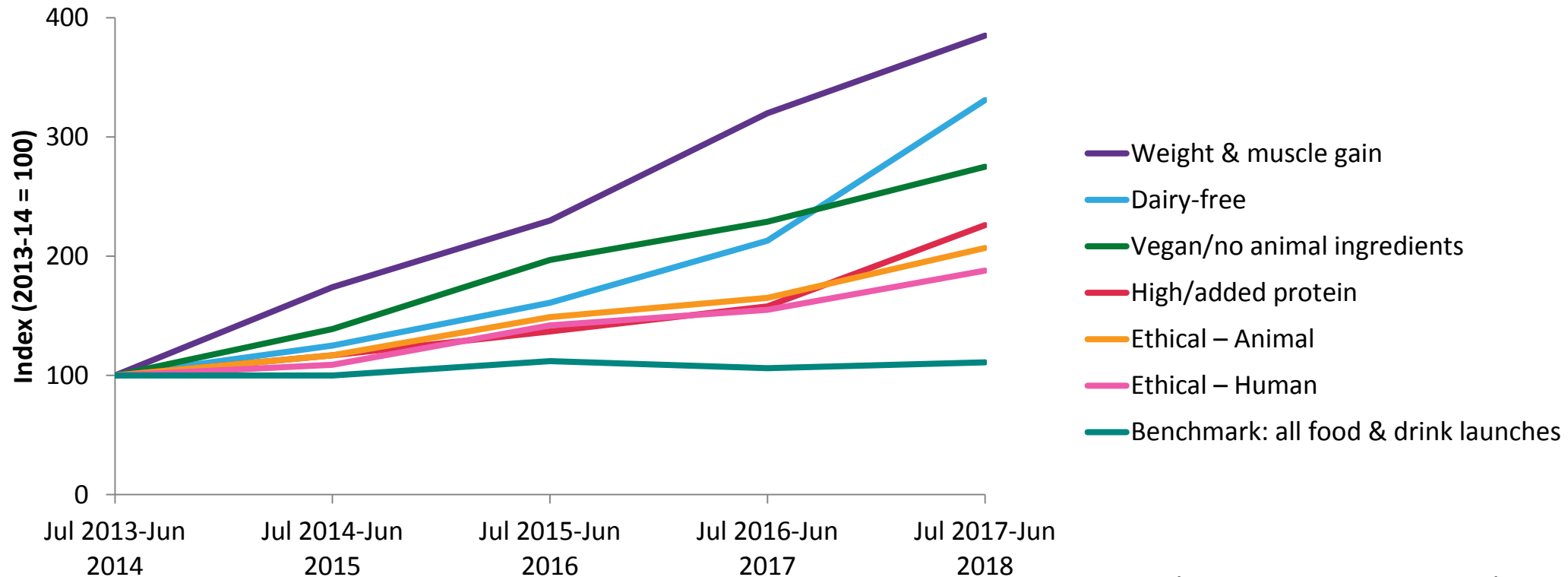
(Wikipedia, 2018)



Vegan is the third fastest growing on-pack claim for food & drink launches globally over the last five years

The rise of plant-based foods is highlighted by growing use of the dairy-free claim alongside vegan claims over the last five years.

Global: fastest growing claims for food & drink NPD (indexed), 2013-18

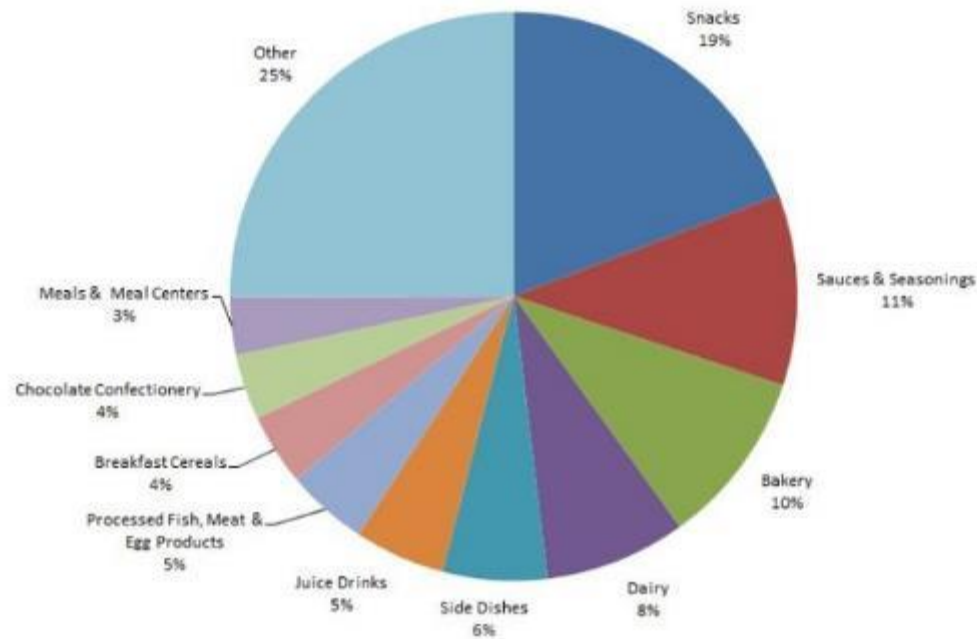


(Intel: GNPD, 2018)



Snack category accounts for the highest share of vegan food & drink launches

Global: top 10 categories for vegan food & drink launches, July 2017-June 2018



Snacks account for the largest share of vegan NPD: 19%

Sauces & seasonings is in second place at: 11%

Vegan bakery, in third place, includes dairy- and egg-free cakes.

NPD in plant-based dairy has advanced to such an extent that dairy is now the fourth largest contributor to vegan NPD.

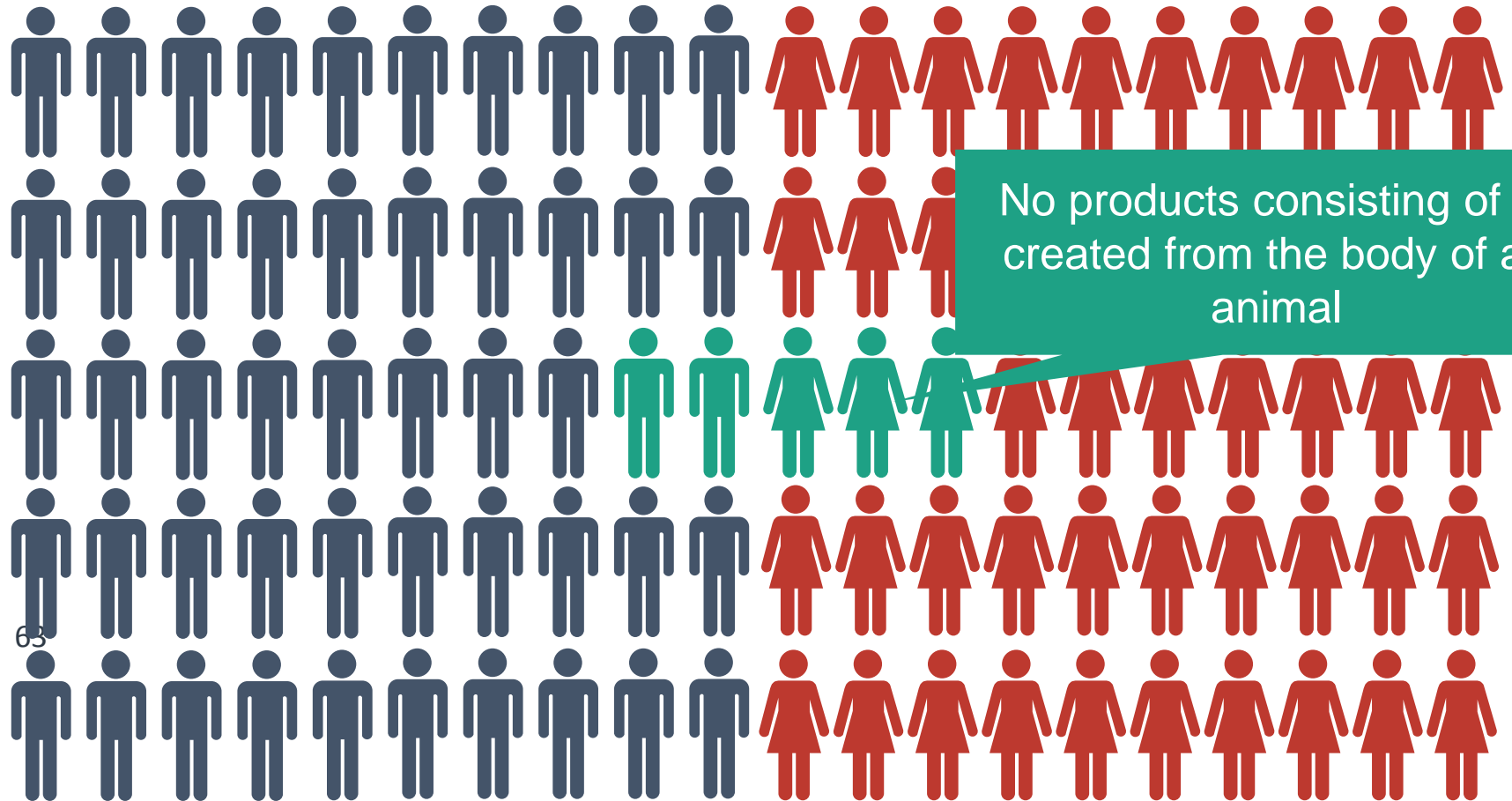
(Mintel : GNPD, 2018)



Vegetarians
- Plant Powered Diets -



Vegetarians





Vegetarians



64

5.1%

Vegetarians



4.3%



153,569 adults

5.7%



2,937,120 adults

4.7%



338,571 adults

6.1%



3,254,750 adults

4.3%



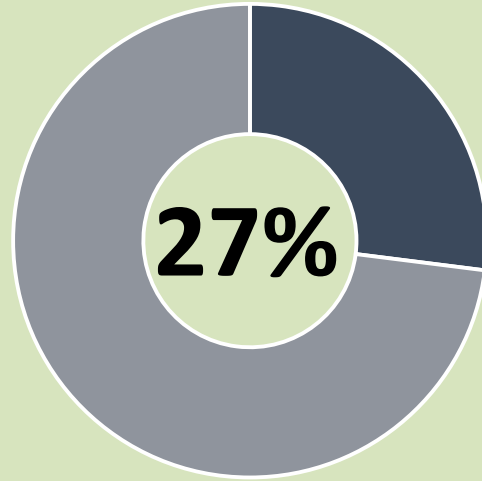
10,838,743
adults



Vegetarians

NEW RECRUITS

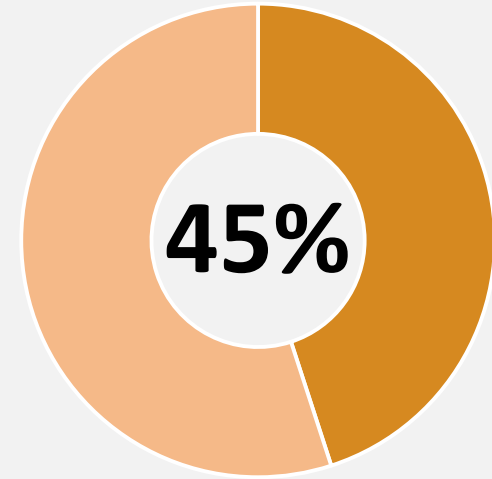
- *Up to 12 Months* -



IRL 32% UK 24%
DE 21% SW 24%
US 40%

COMMITMENT

- *Committed forever* -



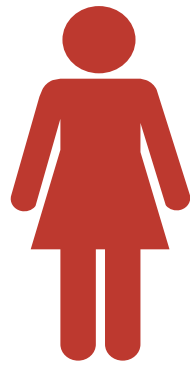
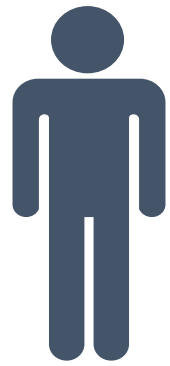
IRL 40% UK 56%
DE 39% SW 42%
US 42%



