

THE EXPANDING PLANTSCAPE

As the definition of plant-based continues to broaden, sub-categories of plant-based cuisines have materialized—both legacy reinterpretations and new-to-the-world foods—setting the standards for plant-based fare and charting the course for the Expanding Plantscape.

As the race picks up steam and more products and brands come to market, SRG's culinary trend translators are here to help you navigate the plant landscape and ID ways to stay ahead of the curve and on the leading edge of what's next.



Potato Carpaccio
A stunning and on-trend dish created with a mélange of potato types that are dressed with a simple citrus vinaigrette.

Growing Diversification in Plant-Based Innovations

NEXT-GEN AGRICULTURE

Cell based agriculture and aquaculture for bioengineered, no-kill animal proteins



FUTURE MEAT

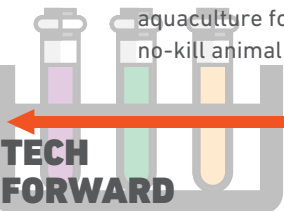
LEGACY PLANT BASED

Formats inspired by original vegan and vegetarian community, often with own eating experience



PURELY PLANT

Whole, simple plant ingredients combined and featured in most pure states



SAVVY FOOD SCIENCE

Food engineering to most closely mimic animal product with plant-derived ingredients



MODERN PLANT FORWARD

Foods with clear highlight on wholesome, natural components, even if blended with animal product



The Trends We're Watching

1. NEXT-GEN AGRICULTURE SUSTAINABILITY AND RESPONSIBILITY AT SCALE

Cell-based advancements pose an opportunity for entirely new sources for staple proteins—currently, a very expensive endeavor. So keep an eye out for these companies to explore near-term solutions that can come to market quicker, and at scale, to provide easier entry points to lab-created fare as the bigger picture conversation and innovation continues.



2. SAVVY FOOD SCIENCE MINIMALLY PROCESSED, MAXIMUM STRUCTURE

Whole-muscle and “full form” ingredients are the next frontier of plant-based meat mimicry. But as healthfulness and transparency become table stakes, look for brands to demystify the development process and clean up the ingredient deck to help diners trust the method behind the madness, and more easily understand what is on their plate.



3. LEGACY PLANT BASED O.G. VEGAN RENAISSANCE

Classic vegan standbys will have new life breathed into them as they appeal to a broader audience. Look for legacy formats reinvigorated and called for what they are: tempeh versus “fakin’ bacon;” yuba and shirataki versus “zero noodles;” seitan and cleaned-up tofu—all back and better than ever with flavor, nutrition and prime plant-based versatility.



4. MODERN PLANT FORWARD SIMPLY UNDERSTANDABLE

Look for more simplicity and clarity from a few select hero ingredients that will bring a sense of real food, real nutrition, and real understanding to the increasingly confusing plant-based space. And remember, every hero needs a side-kick, so let's hear it for more simply delicious plant-star/animal-supported blends that continue to make sustainable and healthful choices easy, approachable, and oh-so satisfying.



5. PURELY PLANT ONE INGREDIENT WONDERS

The beauty of plants is that many exist in natural forms that provide meaty, hearty, savory, rich textures and flavors without needing much else. Continue to look for more products that feature one well-seasoned, well-flavored, well-recognized plant ingredient in out-of-the-box applications from snacking to condiments to center of plate stars.



LET'S CHAT

For more perspective on the evolving plant-based space, including brand design, positioning, insights, and culinary development, reach out to us today!!

ABOUT SRG

Headquartered in Boulder, Colorado, SRG is a nationally recognized brand consultancy and creative agency. The agency has expertise in consumer insights, brand strategy and positioning, new product innovation, advertising, and design. With deep experience in all things consumer and culinary, it is responsible for \$10 billion in incremental value for clients over the past five years alone. SRG has been ranked on *Outside Magazine's* Best Places to Work list for the past nine years and was also recognized by *Ad Age* as a 2016 and 2017 Best Place to Work.



Curried Potato Chickpea Burger
This deliciously spiced and seasoned potato-chickpea patty is a perfect plant-based twist on a traditional burger.