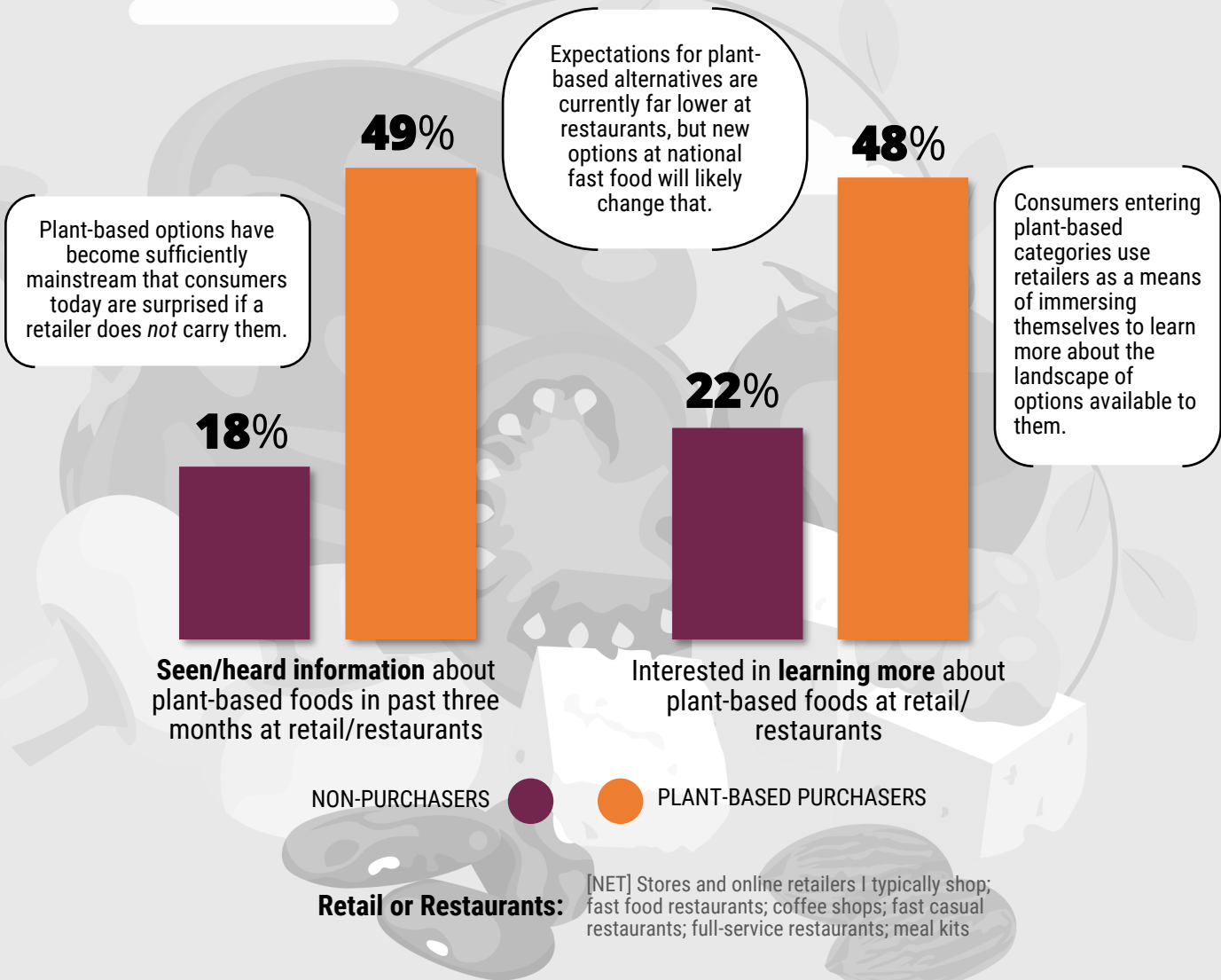


WHERE CONSUMERS LEARN ABOUT PLANT-BASED FOODS: RETAIL AND RESTAURANTS AS INFORMATION SOURCES

At present, non-purchaser awareness of plant-based is limited. Lack of awareness and familiarity contributes to the skepticism that non-purchasers give plant-based meat/dairy alternatives.



HARTMAN INSIGHTS

Retailers and restaurants who commit to plant-based offerings can enjoy the positive halo consumers ascribe to the category. Broader distribution in the places where non-purchasers shop will likely convert some over time. Explore the world of plant-based and lab-grown culture: The Hartman Group's *Food & Technology 2019* report

