

Make It Great, Make It Known

A data-driven framework for increasing meat-free consumption

To increase meat-free consumption a vendor needs to start from first principles and address two core questions: 1) Is the meat-free option great? 2) Does the consumer know it's great? To maximise success, the Better Protein Institute have created the following 3-step process:



Make It Great

Does it contain sufficient amounts of protein?
(this is the most frequently cited concern for consumers)

Is it a reasonable cost?
(comparable or cheaper than the meat option)

Does it taste great?
(have you done taste tests?)



Make It Known

Avoid using "vegan", "vegetarian", or "meat-free" in titles
(focus on its benefits not what it doesn't contain)

Use sensory, hedonic, experience-oriented language
(e.g., "juicy", "crispy", "indulgent", "garden-fresh", "mouth-watering")

Address the key concern
(Add a label that addresses the protein concern e.g. "high in protein" or, better yet, show how it has more than meat products)



Evaluate

Run a trial

Publish before and after data

Share results with the [Better Protein Institute](#)
(they can help you refine further)

*Read the research paper that inspired the "Make It Great, Make It Known" framework [here](#).