Re-balancers



Re-Balancers



Include some meat and/or dairy but in a fairly limited fashion with an effort made to reduce meat and/or dairy



Re-Balancers

In their own word



- **They have more of a flexible and less extreme approach**

“It would definitely be exuberant, passionate and funny. I love making others laugh and I really care about everything that I do. When I do something, I really set my mind to achieve it”
-Rebalancer, USA

“I’m not very active because I don’t enjoy exercise, but I’m trying to improve and start yoga. I try to go to the gym and run for 20 minutes once a week, but it doesn’t always happen.. “
-Rebalancer, UK

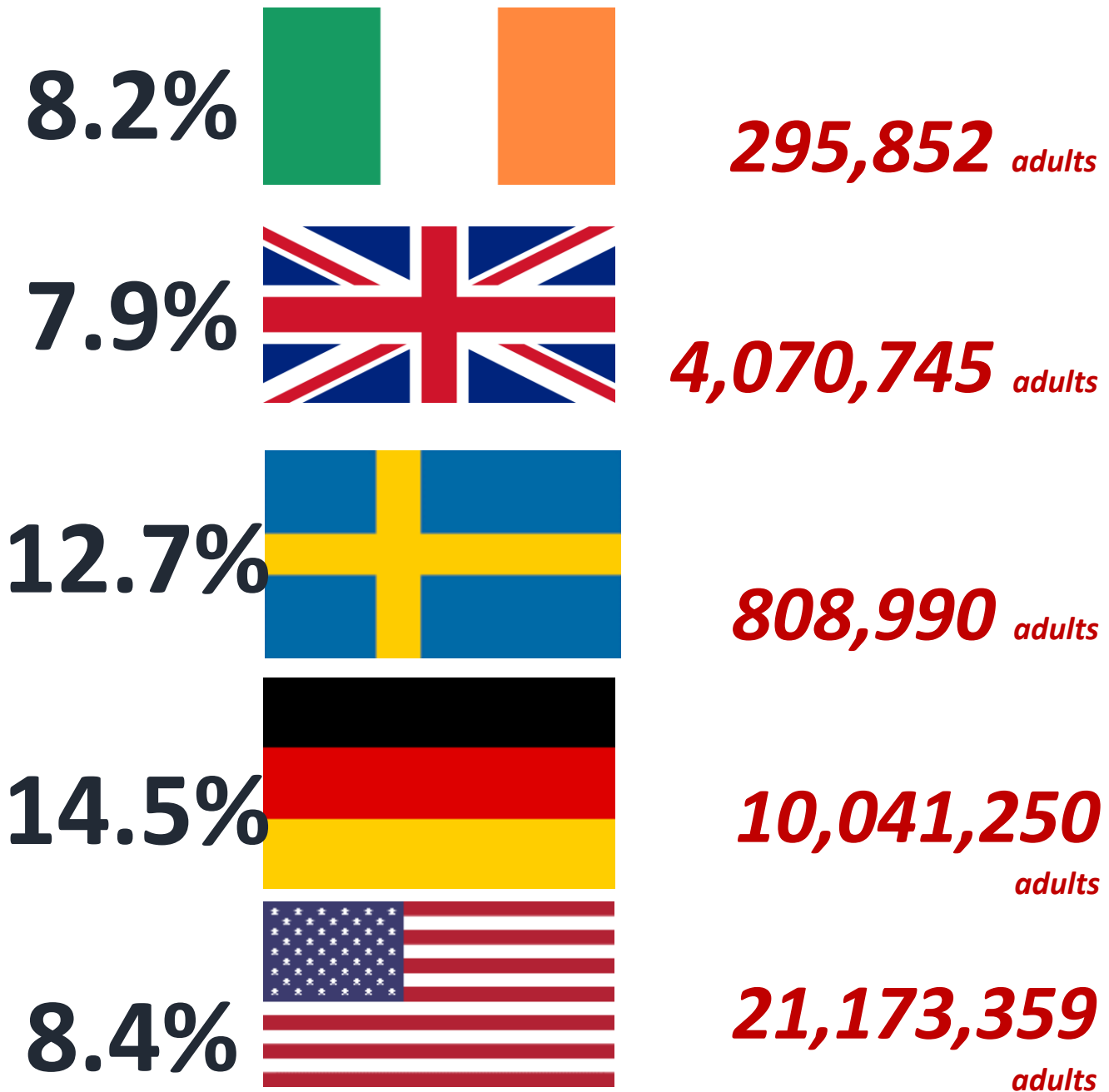
“Happy, empathetic, analytic and balanced”
- Rebalancer, Sweden

“Outgoing / Sociable / Determined”
-Rebalancer, Ireland



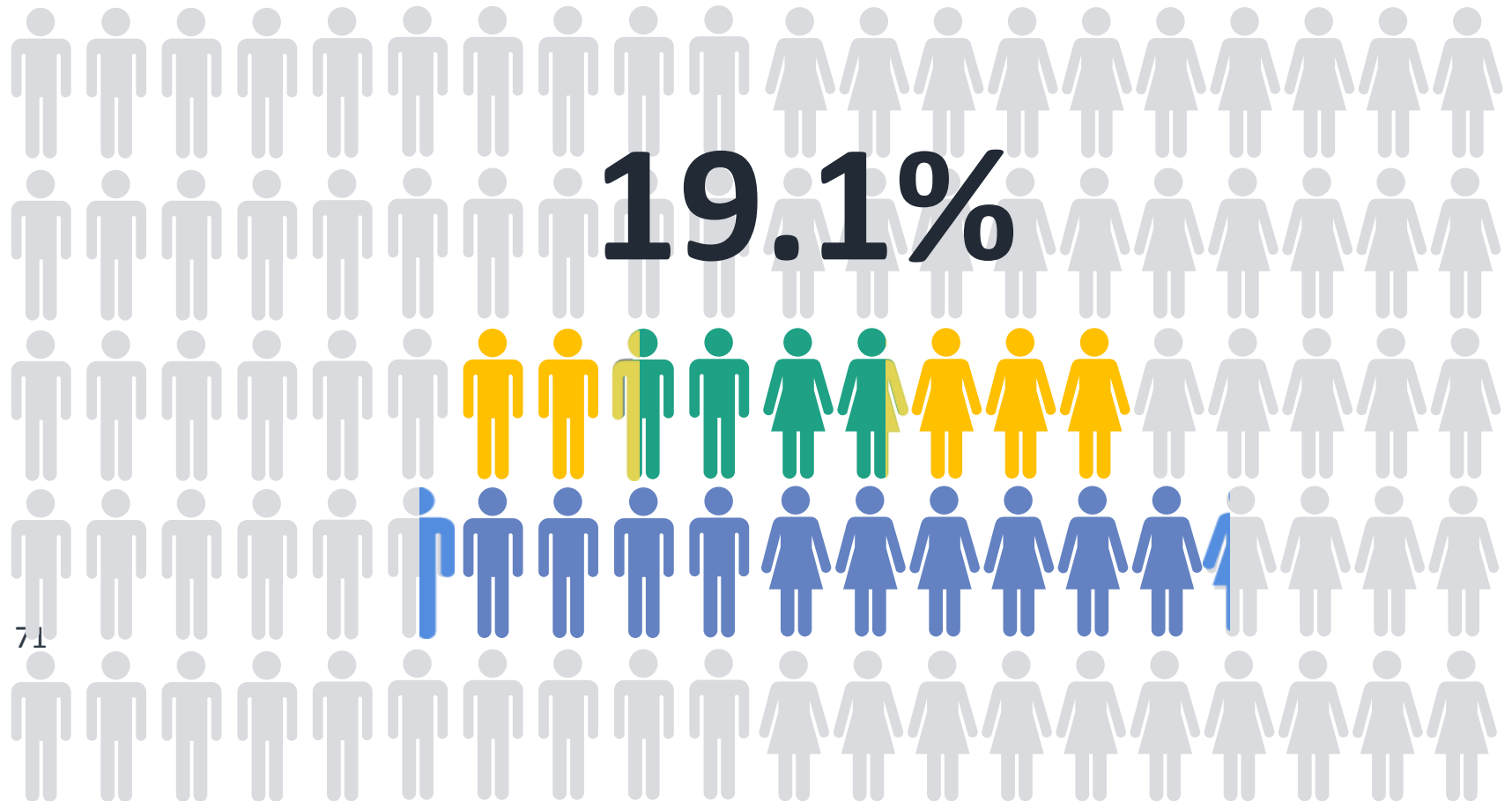
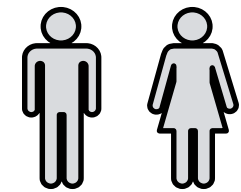


Re-balancers





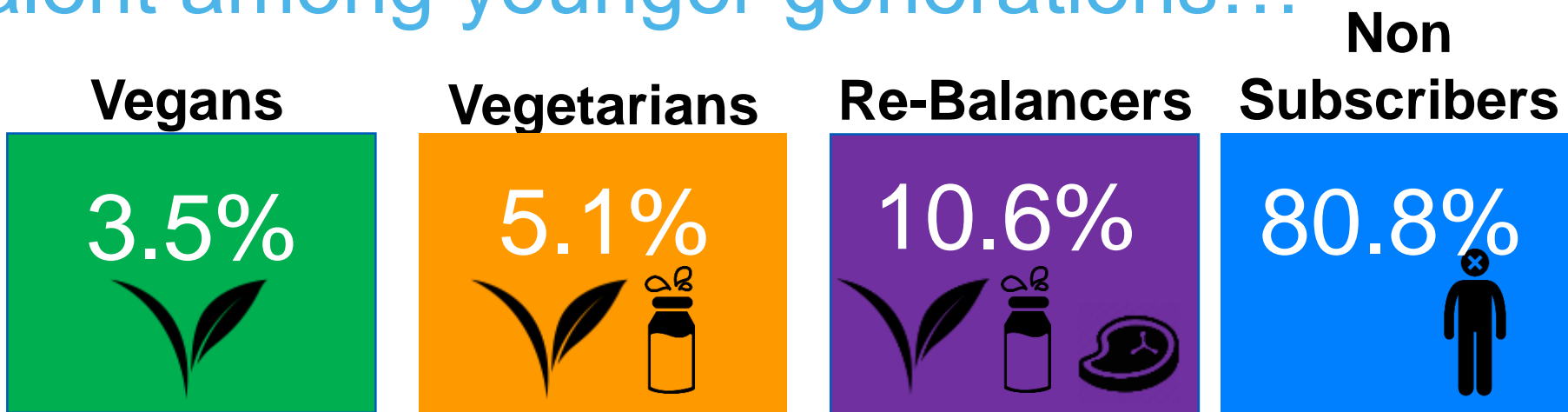
Veganism / Vegetarism / Re-balancers



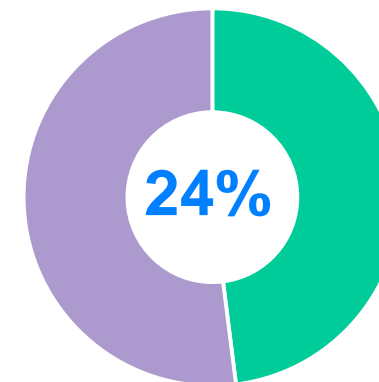
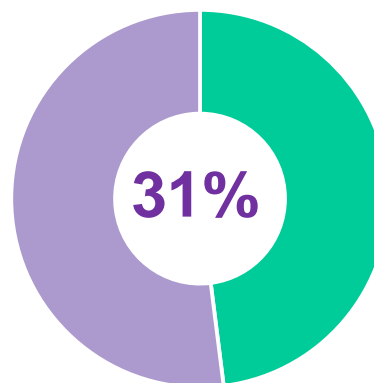
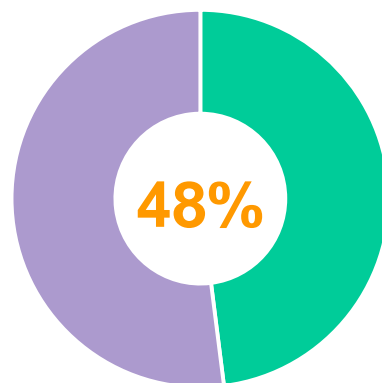
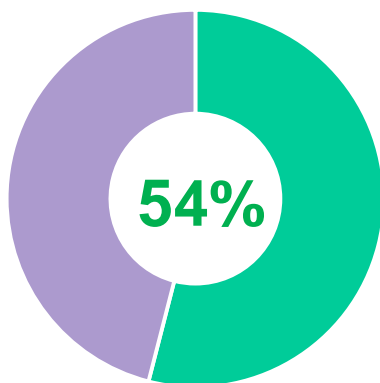


Who are they?

