



Source: Fry Family Food Co.

Fry Family Foods: Attracting children and families to plant-based foods

A Case Study

 **proveg**
NEW FOOD HUB

Source: Fry Family Food Co.

WHAT WILL YOU LEARN?

Throughout this case study, we will be profiling the meat-free brand Fry Family Food Co. to demonstrate how it effectively attracts children and families to plant-based foods.

You will learn how to:

- Emphasise ease, convenience, and versatility.
- Focus on taste, texture, and familiarity.
- Use and highlight healthy, high-quality ingredients.
- Focus on fun, familiar, and kind marketing and communication techniques.

INTRODUCTION

There's no doubt about it – plant-forward eating practices are becoming more popular, but not just among teenagers and adults; this dietary shift extends to all life stages, including children.

A recent study found that almost half of children in Berlin, Germany, rarely or never eat meat. The investigation found that 47% of children in Berlin most often eat a flexitarian and vegetarian diet. Meanwhile, 26% of Berlin families follow a flexitarian diet and 18% of parents would feed their child a veggie diet.¹

A horizontal bar chart with a green segment on the left and a light grey segment on the right. The green segment contains the text '47%' in white. The bar is rounded at both ends.


47%

Likewise, in the UK, a 2021 survey discovered that 8% of children aged 5–16 follow a plant-based diet, while a further 15% said they would like to.² The survey also found that 13% of children were vegetarian and 21% of children who were not vegetarian would like to be.



INTRODUCTION

The case is similar the world-round, with many parents open to welcoming more plant-based foods onto the plates of their young families. Interestingly, a 2022 survey in the UK discovered that 69% of parents and guardians support schools increasing the number of nutritionally-balanced plant-based food options on offer, while 46% said they would support schools offering meat alternatives.³



Source: Fry Family Food Co.

Although many meat- and dairy-eating children want to reduce their consumption of animal products, be it at school or when at home, research shows that they are not finding this easy to do.⁴ There are many reasons for this, including a lack of options in school canteens, or parents not knowing where to begin when it comes to cooking products.

That's where kid- and family-friendly alt-protein brands, like the Fry Family Food Co., come in.

WHO IS FRY FAMILY FOOD CO.?

In 1991, Fry Family Food Co. was founded by the Fry family in sunny South Africa. It all started with the hope that the family could make nutritious plant-based foods to eat for themselves and escalated into an exciting global company.

Now, a few decades on, the second-generation family business caters to a much wider audience, with a plethora of tasty plant-based products under its belt.

“Fry’s is a family business and was literally started as a way for Wally Fry to feed his own family.”

Tammy Fry

Co-Founder and Global Brand Lead for Fry Family Food Co.

Read on to discover how Fry’s attracts children and families with plant-based foods and how you can, too.



Source: Fry Family Food Co.

EMPHASISE EASE, CONVENIENCE, AND VERSATILITY

When cooking for a family, ease, convenience, and versatility are valued above most else.

Businesses that make alt-protein products for families should focus on the above concepts at every stage of the product's journey – from product development to marketing and merchandising.



“Food is what brings people and families together, and we have always believed that having tasty, convenient, versatile plant-based meat alternatives was a fantastic way to help families understand how delicious and easy it can be to eat less meat.”

Tammy Fry

Co-Founder and Global Brand Lead for Fry Family Food Co.

EMPHASISE EASE, CONVENIENCE, AND VERSATILITY

One of the main reasons Fry's' products attract busy families is because they are stress-free to prepare.



Source: Fry Family Food Co.

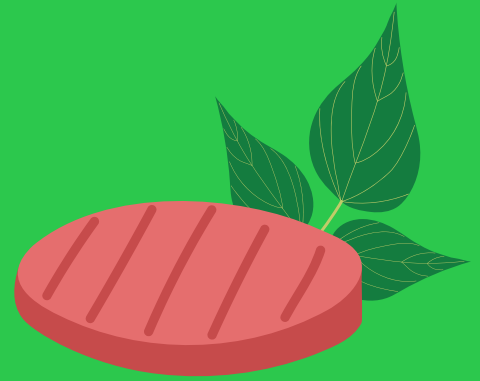
“When you are used to cooking meat, it’s important that the alternative you have chosen is just as simple to prepare. A quick after-school snack of nuggets and chips should be as convenient if it’s meat or a meat alternative, otherwise, you will struggle to get consumers to choose the latter.”

