

Plant-Forward Eating Promotional Concepts

Consumers are embracing more plant-forward eating styles and there is a rise in a “flexitarian” eating pattern. Health and environmental concerns are helping to drive the flexitarian trend and shoppers are seeking more plant-based options along with recipe ideas. This pattern still includes meat, fish, poultry and dairy products but celebrates more plant-based foods including fruits and vegetables, whole grains, beans, other legumes, and nuts/seeds. In 2020, plant-forward foods are on the list of every trend predictor, creating ideal timing for retailers to meet their shoppers’ demand for more plant-forward options. Consider these promotional concepts to provide plant-forward solutions to your customers throughout the year.

Earth Day

Celebrate Earth Day on April 22nd by making environmentally friendly lifestyle choices like a plant-forward eating plan.

With health and environmental concerns driving more plant-forward eating habits, Earth Day is a great time to help shoppers find ways to add more plant foods to their eating diet. Use intercom messaging, social media posts and website articles to inform shoppers about plant-forward meal ideas while driving traffic to instore demos and your recipe bunker solution. Reinforce the fact that your store provides simple tips, easy recipes and delicious family-friendly meal ideas for April and beyond.

Spring Plant Sales

Does warmer weather have you seeking out ways to eat healthier? Spring forward with flavor by adding some delicious fresh herbs to your plant-forward meals.

As the days grow longer and warmer, shoppers are thinking about healthier, fresh eating options and at the same time, retailers are adding flower and herb plants to the sales floor. Promote plant-forward eating tips and recipes that include the wonderful flavors of fresh herbs to drive sales. Create a fresh herb display and provide a demo highlighting several ways to use basil, thyme, oregano, rosemary and more. If you use a local herb supplier invite them to your store to chat with customers and answer questions.

Fruit & Vegetable Month

National Fruits & Veggies Month™ is celebrated in September and it’s a perfect time to discover delicious ways to add more healthy plant foods, like fruits & veggies, to meals.

Helping shoppers increase their consumption of fruits and vegetables is a great place to start choosing more healthy, sustainable, and plant-forward meals. Fresh, frozen and canned options abound across the entire store and provide the healthy benefits and fabulous flavors that will have shoppers saying – “more plants please!” Highlight choices in your ads, intercom messages, articles, social posts and demos to show customers how to build a plant-forward shopping cart and plate.

Fall Tailgating

Is your tailgating crowd looking for some healthy plant-forward options before the big game? Score some points with our convenient recipes that will have your guests craving for more.

Set up a recipe bunker with the cook once/eat thrice recipe blend so customers have some new tailgating options with a plant-forward focus for chilis, tacos and more. Assure shoppers you’re not saying goodbye to the meat, but hello to some exciting, flavorful ideas that will have game fans raving!

Summer Eating

Eating plant-forward is easy during the summer when you have the right grilling and picnic ready recipes.

Set up a demo station showing shoppers some simple recipe “redos” for incorporating more plants into their favorite summer celebrations. Communicate how the delicious ideas will satisfy the personal dietary needs of family members and friends alike. Provide the 30 Ways in 30 Days Plant-Forward Eating Tips as a handout along with recipe cards.

Huddle Up on Plants

Every employee in the store – from those stocking shelves to cashiers to deli personnel -- can encourage shoppers to purchase foods that meet their specific health and well-being goals, helping to increase basket size.

The trick is to ensure the information is creditable, science-based and delivered as quick, engaging tips. To educate and engage your employees on how they can encourage shoppers to Live.Balanced. and Plant Forward, consider these ideas:

Use the Huddle Up on Plants guide provided in this resource kit in the weeks leading up to Earth Day, National Fruits and Veggies Month™, or planned plant-forward promotions in your stores.

Partner with the deli team to make one of the recipes in this resource kit for sampling during team huddles.

Post the Huddle Up on Plants guide in employee breakrooms and restrooms.

Pharmacy Tie In

Preventing or managing a chronic disease can be a daunting task but simple lifestyle changes, like eating more plant foods can have a big positive impact.

Provide plant-forward eating tips as a handout to pharmacy customers along with recipes cards to drive grocery sales. Attach plant-forward articles to pharmacy bags and promote any instore demos or tours.

Store Tours

Plant-forward eating can be easy if you know what to look for across the store.

Partner with a Registered Dietitian to deliver an informative store tour to help shoppers identify delicious and healthy plant-based foods throughout all store departments as they fill their cart with healthy choices. Include recipe cards and the plant-forward shopping cart infographic to help customers discover how plant-forward eating can be easy, affordable, healthy and delicious.

Live. **Balanced.**

