

# HELP GROW YOUR BUSINESS WITH VEGANUARY

## WHAT'S VEGANUARY?

Every year, hundreds of thousands of consumers pledge to eat vegan for the month of January. And while motivations range from personal health to environmental concerns, all who participate have one thing in common: they want plant-based dishes that satisfy.

With more than half of participants planning to reduce their consumption of animal products when Veganuary ends\*, you have an opportunity to start the year right with new customers who will come back for seconds.



## LAUNCH VEGAN, SEND SALES SOARING.

Last year, thousands of businesses—from restaurants to retailers—participated in Veganuary. Use this opportunity to launch your own plant-based menu options and boost your customer base.

\*2023 Veganuary Business Toolkit

## BIG NUMBERS ADD UP TO BIG SALES.

**1 in 3**

consumers order plant-forward items away from home<sup>1</sup>

**62%**

of consumers are willing to reduce meat consumption due to environmental concerns<sup>2</sup>

**52%**

of consumers are eating more plant-based foods for health benefits<sup>2</sup>

**79 MILLION**

households are now buying plant-based products<sup>3</sup>

**\$162 BILLION**

is predicted for the plant-based food market by 2030<sup>4</sup>

1: 2022 Technomic Plant-Based Alternatives Report

2: NielsenIQ 3: Spins

4: Bloomberg Intelligence, Plant-Based Foods Poised for Explosive Growth (2021)



# A SWEET BUSINESS OPPORTUNITY.

Sweet Earth is available on menus nationwide, from colleges and universities to national chains & beyond. Backed by the power & experience of Nestlé Professional, we're dedicated to helping your operation thrive using easy plant-based solutions.

## FLAVOR-FORWARD

- Delicious juiciness of real meat, from texture to taste
- Crafted in a kitchen by our professional chef team

## STRONG SUPPLY CHAIN

- Product availability backed by Nestlé Professional
- Industry-leading safety & handling standards

## STREAMLINE FOOD COSTS

- Products for a range of applications across breakfast, lunch & dinner
- Menu inspiration in partnership with Nestlé Professional chefs

## LABOR EFFICIENCIES

- Fast prep and cooking times
- Easy to use, providing minimal training

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**AWESOME BURGER\***



**AWESOME GROUNDS\***



**MINDFUL CHIK'N\***



**CHIK'N\* NUGGETS**



**BREAKFAST SAUSAGE\***

LINKS & PATTIES

\*Plant-based protein