

HEALTH IN 2021

WHILE DEFINITIONS OF HEALTH CONTINUE TO EVOLVE, MEETING CUSTOMER EXPECTATIONS WHEN DINING AWAY FROM HOME MAY BE EASIER THAN YOU THINK.

The past few years have seen an evolution in what the word “healthy” means, now with a spectrum of definitions that prioritize various elements of nutrition. Then 2020 flipped our world upside-down. Along with countless challenges, many would agree it also expanded their waistlines by staying in more, an increase in snacking, and looking to food for comfort in stressful times; simultaneously, these circumstances accentuate the importance of nutrition to combat underlying health issues and fight illness.

This year, consumers will have health and wellness top of mind with a greater emphasis on healthy foundations, immunity, and food benefits. This is the perfect time to evaluate if your menu is in shape for guests seeking healthier choices.



1

FIND A BALANCE

34% of consumers say they're more likely to visit restaurants that offer some healthy options, even if they don't end up ordering them. Providing balance on the menu puts control in consumers' hands, can broaden the types of occasions for which guests will visit, and hopefully eliminate the veto vote.



Offer side choices. Roasted Brussels sprouts or a spicy fruit slaw can be just as craveable as the standard French fry.



28% of Americans eat more plant-based proteins vs. 2019. Support flexitarians by wowing them with flavorful and hearty options.



Offer swaps for health and dietary reasons, such as beans in place of meat or coconut milk instead of traditional dairy.



Don't forget the kids! Give parents peace of mind with healthy but flavorful kids' items. Butternut Squash Mac n' Cheese, anyone?

SPREAD THE WORD!

Clear communication is key, especially with the rise of takeout and online orders.

- **Menu:** Include symbols or labels to highlight choice and substitution options.
- **Social Media:** Take advantage of direct communication with fans to learn what they're looking for. Utilize polls, open-ended questions, and comment sections.
- **Website:** Use homepage banners or carousels to highlight balance and choice messages.

2

KEEP IT NATURAL

SPREAD THE WORD!

Seize every opportunity to share your commitment to real products and earn trust.

- **Menu:** Include natural claims in menu descriptions.
- **Social Media:** Highlight the natural choices you've made, from tagging your local farm supplier to capturing a video of fresh guacamole being made.
- **Website:** Is natural part of your narrative?

Diets continue to be popular, with growing lifestyles including Keto, Paleo, flexitarian, vegan, and Mediterranean. Active dieting grew in 2020 to 43% of Americans, up from 38% in 2019 and 36% in 2018. But a commonality amongst today's top diets is simply: natural.



Scrutiny over brands utilizing artificial preservatives and fillers continues to make headlines as consumers expect fresh, natural, and clean ingredients.



Investigate ingredients and preparations. Even proteins, sweeteners, and carbs all have clean(er) options. This also includes characteristics like sodium content and sustainable practices.

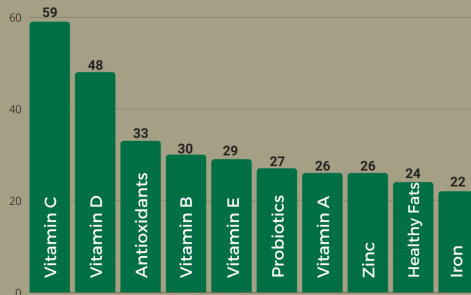
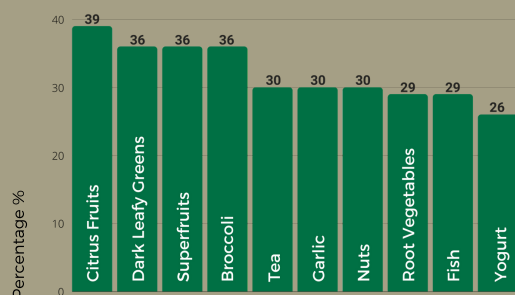


Keep familiarity in mind. While vegans and vegetarians may know seitan and tempeh, the average consumer is familiar with whole-food proteins like black beans and peas.

3

FUEL WITH FUNCTION

Functional ingredients can span from vitamins to superfoods to local honey. You may already have some of these gems on your menu, or consider simple additions of nuts, seeds, spices, or herbs. Interest in immunity-boosting foods has grown since the onset of COVID-19. Here's what consumers believe are the top foods and nutrients to increase immunity and help recovery in case of sickness.



SPREAD THE WORD!

Let your customers know what's in it for them.

- **Menu:** Add functional terms into descriptions or names, or use symbols.
- **Social Media:** Place functional terms in the first few words of posts and don't forget visuals. Nutritious foods often span the rainbow, so show some color!
- **Website:** Utilize homepage banners or carousels to boast nutritional claims.

For us, being true to the food is all about smart, simple ways we can improve the world around us. Working with partners committed to people, the planet, and wholesome, innovative ingredients helps you meet the holistic nutritional demands of today's consumer. A focus on health and wellness while not sacrificing flavor, lets your guests know you have all their best interests at heart.