



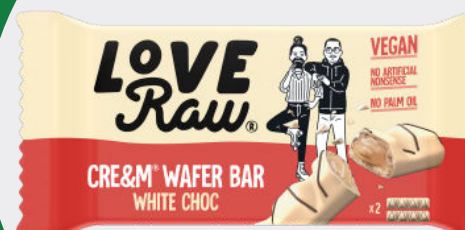
**LOVE  
Raw**

# A Case Study

## Making familiar, delicious dairy-free chocolate: THE CASE OF LOVERAW

LoveRaw is a plant-based chocolate brand that's seen massive uptake and expansion over the last few years. From small beginnings – with the co-founders starting out by making chocolates in their home kitchen – to becoming the UK's fastest-growing plant-based chocolate impulse brand, their quick success speaks volumes about the quality of their products and brand.

Back in 2013, LoveRaw recognised the gap in the market for delicious-tasting plant-based chocolates that are as good as (if not better than) their non-vegan counterparts. Much of their subsequent success is owed to this recognition, along with their clever use of familiarity (recreating 'classic' and 'heritage' confectionary), their encouragement to indulge, and their work with influencers, which they use to appeal to the rapidly growing flexitarian population.



## Making familiar, delicious dairy-free chocolate: THE CASE OF LOVERAW

“We want to give everyone a chance to try and enjoy LoveRaw. The flexitarian movement is growing, with 14% of Brits identifying as flexitarian today (according to YouGov). This is twice the number of people who say they follow a vegan, vegetarian, or pescetarian diet, so this is a huge opportunity for us to spread the word about our great tasting choc.”

After securing a staggering £2-million cash boost in 2020 from Beyond Meat backer, Blue Horizon Ventures, LoveRaw now boasts an astonishing range of products, from chocolate truffles to crispy wafers and everything in between.

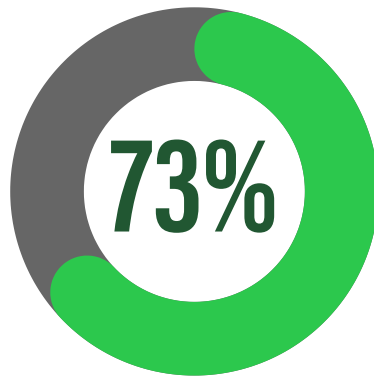


LoveRaw Co-Founder,  
Rimi Thapar



# FOSTERING FAMILIARITY

Almost two-thirds of consumers prefer products that are similar to foods they already know.<sup>1</sup> 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 requirements while also meeting their modern preferences for healthier and more sustainable foods.<sup>2</sup>



73% of plant-based products are purchased by omnivores and flexitarians<sup>3</sup> whose primary motivation for purchasing and consuming plant-based foods is taste.<sup>4</sup> It is therefore vital to focus on products that offer a familiar taste-and-texture experience when it comes to creating your plant-based product range.

# FOSTERING FAMILIARITY

Fostering familiarity is something that LoveRaw has done very well. Their most popular product, the M:lk Choc Cre&m Wafer bar, echoes a classic favourite dairy-chocolate wafer bar filled with delicious nutty cream. According to the brand, this product has been the catalyst for LoveRaw's recent surge in growth, helping them to achieve such rapid growth and expansion

“Familiarity with heritage chocolate products is important to consumers when transitioning to a flexitarian or plant-based diet. Our mission is to make delicious plant-based chocolate accessible to everyone, whether they're vegan, 'unvegan vegan', flexitarian, or otherwise – without compromising on taste.”

LoveRaw Co-Founder,  
Rimi Thapar

# FOSTERING FAMILIARITY

Some of LoveRaw's other heritage-based chocolate products include their Nutty Choc Balls (whole hazelnuts encased in a nut croquante with a cocoa coating), Peanut Butter Cups (sweet chocolate cups filled with creamy peanut butter), and Caramel M:lK Choc Bars (smooth chocolate bars filled with gooey caramel). The success of these products shows the viability of the market for dairy-free chocolates that foster familiarity.



“We hear wonderful feedback from our customers. Many of them say they'd anticipated having to sacrifice their favourite heritage chocolate from their diets when they made the decision to lead a plant-based lifestyle, but with our vegan alternatives now available to them, they don't have to!”

