MEATLESS MADNESS

Meat alternatives are not anything new, but there's been increased buzz around them, causing a number of fast food restaurants to jump on the trend and create new menu additions from Beyond Meat and the Impossible Burger. This got us wondering: what's really driving people's appetite for meatless meat?

> are interested in trying or 63% have tried meatless items at fast-food restaurants

EXPLORATION is the biggest driver of interest



FINGER ON THE PULSE

MEATLESS

MADNESS

horizon media

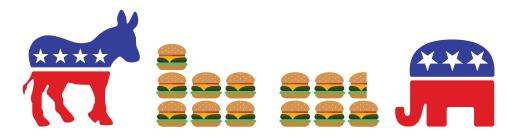
curious what it tastes like



heard it tastes good

14% set out of their comfort zone

SURPRISE! DIETARY NEEDS ARE NOT DRIVING INTEREST









4% want to try because they're vegan

DONKEYS ARE MORE LIKELY THAN ELEPHANTS TO TRY MEAT ALTERNATIVES

Democrats are 1.25x more open than Republicans