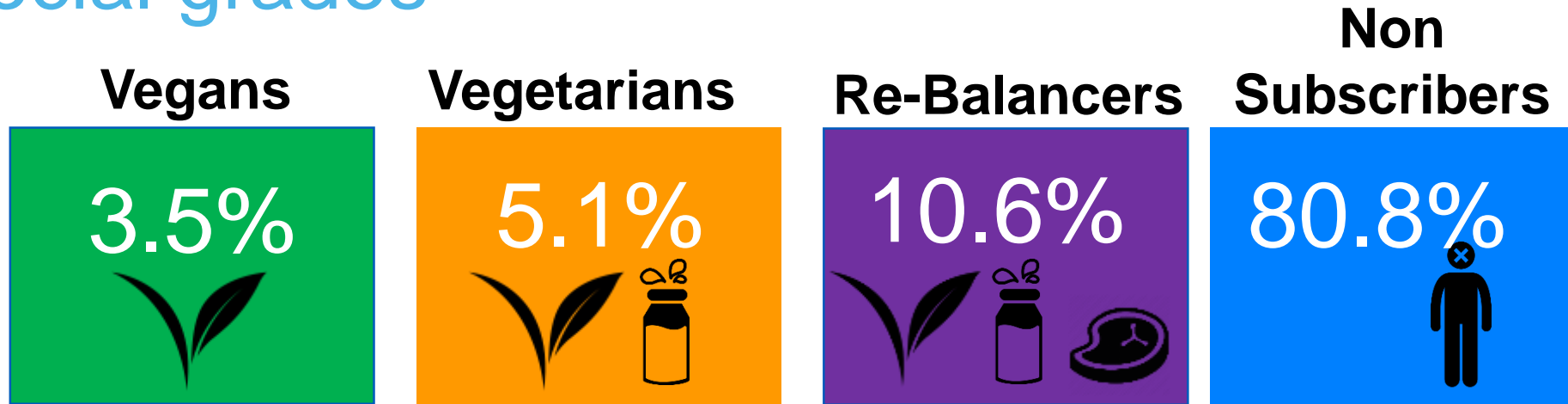
Plant-powered dietary lifestyles are more prevalent among younger generations...



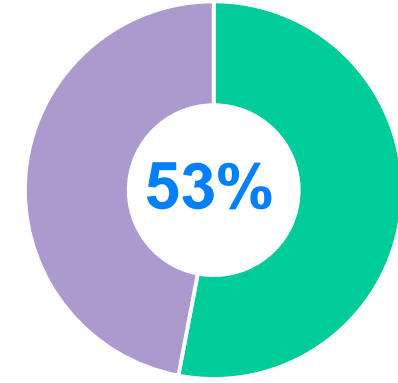
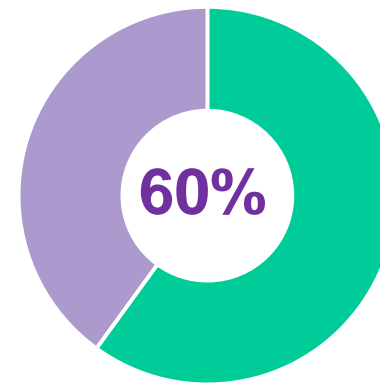
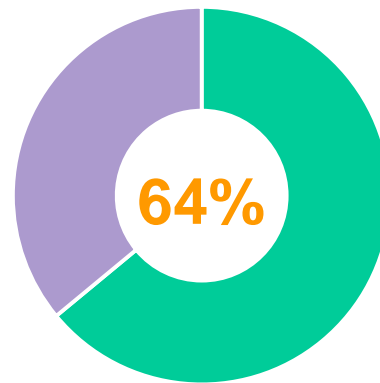
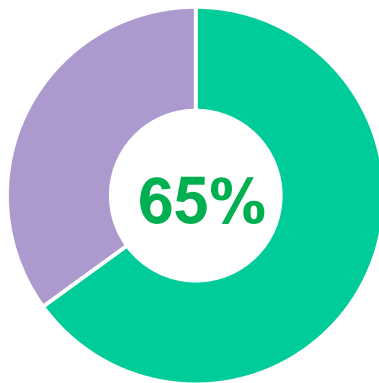
% Aged
18-34



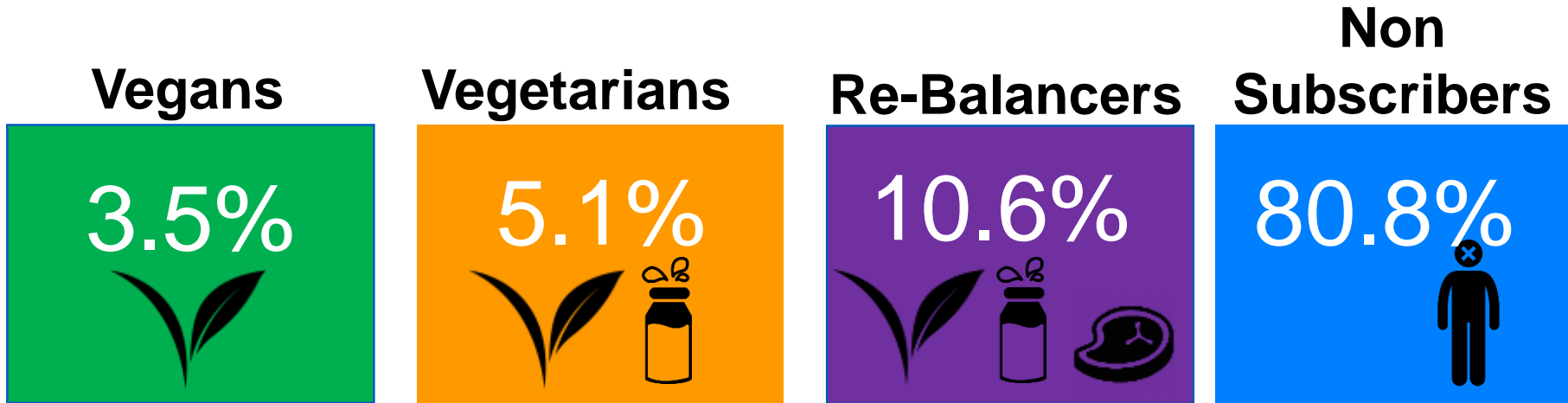
... And they are more prevalent among the higher social grades



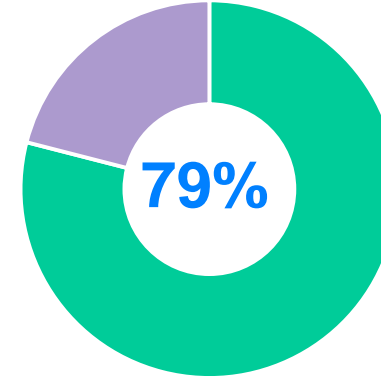
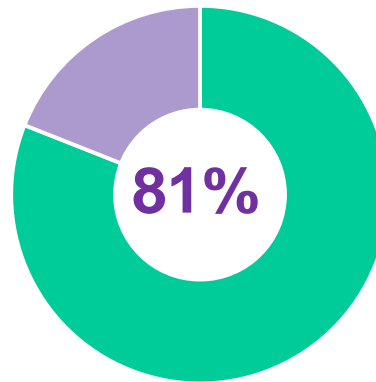
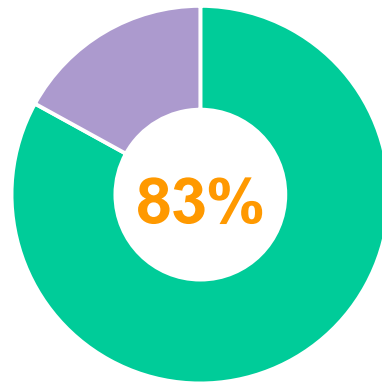
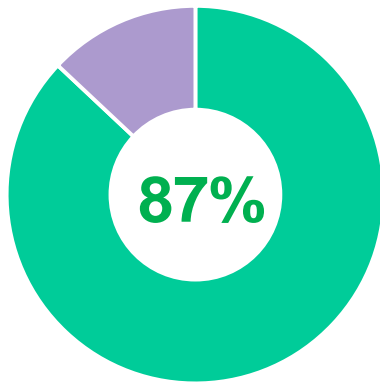
% ABC1



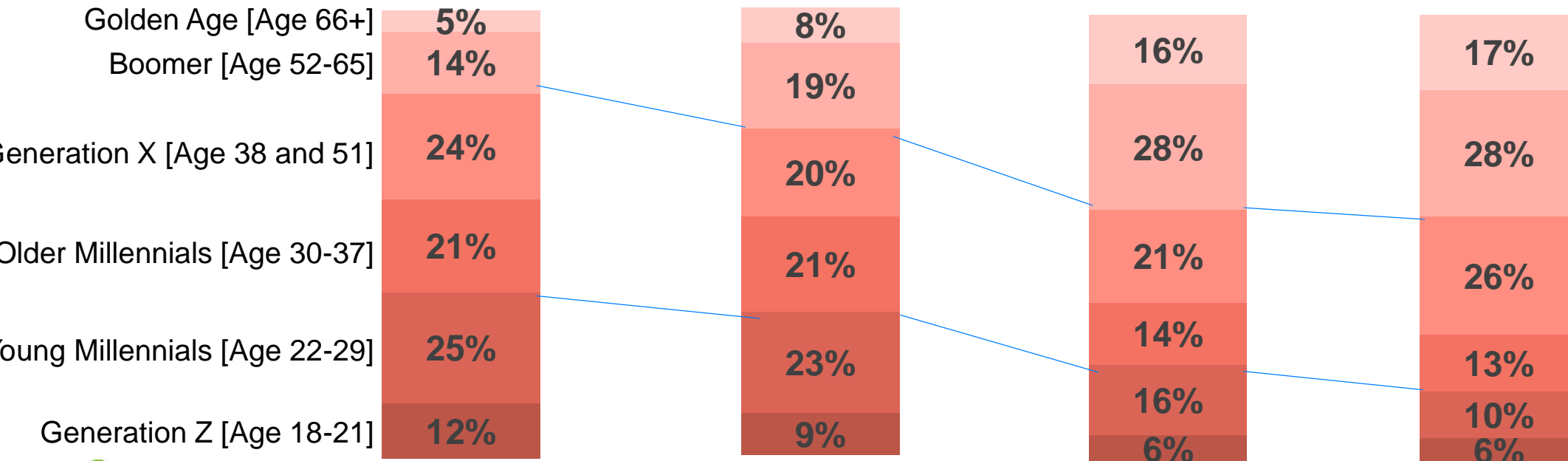
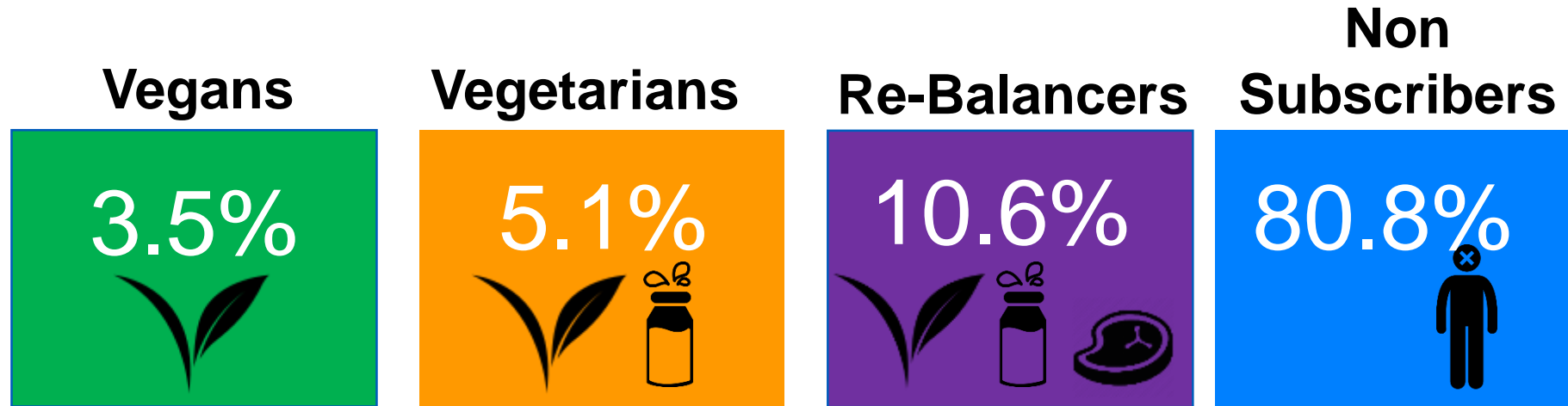
... And more urban focused



