

Sustainability Today:

Upcycled Foods and Beverages

Upcycling in foods and beverages appeals to consumers as a smart and inventive way to reduce food waste. The concept of upcycling is gaining traction with consumers—both in and beyond food and beverage products—as consumers view it as a win-win to reduce waste and provide lower-cost or novel products to enjoy.

70% of consumers aware of the Upcycled Certified label say it makes them more likely to purchase a product



32% of consumers say they know a lot/little about the Upcycled Certified label



Consumers are increasingly thinking about how food waste occurs throughout the product life cycle: For them, the pandemic has illuminated the interconnectedness of the food supply chain. They may not have a nuanced understanding of all the waste that happens throughout the food production process, but they strive to control what they can for both environmental reasons and reasons of personal economy.

Source:

Sustainability 2021: Environment and Society in Focus report

