



sensorydimensions

Plant Based Eating — Fashion or Future?

Thursday 5th September 2019, Reading

More people than ever before are moving towards vegan and vegetarian diets or are simply looking to reduce the amount of animal products they consume. This has resulted in an explosion of new lines and an increase in the amount of choice available to the consumer in mainstream retail.

This one-day seminar will hear from those leading the field in plant-based eating. We will explore the drivers of change towards dietary alternatives; how brands are evolving to meet the nutritional needs of consumers as they change their diets; the NPD challenges of switching to alternatives; and how comprehensive consumer research can guide you to success.

To attend please email to:

lgood@sensorydimensions.com