% Urban



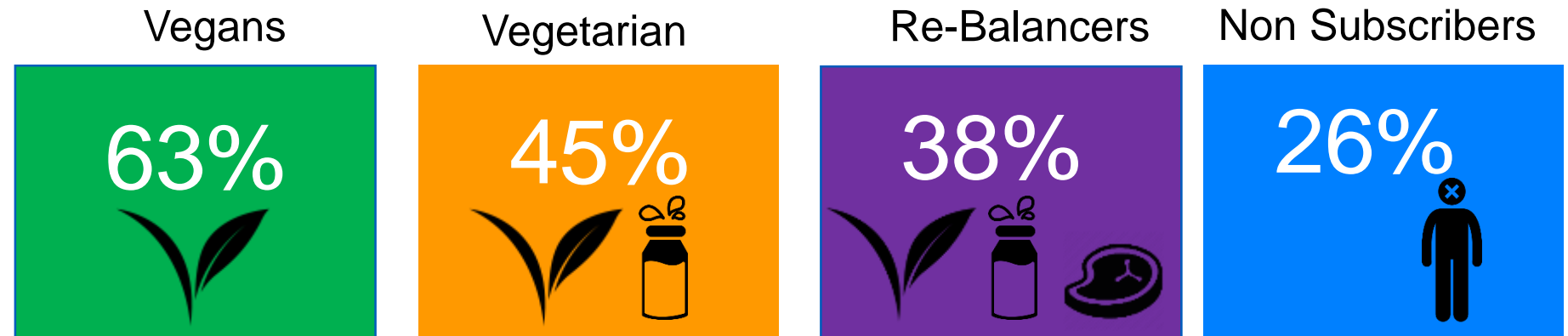
... And more Gen Z than Gen X





Behaviours

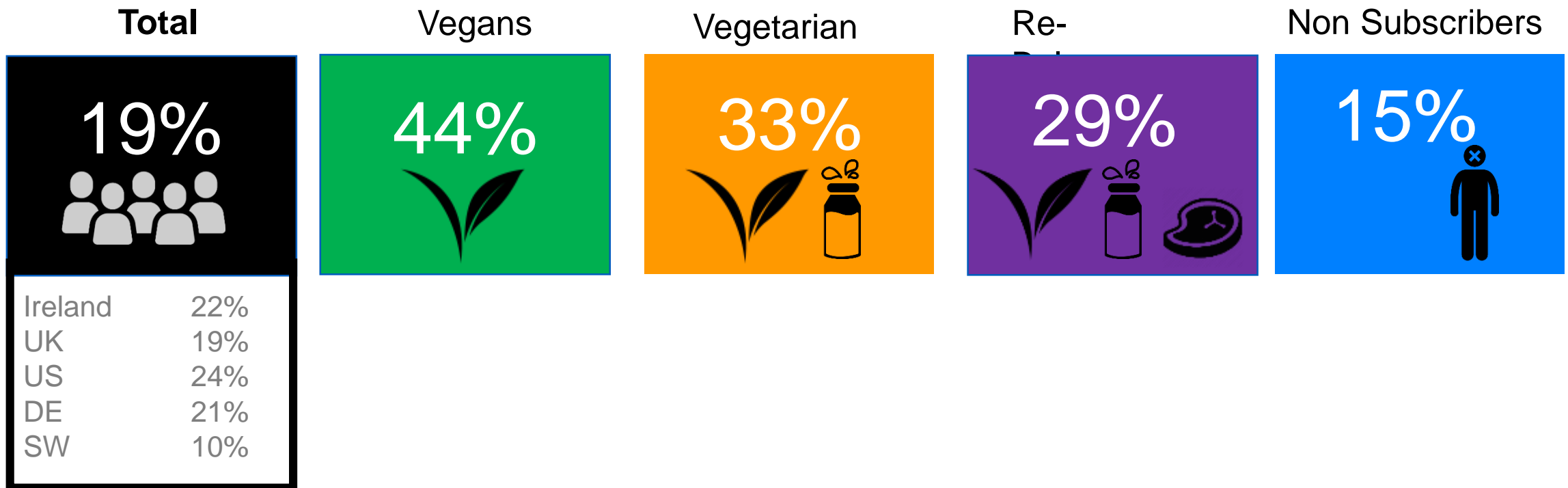
“My Food Choices are a Big Part of my Identity”



% 8-10 on a 10 point scale; n=8,000



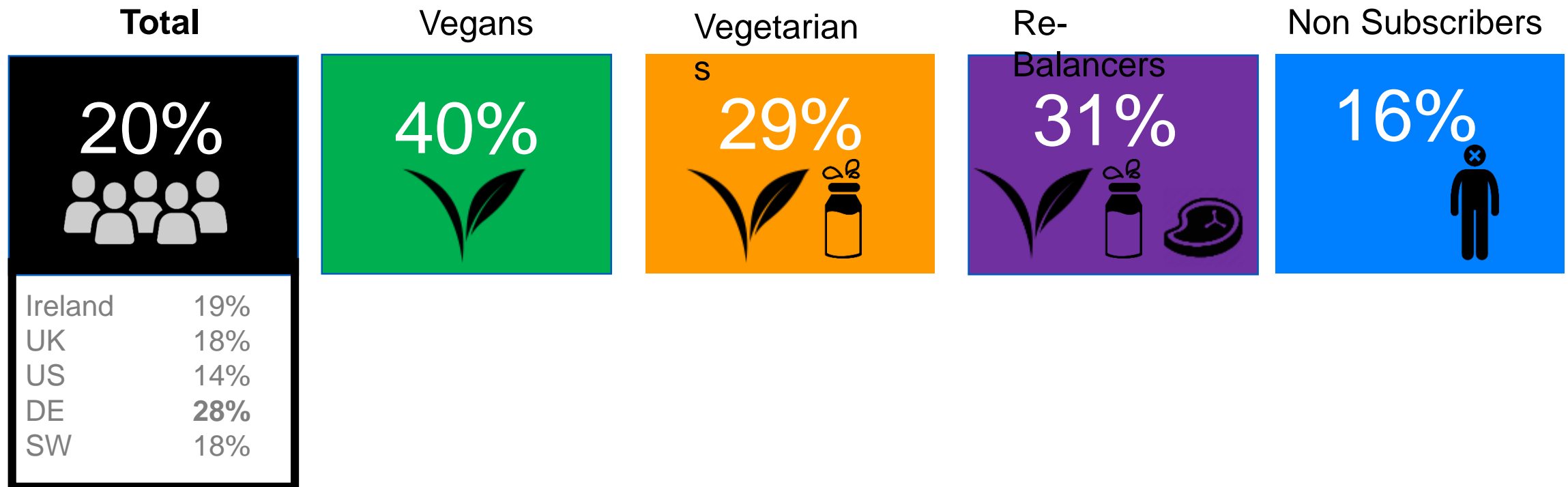
“I have made a **BIG** effort to eat more healthily”



% Have made a big effort in the past 12 months



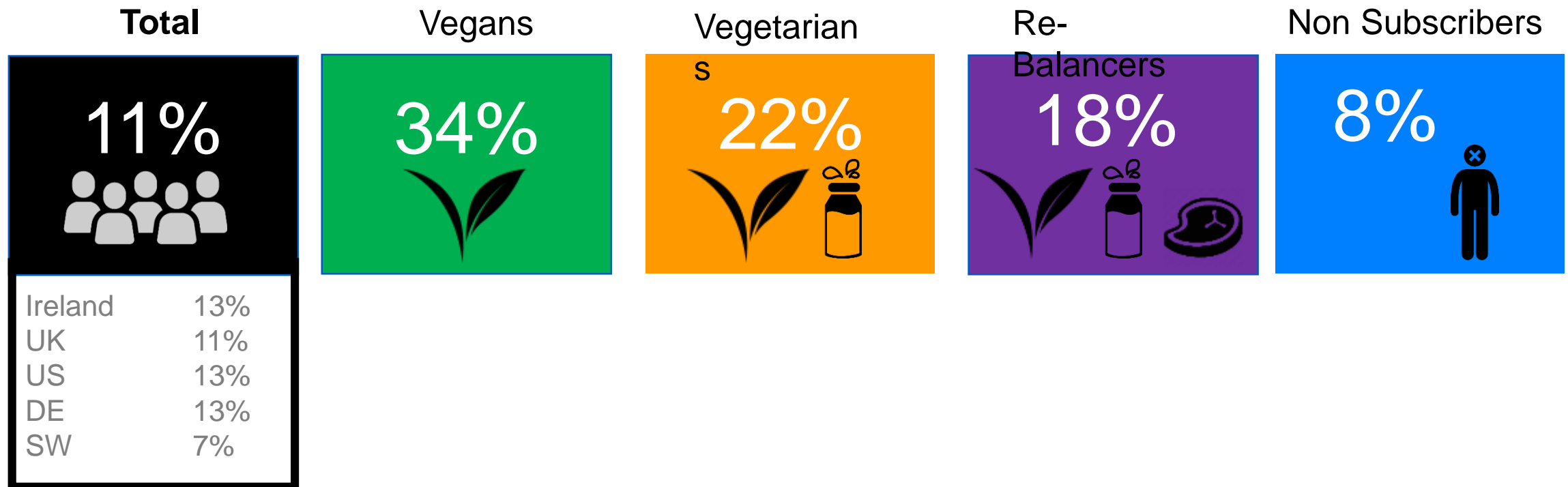
“I have made a **BIG** effort to reduce the amount of plastic I buy”



% Have made a big effort in the past 12 months



“I have made a **BIG** effort to reduce my carbon footprint”

