

We asked 450 consumers to evaluate three plant-based foods that mimic dairy cheese to understand if the packaging and descriptions are confusing...

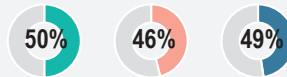


This is what they told us:

CHEESE TYPE



Nearly ½ (48%) of consumers think that plant-based foods that mimic cheese are a cheddar or mozzarella cheese

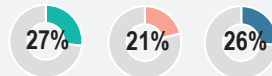


BUY

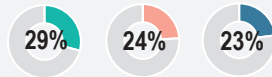


About ¼ of consumers purchase plant-based foods that mimic cheese because they believe them to be low in calories (25%) and fat (26%), and contain no additives (24%). In reality, plant-based foods that mimic cheese contain an equal or comparable amount of fat and calories and contain substantially more additives than dairy cheeses.

low in calories



low in fat



contain no additives



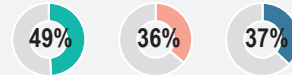
INGREDIENTS

¼ (23%) of consumers think that plant-based foods that mimic cheese contain pasteurized milk.



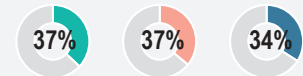
CALCIUM

2 in 5 (41%) consumers think that plant-based foods that mimic cheese contain calcium even though the amount present is substantially less than dairy, or not present at all.



PROTEIN

About 1/3 (36%) of consumers think that plant-based foods that mimic cheese contain protein and about 1/5 (21%) think that it is of a higher quality than dairy even though plant-based foods that mimic cheese have little to no protein.



KEY: ■ plant-based food that mimics cheddar ■ plant-based food that mimics mozzarella shreds ■ plant-based food that mimics mozzarella slices

