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# PLANT-POWERED!

The term 'plant-based' has been gaining momentum over the past few years, but what does it mean? As awareness about sustainability continues to grow, consumers are becoming more curious about making lifestyle choices that they feel are both healthier for themselves and the planet. While switching to a strictly vegetarian diet can be a huge commitment, adding more plant-based dishes and ingredients to one's diet is the hottest trend going, outpacing the growth of all other health-oriented call-outs by a significant margin.



**44%** of consumers are trying to increase their intake of **vegetable-based proteins like beans and nuts**

plant-based menu call-outs

**+2,462%**



## Plant-based milks

Interestingly, we see minimal use of 'dairy-free' on beverage menus – it is non-existent on coffee menus.

Operators are choosing instead to focus on alternatives, which likely resonates more with consumers who may be more familiar with these options. Almond, Coconut, & Soy – all of which are now mainstream, while Oat Milk is



## CONSUMERS ARE READY TO TRY PLANT-BASED:



## WHAT IS?

<b>PLANT-BASED</b>	A dish or diet comprised of ingredients derived all or mostly from plants.
<b>PLANT-FORWARD</b>	A dish or diet comprised of mostly plants, with reduced meat and animal products allowed.
<b>VEGETARIAN</b>	A dish or diet comprised of no meat, with animal products allowed.
<b>VEGAN</b>	A dish or diet comprised of no meat and no animal products.
<b>FLEXITARIAN</b>	A diet that encourages mostly plant-based foods while allowing meat and other animal products in moderation.



According to our proprietary research, consumers are very positive towards trying their favorite beverages and desserts made with plant-based milks. This interest stems primarily from a desire to make healthier food choices, including a perception of having fewer calories and fat and being a more natural choice.

Contact us today to get your copy of the full report which includes more in-depth plant-based insights from 1,200 U.S. & Canadian consumers!

# Meet our new president

## CHAD BUECHEL

We are pleased to welcome Chad to Kansas, all the way from sunny California! Chad joins us from parent company Golden State Foods, where he has successfully managed the City of Industry Liquid Products facility since 2017. He brings with him a wealth of knowledge, having three decades of experience running plants at well-known companies including PepsiCo, Nestle, and Kraft-Heinz. Chad's philosophy is that people are the most important aspect of running any business, no matter the size. With a consistent focus on taking care of employees, he believes teams are more committed to one another, demonstrate a greater level of ownership, and ultimately deliver stronger results.



Chad, his wife Julie, and their three children are pleased to now call Wichita "home".

“I've often shared with others three keys to being effective at leading: confidence, integrity, and an ability to self-evaluate — the toughest one! I work hard to live by these, and they have served me well in several roles.”



## JUMPING IN TO HELP COMMUNITIES IN NEED

Due to unexpected changes in supply, dairy farmers have recently had no choice but to dump their excess milk supply. The team at KanPak recognized this surplus as an opportunity to help those who often go hungry. KanPak quickly launched a surplus milk bottling initiative, packing fresh milk

into shelf stable bottles through its aseptic bottling technology: a win / win for all.

These donations are game changers for food banks facing intense demand and scarce freezer capacity for perishable donations. The shelf-stable milk can feed families immediately, or be stored for up to nine months for future use. KanPak's initial production run fast-tracked 150,000 eight-ounce bottles

of milk to the Kansas Food Bank in Wichita. Subsequent runs will potentially double that quantity to over 300,000 bottles of long-shelf-life milk, all to help alleviate hunger.

Along with the Kansas Food Bank, KanPak also recently sent milk supplies to Second Harvest Food Bank in Orange County, CA and hopes to support many food banks and other community organizations in the future. KanPak's individually bottled, shelf-stable milk can be distributed unrefrigerated in handy six-pack quantities, providing much needed milk to rural communities with less access to donated food distribution resources.



**Call or email today and find out how KanPak can help drive your beverage and dessert business and profitability!**

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