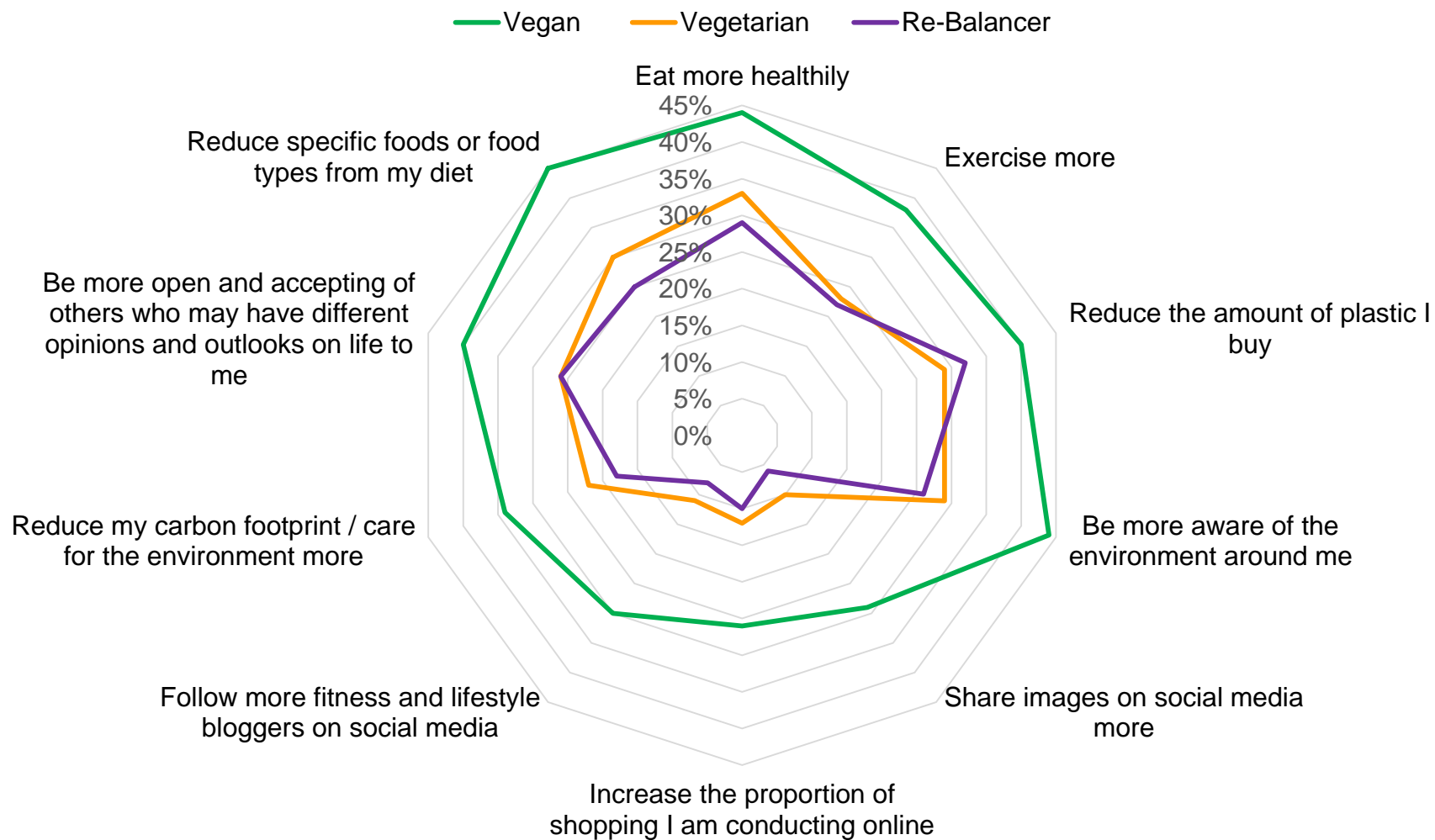


% Have made a big effort in the past 12 months





Recent Behaviours

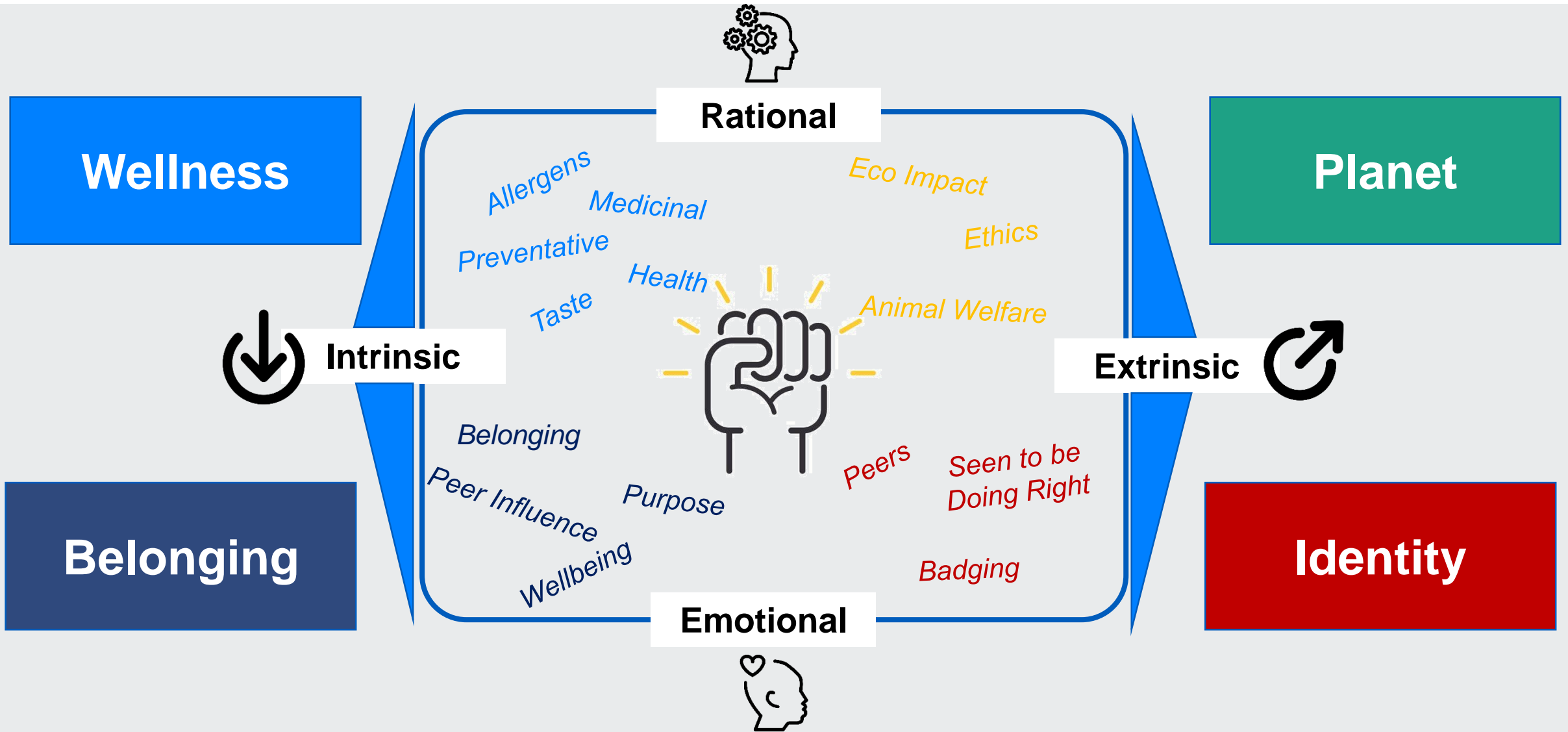


Q. Which of the following have you made an effort to do in the last 12 months, if any? **Made a big effort to do** N=318; All Vegans; N=458; All Vegetarians; N=951; All Rebalancers

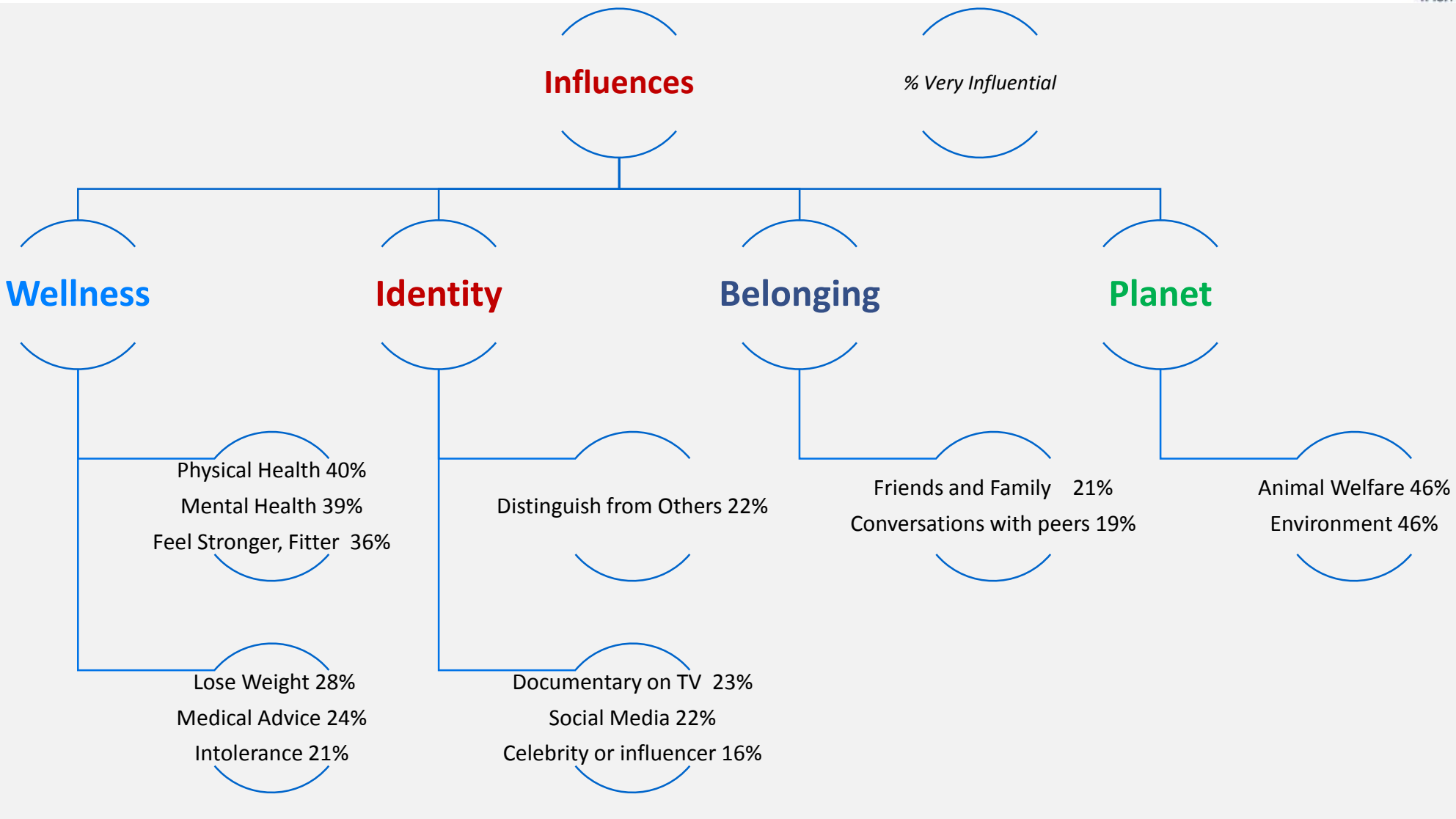
Why “Plant Power”?



