



A Case Study



Creating familiar yet luxurious plant-based alternatives: **THE CASE OF BEN & JERRY'S**

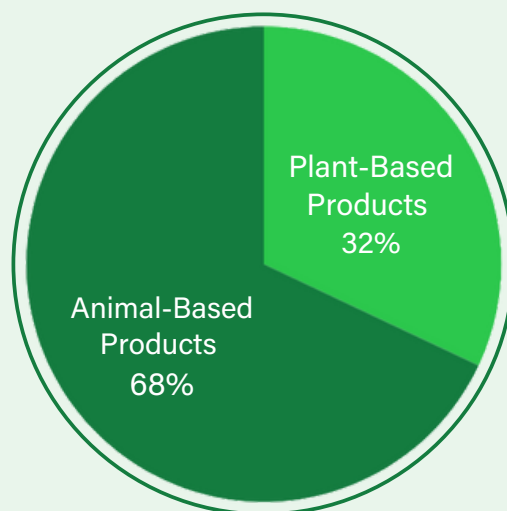
EMBRACING PLANT-BASED

Ben & Jerry's is one of the world's leading premium ice cream brands. Their launch of four non-dairy products in 2016 marked a significant shift for the company, which now boasts 20 plant-based flavours on the US market, constituting about 32% of the company's entire range.¹

The company recognised the growing global popularity of plant-based eating, and made the astute move to target those 40% of Western consumers cutting down on animal products.²



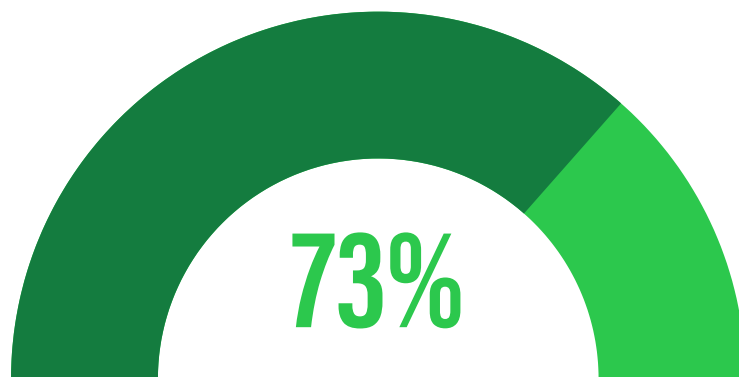
Source: Ben & Jerry's



Ben & Jerry's ice cream range
in 2022 (USA)

FOSTERING FAMILIARITY

Almost two-thirds of consumers prefer products that are similar to foods they already know.³ At the same time, many consumers are looking to reduce their meat and dairy intake. This creates a natural opportunity for plant-based alternatives to satisfy consumers' traditional taste and texture needs while also meeting their modern preferences for healthier and more sustainable foods.⁴



73% of plant-based products are purchased by omnivores and flexitarians.⁵ It is therefore essential to focus on products that create a familiar and indulgent taste-and-texture experience when it comes to expanding your plant-based range.

ADVOCATING INDULGENCE

A key reason many consumers are hesitant to try plant-based products for the first time is due to the stigma that they will not taste as good as the animal-based product.⁶

As such, it is important for plant-based brands to make products which **emulate the taste and texture** of their animal-based alternatives.

Ben & Jerry's non-dairy ice creams use a variety of bases, including **almond milk and coconut milk**, to achieve the creaminess that consumers are used to.

Non-dairy fans deserve the same euphoric experience as our dairy fans. Whether you're choosing a non-dairy diet because of nutritional or ethical reasons, you don't need to compromise on taste with our vegan flavours.



LINDSAY BUMPS

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Unilever, which now owns Ben & Jerry's, aims to reach €1bn annually in plant-based sales by 2027, a fivefold increase on their 2020 figures.⁹

Business Insider found Ben & Jerry's plant-based chocolate flavour was "almost exactly like" the dairy-based flavour, and far exceeded its calorie-conscious ice-cream competitor Halo Top in look, taste and texture.⁸

By foregoing the association between plant-based products and health, Ben & Jerry's is demonstrating to consumers that **choosing plant-based does not mean sacrificing luxury or indulgence.**

KEY TAKEAWAYS

- Meet flexitarians' needs by providing **plant-based imitations** of the traditional products they're used to eating
- Focus on indulgence by promoting **great taste and texture**
- Certify your product with the **V-Label** to provide consumers with **reassurance and clarity**

In the EU and the UK, Ben & Jerry's non-dairy range is certified by the V-Label, which ProVeg administers in Germany, South Africa, and Czechia. Globally, more than 40,000 products now carry the V-Label.

With more than 25 years' experience in certifying products, V-Label is the frontrunner of a global movement.

Talk to us to learn more about how you can use the V-Label to boost your plant-based sales.



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