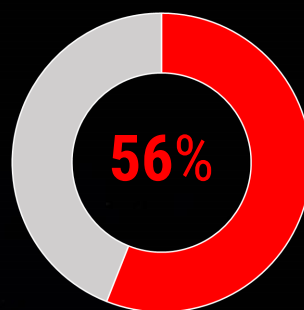


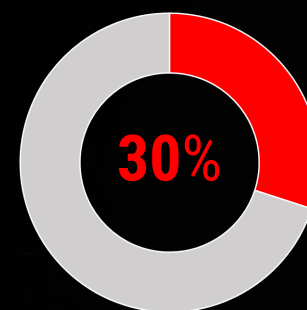


## Blended Burgers: Gateway to Plant-Based Meat Alternatives?

The concept of a “half meat, half plant” burger resonates with today’s consumers’ approach to reducing animal products. “Blended burgers” are an underdeveloped category with significant potential.



of plant-based purchasers are interested in purchasing a “blended” burger (or already buy them)



of non-purchasers are interested in/already buy a blended burger (higher than the 21% interested in the Impossible Burger)

### The Best of Both Worlds

Interested consumers felt that this compromise would be likely to give them most of the flavor of meat that they crave but also allow them to eat in alignment with their health and ethical aspirations. Innovations in the meat-analogue sphere, like the Impossible Burger, are garnering attention and business investment, but consumers are likely to appreciate simpler ways to cut back on meat without giving up on it all together.

Source:

**Food & Technology 2019: From Plant-based to Lab-grown** report