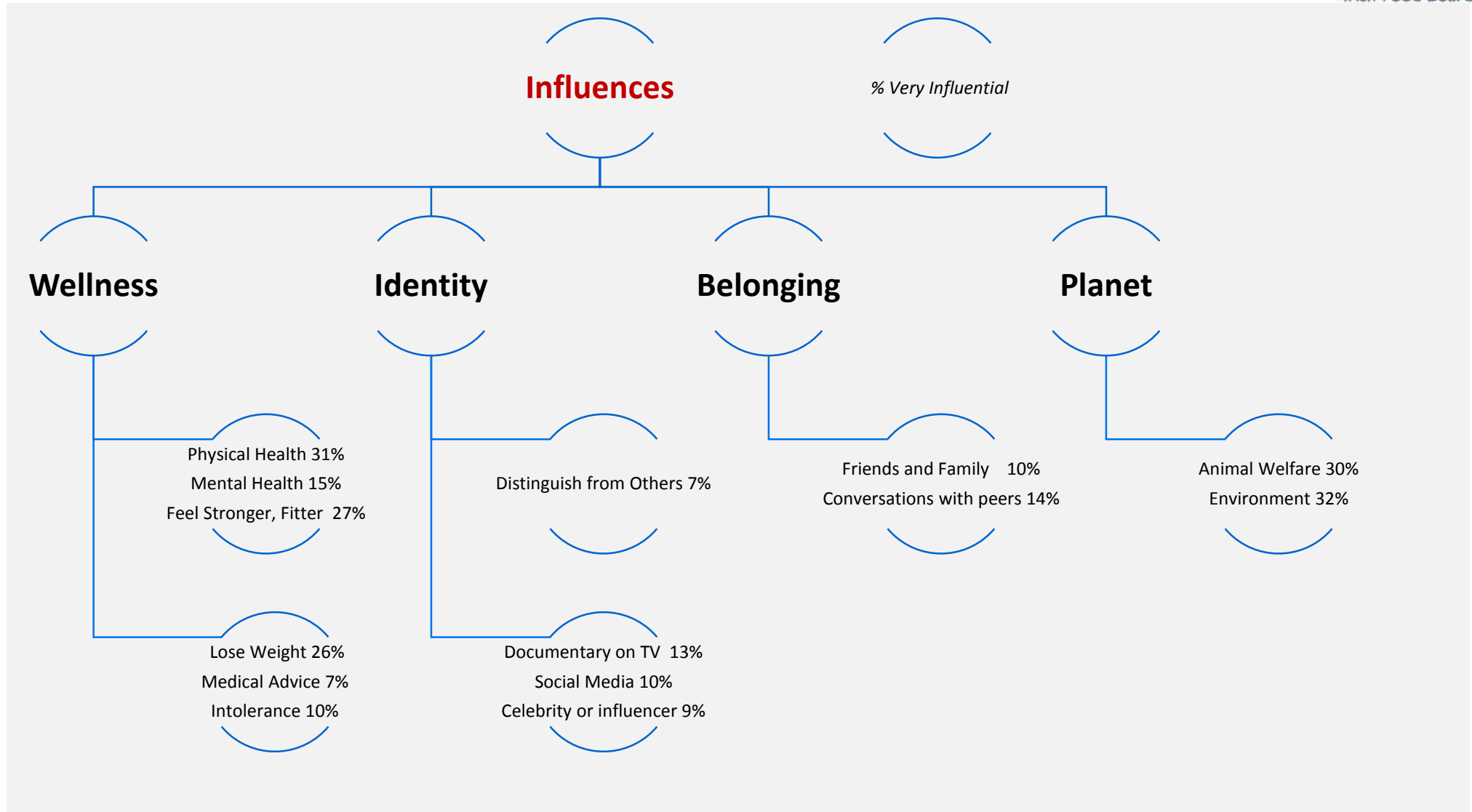
A complex ecosystem of motivators



Vegan Motivations
are complex



Vegetarian Motivations
are complex too..... but
less extreme





Plant Powered Benefits



Lose Weight

Better Sleep

Mental Wellbeing

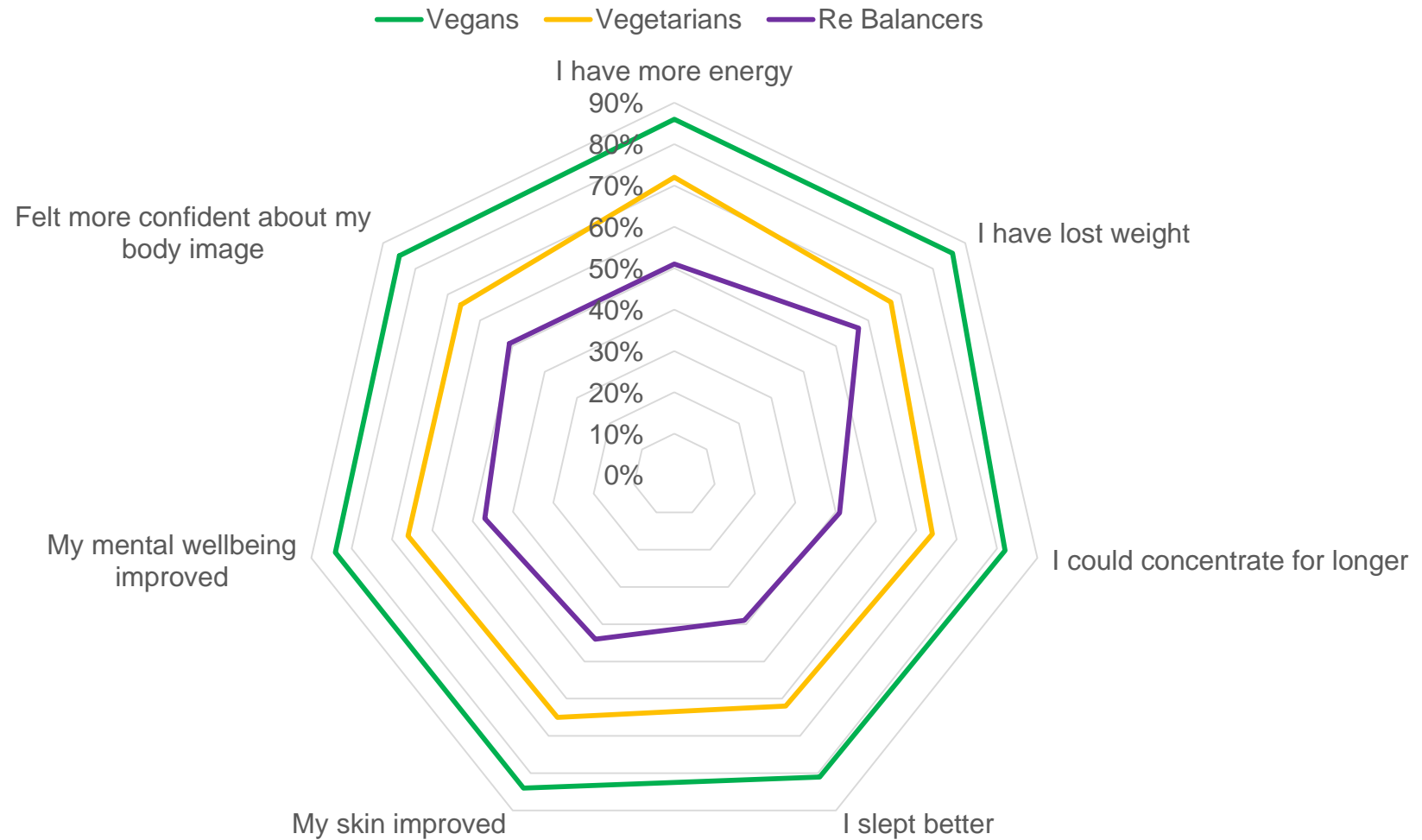
Better Skin

Better Concentration

More Energy

More Confidence

Impact of Diet



Q. How long after you committed to your diet did you notice the below outcomes, if at all? 951 Rebalancers; 458 Vegetarians; 318 Vegans



% Very Satisfied with....

Impact of
Environment **Energy Levels** **Body Image** **Mental Health** **Fitness Levels** **Overall Health**

	Environment	Energy Levels	Body Image	Mental Health	Fitness Levels	Overall Health
Vegan	33%	33%	29%	36%	29%	61%
Vegetarian	20%	16%	17%	30%	13%	42%
Re-Balancer	20%	14%	15%	35%	12%	41%
Non-Subs	16%	11%	11%	34%	8%	31%

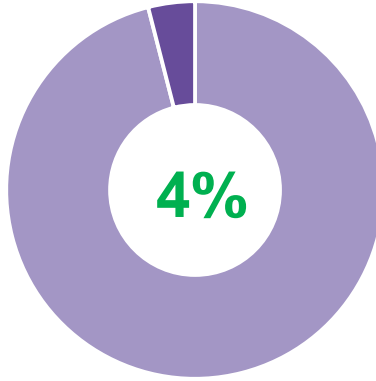
% 8-10 on a 10 point scale; n=8,000

A silhouette of a person pushing a large ball up a hill against a blue sky. The person is on the left, pushing the ball up the slope. The background is a solid blue color. The entire scene is set against a green gradient background.

Dietary Challenges

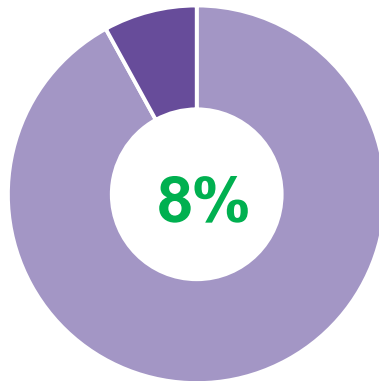
Defection

% “Used to Be”
VEGAN



11% of these are now vegetarian

% “Used to Be”
VEGETARIAN



8% of these are now vegan

Why?

It was too hard to follow when eating out

57%

It was too difficult

54%

I wanted a better choice of food

52%

My priorities in life had changed

49%

I noticed a drop in my energy levels while on the diet

49%

It was very difficult for my family/friends

49%

It was too expensive

48%

My health was suffering as a result of my food choices

46%

I didn't enjoy my food

45%

Other, please specify

42%



It's not all plain sailing

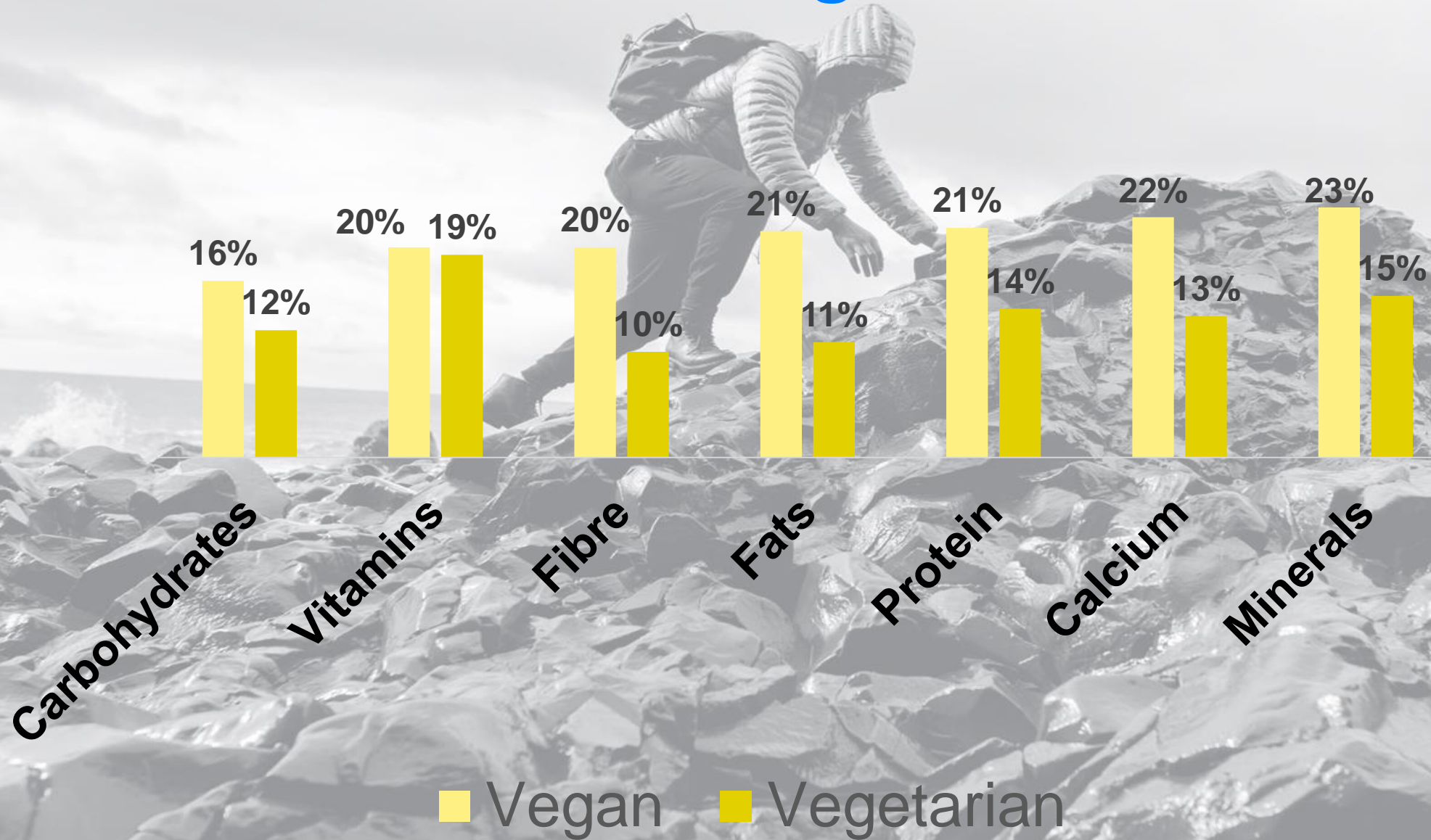
Top 10 Challenges Faced in Diet....

