

## Put down that burger and go “beyond meat”

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### Abstract

Tofu is no longer the meat substitute du jour. As you wonder the through your local supermarket whole isles are starting to cater for your meat-free Monday needs. There seems to be an out-there option for every kind of “-tarian” you can imagine, with names and brands inspired by Star Trek, would be celebs and lucifer himself.

It all begins with the most basic of human need – food. We don’t just “hunt and gather” the food that sustains us best, we amble past shelf after shelf of choice that goes beyond just meeting our food need, but our emotional, psychological and social needs.

We’ll share some highlights from a recent Ipsos study on the rise of plant-based eating here in South Africa. We’ll look at its roots, the rise of econotarians and vegan tax. We will share the experiences of this new breed of plant-based consumer and how customer experience techniques can design journeys that speak to their veggie loving hearts. Put down that burger and go “beyond meat”.

### Main Themes

Food, Nutrition, Diet and Health