LoveRaw Co-Founder,  
Rimi Thapar

# ADVOCATING INDULGENCE

A key reason for consumer hesitation when it comes to plant-based products is the perception that they won't taste as good as animal-based products.<sup>5</sup> Thus, it is important for plant-based brands to produce and market products that successfully emulate the taste and texture of their animal-based counterparts.

“Indulgence is a key credential for LoveRaw, as we know that the primary reason why consumers choose our products, is taste. We deliver on indulgence by ensuring all of our products are made with high-quality ingredients to match the taste credentials of their dairy counterparts. We want to give flexitarians and ‘unvegan vegans’ the opportunity to enjoy their favourite heritage chocolate – without artificial nonsense, palm oil, and, in some cases, gluten.”



LoveRaw Co-Founder,  
Rimi Thapar

# ADVOCATING INDULGENCE

Consumer expectations are always growing, as is the dairy-free-chocolate sector, which is fast becoming home to an increasing number of tasty, new products. As such, it is important to stay ahead of the curve and strive for continued product development and innovation if you want to secure and retain loyal consumers. Top quality, ethical, and 'no-nonsense' ingredients are essential for success.

By focusing on taste, LoveRaw demonstrates to consumers that choosing plant-based does not mean sacrificing luxury or indulgence. Free samples, online recipes, social-media platforms, and gifting to social-media influencers, are key ways to emphasise this focus. Getting consumers to try their products firsthand and showing how they can be used in delicious recipes attracts the interest of taste-focused consumers, as well as promoting utility.



"As a plant-based chocolate company, our product range is made using only the best quality ingredients, which are all free from palm oil and artificial ingredients. We are continuously working to improve our recipes to make them the best for our consumers."

LoveRaw Co-Founder,  
Rimi Thapar



# USING SOCIAL MEDIA

LoveRaw has a strong social-media presence, with more than 78,000 loyal followers on Instagram alone. This gives the brand access to a significant number of potential customers to whom they can promote the indulgent pleasures of their chocolates.

It's not just about the products, though – you also need to engage with your customers and show them who you are as a brand, which is a great way to encourage trust and loyalty.



LoveRaw Co-Founder,  
Rimi Thapar



“Having a presence across all social media channels, including TikTok, gives us the space for our brand identity and personality to come to life. Social media is the face of the LoveRaw brand, and allows us to champion our punchy, brave and self-aware tone of voice that sets us apart from competitors. Our presence on social media is growing every day as we continue to put out trending and engaging content that resonates with our target audience.”

# USING SOCIAL MEDIA

As mentioned above, providing consumers with a trusted endorsement can give them the social proof they need in order to make a purchase, especially among younger generations. Research shows that Millennials and Gen Z consumers trust influencers twice as much as they trust friends and family when it comes to purchasing recommendations. In fact, almost half of Gen-Z consumers have made a purchase decision based on a recommendation from a social influencer.<sup>6</sup>



**Nearly 50%**

of Gen Z has used influencers to make purchasing decisions 6

# USING SOCIAL MEDIA

Working with influencers who are aligned with your brand's values can play a critical role in effectively marketing your products, and, if done correctly, can encourage a wider consumer base to become aware of and interested in purchasing your products.



"We collaborate with social-media influencers and creators as part of our new product development campaigns, giving them the first try of our new products, so that they can share their reactions with their followers. We also like to link up with influencers at key moments throughout the year, such as Easter and Christmas, where we are able to offer exclusive discounts and influencers support us in driving this message forward.

We have a community of creators who not only spread our brand message in an authentic way, but also care about the brand story and vision for the future, so we love to give back to them by hosting events and giving them insight into products of the future."

LoveRaw Co-Founder,  
Rimi Thapar

Using influencer gifting, events, and recipe collaborations, LoveRaw has developed strong influencer relationships, which has helped them to go from small food fairs and online-only orders to being stocked in some of the UK's largest retailers.

# 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.
- Promote utility by creating delicious recipes in which your products can be used.
- Develop relationships with influencers and collaborate with them in order to gain consumer trust and encourage purchases.

If you're looking to develop your plant-based marketing strategy to drive sales, ProVeg can help. Get in touch by emailing us at [corporate@proveg.com](mailto:corporate@proveg.com).

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