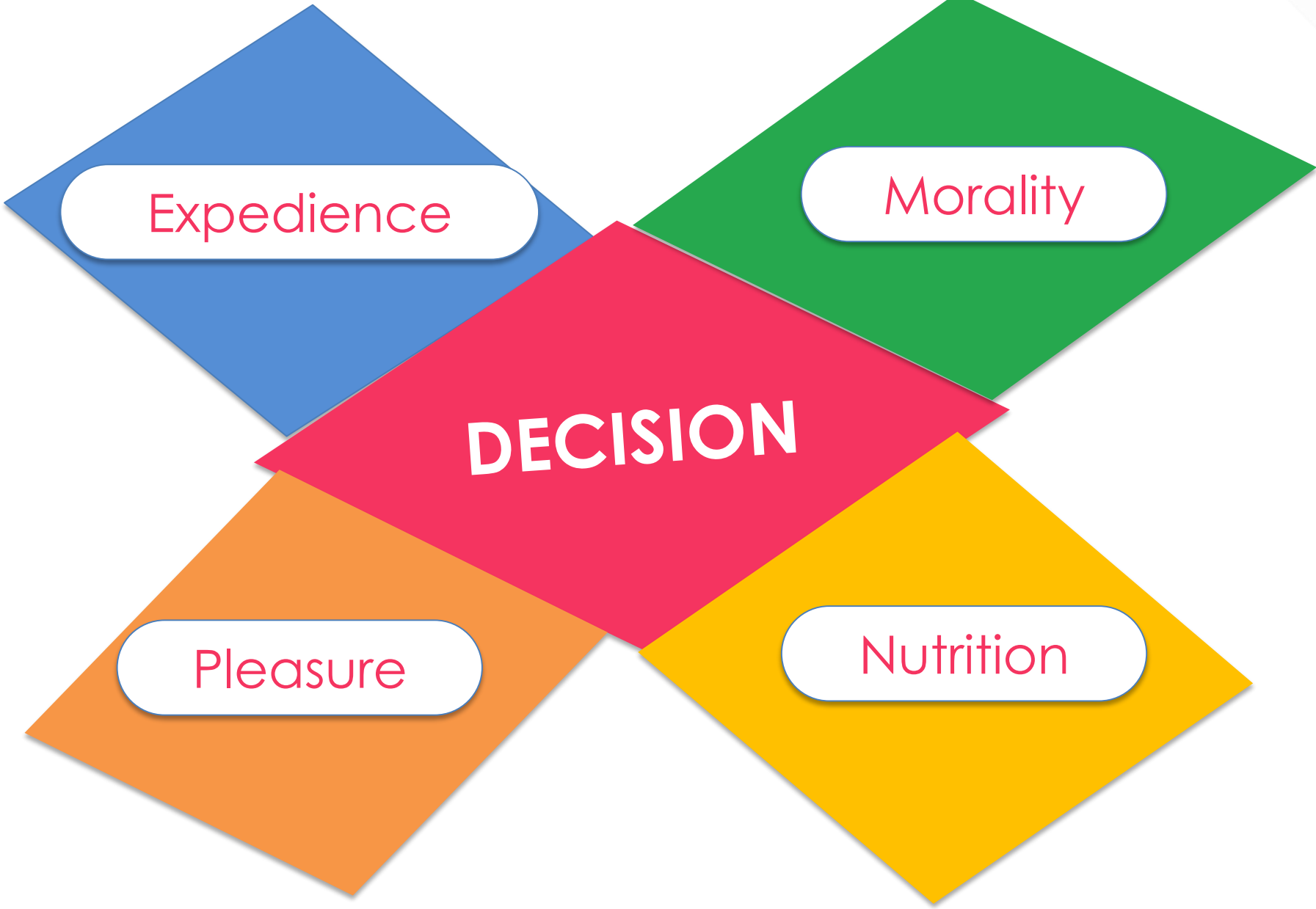


	<i>Vegan</i>	<i>Vegetarian</i>	<i>Rebalancer</i>
	67%	68%	49%
	66%	63%	48%
	59%	61%	49%
	61%	60%	43%
	59%	57%	43%
	60%	53%	42%
	64%	54%	34%
	59%	50%	37%
	61%	58%	32%
	64%	47%	36%



Macronutrient Challenges... % Difficult





Expedience

Morality

DECISION

Pleasure

Nutrition



Expedience



2 in 3 Vegans & Vegetarians find lack of convenience options to be a challenge....

“I wouldn’t be vegan because it is too difficult. I would like to be vegan but it is just so time consuming.”



Expedience



*6 in 10 Vegans struggle
with affordability*



Morality

People would say to me how can you give them meat products? That is the most ridiculous thing ever. They have a completely different biology to us. They would have no problem killing something to eat it if they needed to.

Vegetarian: 20-24

"The two of us would be big into animals anyway. I can't say though that I would rule out leather bags."

Re-Balancer: 20-24



6 in 10 Vegans & vegetarians find it tricky to get enough protein in their diets

Pleasure

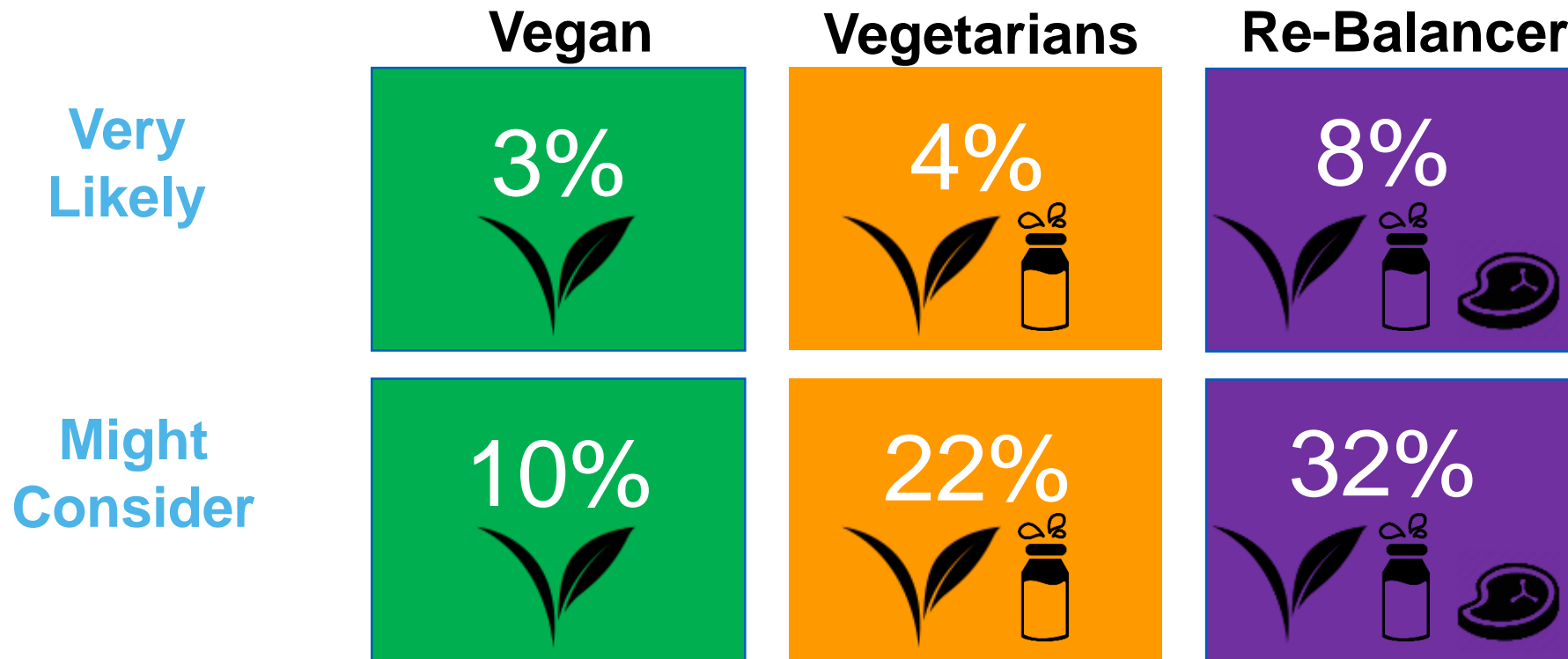


Diet Challenges

What challenges did you face when you started your diet?



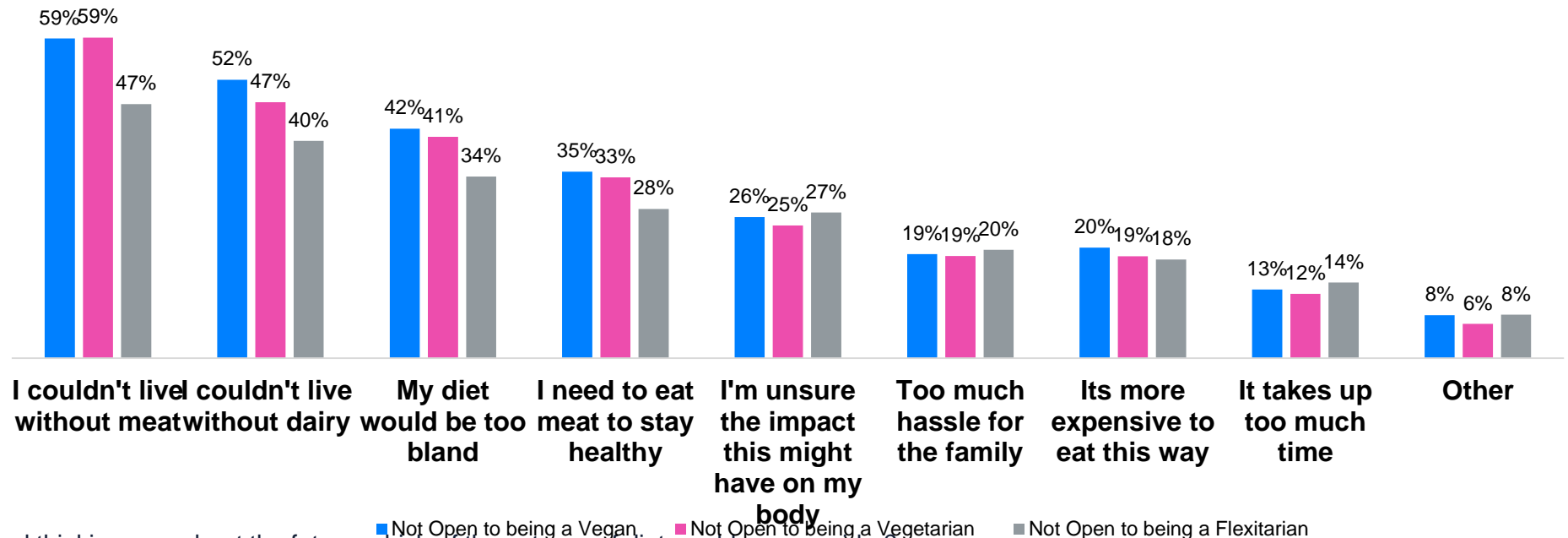
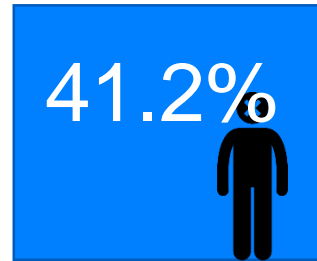
Likely to Consider this dietary lifestyle in future?





Not Open to Diet- Barriers

Non Subscribers
Not Open to Diet



Q. And thinking now about the future; which of these types of diet would you consider?



A hallway with seven white doors set against a grey wall, with the text "Exploring Opportunities" overlaid in the center. The doors are evenly spaced and have a simple, rectangular design. The floor is dark and reflective, mirroring the doors and the wall. The lighting is soft, creating a subtle gradient on the wall and floor.

Exploring Opportunities

Living on a spectrum

“..If novelists know anything it’s that individual citizens are internally plural: they have within them the full range of behavioural possibilities.

They are like complex musical scores from which certain melodies can be teased out and others ignored or suppressed, depending at least in part on who is doing the conducting”

Zadie Smith

```
,window.confirm(vp.themes[...]  
a"}).fadeOut(350,function()  
e.trigger("themes:update"  
shotCheck:function(a)(var  
ck .close-full-overlay":v  
review"),render:function()  
er.navigate(c.router.bas  
$.addClass("iframe-ready"  
removeClass("iframe-ready"  
igger("preview:close"),  
this.$el.toggleClass("v  
iew-device",c),this  
attr("aria-pressed"  
("disabled")||(vp.up  
}))})),c.view.Themes  
currentTheme(),this.
```

**DIETARY
LIFESTYLE
CODES:
Championing
the diet of
tomorrow**

c10



c1

Clean

Natural, healthy products



c2

Clear labelling



Purchasing any one of Soulfull's oatmeal products supports the sourcing of wholesome ingredients and the Non-GMO Project Verified initiative, and also with every serving you eat, a serving of the 4 Grain cereal is donated to a food bank in your region ("A serving for a serving").


C3

Caring
&
Conscious



c4

Community

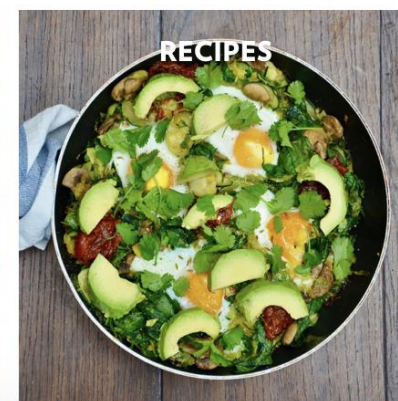
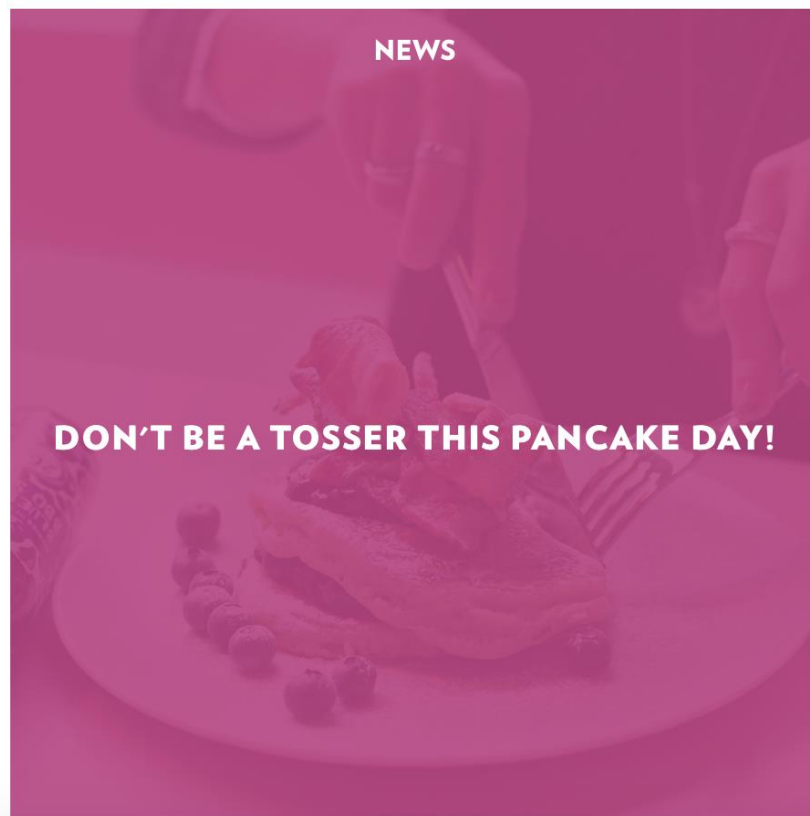


Jeni's uses Direct and Fair Trade ingredients in all of its premium ice cream, while also employing a diverse workforce of women- and minority-owned businesses: "Making ice cream this way requires more work and skill than traditional ice creams made with flavorings and colorings, but we think it's worth it."



C5

Colourful
Contemporary



c6

Creative

What: Chipotle Mayonnaise
The Lowdown: Rubies in the Rubble's range is handmade in the UK from fresh fruit and veg that would otherwise go to waste. For Rubies new vegan chipotle mayonnaise, the team whisk aquafaba (water drained from a can of chickpeas), together with rapeseed oil, a pinch of salt and a squeeze of lemon juice along with a hint of Dijon mustard – or a good dose of Chipotle chilli powder – to create vegan mayonnaise, with all the satisfying creaminess of regular mayo. Winner.



c6

Creative



c7

Crispy, chompy, chewy





C8

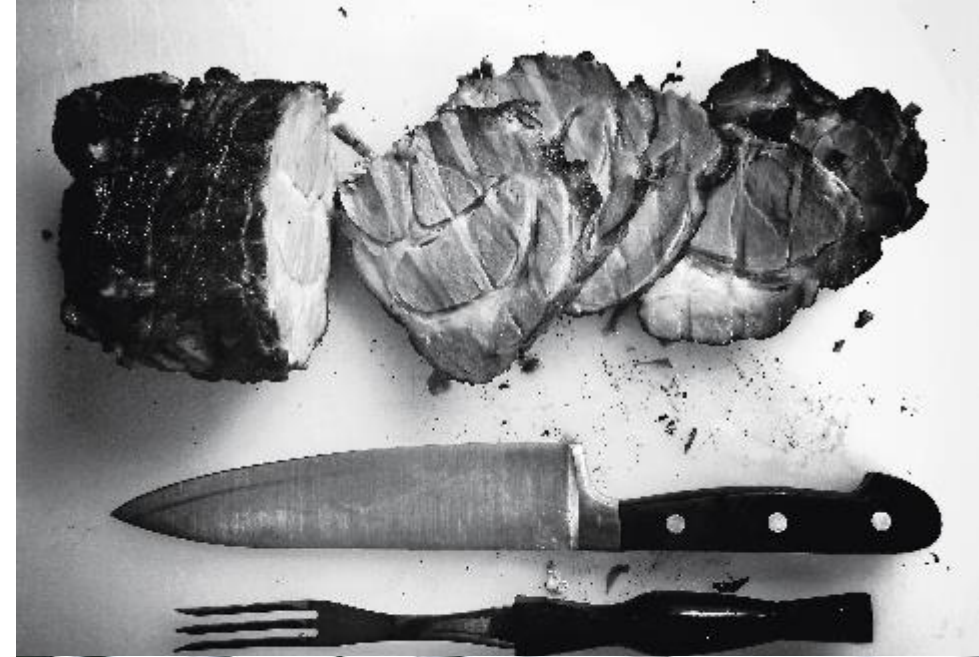
Cheap(er)



Creating affordable products..

c9

Classic
Credentials
(Best in class products)



c9

Classy
Packaging


THE
LISMORE FOOD COMPANY



DARK CHOCOLATE APPLE STICKS

Air-dried Apple Vegan
70% Chocolate Low Cal
Gluten Free Crispy Snacks
Dairy Free



MILK CHOCOLATE APPLE STICKS

Air-dried Apple Low Cal
Milk Chocolate Crispy Snacks
Gluten Free



CRISP APPLE STICKS

Air-dried Apple Vegan
Dairy Free Low Cal
Gluten Free Crispy Snacks

DELICIOUS SNACKS

For....

Home Travelling
Work Play
Lunch Coffee & Tea
Apres Gym The Mini-Bar


THE
LISMORE FOOD
COMPANY

The Perfect snack for Everyone, Anywhere at Anytime!

c10

Convenient



Follow our train of thought:

- Nielsen. (2018). *PLANT-BASED FOOD SALES GROW 20 PERCENT*. Retrieved from <https://plantbasedfoods.org/wp-content/uploads/2018/07/PBFA-Release-on-Nielsen-Data-7.30.18.pdf>
- Markets and Markets. (2018). *Meat Substitutes Market by Type (Tofu & Tofu Ingredients, Tempeh, Textured Vegetable Protein (TVP), Seitan, and Quorn), Source (Soy, Wheat, and Mycoprotein), Category (Frozen, Refrigerated, and Shelf-Stable), and Region - Global Forecast to 2023*. Markets and Markets. Retrieved from https://www.marketsandmarkets.com/Market-Reports/meat-substitutes-market-979.html?gclid=EAIaIQobChMIysjj5MX63gIVQ7TtCh32ig4JEAAYASAAEgLarfD_BwE
- All You Can Eat: The 15 Most Well-Funded VC-Backed Food & Beverage Startups. (2018). Retrieved from <https://www.cbinsights.com/research/food-beverage-startups-most-well-funded-vc-backed/>



Follow our train of thought:

- Bahler, K. (2018). 7 New Jobs That Are So '2017' [Blog]. Retrieved from <http://time.com/money/4631366/new-jobs-2017/>
- Mance, H. (2018). The vegan boom and my month on an animal-free diet. *Financial Times*. Retrieved from <https://www.ft.com/content/a529c6f6-bba0-11e8-8274-55b72926558f>
- O'Reilly, P. (2018). Jack Conan: 'I won't say I'm a vegetarian or a vegan because the lads would love this — I always get abused for it'. *Sunday Times*. Retrieved from <https://www.thetimes.co.uk/article/peter-oreilly-jack-conan-vegetarian-qzcks5qxr>
- Bord Bia Consumer Lifestyle Trends. (2018). Retrieved from <https://www.bordbiaconsumerlifestyletrends.ie/trends/>
- Healthy Ireland. (2016). *HEALTHY IRELAND SURVEY 2016*. Healthy Ireland. Retrieved from <https://health.gov.ie/wp-content/uploads/2016/10/Healthy-Ireland-Survey-2016-Summary-Findings.pdf>



Follow our train of thought:

- GlobalData Intelligence Center - Consumer. (2018). Retrieved from <http://consumer.globaldata.com/>
- Passport - Euromonitor International. (2018). Retrieved from <https://go.euromonitor.com/passport.html>
- See reference above
- Vegetarianism by Country. (2018). Retrieved from https://en.wikipedia.org/wiki/Vegetarianism_by_country#cite_note-:10-10
- Mintel (2018). Retrieved from <http://www.gnpd.com>
- See reference above



Pictures..with thanks to..

GNPD – Intel

Pixabay

Pexels

Unsplash

Egyptians: [https://commons.wikimedia.org/wiki/File:The_gods_of_the_Egyptians_-_or,_Studies_in_Egyptian_mythology_\(1904\)_14577536608.jpg](https://commons.wikimedia.org/wiki/File:The_gods_of_the_Egyptians_-_or,_Studies_in_Egyptian_mythology_(1904)_14577536608.jpg)

Percy Shelley: https://en.wikipedia.org/wiki/File:Percy_Bysshe_Shelley_by_Alfred_Clint.jpg

Leonardo da Vinci:

https://commons.wikimedia.org/wiki/File:LEONARDO_DA_VINCI.jpg

Oprah Winfrey: flickr.com

Derek Sarno, Indy Power & Holly White

Rubies in the Rubble

The Lismore Food Company

Back Forty Beer Company

The Soulfull Project

Bol

Braggs Apple Cider Vinger: Flickr.com

<https://pixnio.com/food-and-drink/juice/fruit-food-glass-leaf-drink-lemon-citrus-diet-cocktail-detox>