Tammy Fry

Co-Founder and Global Brand Lead for Fry Family Food Co.

EMPHASISE EASE, CONVENIENCE, AND VERSATILITY

Fry's makes plant-based cooking easy for consumers with products that are multi-use, replicate animal-based products, and have quick prep and cooking times.



"People tend to default to cooking what they know, especially when they are in a rush. So having meat alternatives that have the same application as their meaty counterparts makes it that much easier for consumers."

Tammy Fry

Co-Founder and Global Brand Lead for Fry Family Food Co.

EMPHASISE EASE, CONVENIENCE, AND VERSATILITY

Sharing recipes on product packaging and on your website can also help busy families and newbie plant-based cooks with meal prep and inspiration.

Key actions:

1. During research and development (R&D), keep versatility in mind to ensure products are multi-use for numerous recipes.
2. Design packages to cater to the average family size of your target market country.
3. Opt for recognisable product formats that are like-for-like with meat and dairy products.
4. Ensure products are easy and convenient to cook – with minimal preparation and cooking time required. Clearly communicate this on packaging.
5. Share simple but delicious, family-friendly recipes on product packaging and your website



FOCUS ON TASTE, TEXTURE, AND FAMILIARITY

Research shows that taste is the primary motivator for plant-based food purchases.⁵ This is even more important when it comes to children – who are notoriously fussy eaters.

To win the favour of young consumers, plant-based food must be delicious, familiar, and possess a satiating texture.

A great way that Fry's invokes familiarity and appeals to consumer's tastes, is by using 'meaty' names in plant-based product names, like 'Popcorn Chick'n' and 'Traditional Burgers'.





“We do not shy away from using so-called ‘meat’ names for our products. We believe that helping consumers understand the application of the product through the name is an important part of making our consumers’ lives easier (and it helps avoid confusion).”

Tammy Fry

Co-Founder and Global Brand Lead for Fry Family Food Co.



Source: Fry Family Food Co.



FOCUS ON TASTE, TEXTURE, AND FAMILIARITY

Similarly, the plant-based brand makes good use of taste-inciting language in its product packaging and descriptions, e.g., 'Golden Crispy Fish-Style-Fillets' and 'Smoked Hot Dogs'. Likewise, the delicious description for Fry's Country Mushroom Pies reads: 'bursting with juicy flavour!' and 'take your taste buds on a journey.'⁶

Fry's also has specific standards when it comes to the food photography used on packs. Images must not only make it obvious what the product is and how to use it, but they must make consumers hungry!



"One of the barriers to entry for meat-eaters is letting go of the familiar and entrenched experience of eating meat. So, marketing that shows our food as being as delicious and easy and satisfying as meat is critical. Plant-based food can have a bad rep from a taste and texture point of view, but the technology has come such a long way it's no longer necessary for people to feel deprived when choosing meat alternatives over meat. It's essential this is seen in our marketing."

Tammy Fry

Co-Founder and Global Brand Lead for Fry Family Food Co.

FOCUS ON TASTE, TEXTURE, AND FAMILIARITY


Key actions:

1. Produce plant-based products that are tasty and texturally similar to animal-based counterparts. Invest in continual product R&D.
2. Unless your market's regulations mean that you cannot, use 'meaty' product names to help consumers understand what your products are alternatives to.
3. Utilise taste-based marketing tactics to attract children and families, and include drool-worthy product imagery on packaging ([read our article on taste-based marketing](#) to learn more).



Source: Fry Family Food Co.

USE AND HIGHLIGHT HEALTHY, HIGH-QUALITY INGREDIENTS



Health is the second most important factor leading flexitarian consumers to choose plant-based foods. As more adult consumers make the connection between a good diet and improved health for themselves this is leading them to consider more plant-based foods in their family's diet.

Brands that can prove that their plant-based foods are packed with healthy, nutrient-rich ingredients will, therefore, win flexitarian favour.

Use nutritious ingredients from the get-go, as well as during any continued R&D improvement and recipe revisiting.

USE AND HIGHLIGHT HEALTHY, HIGH-QUALITY INGREDIENTS

To attract discerning families, you also need to make the health benefits of your ingredients known. By drawing attention to recognisable and nutritious ingredients, Fry's conveys the healthiness of its products and reduces health concerns parents may have. The brand does this through product names and descriptions.



Source: Fry Family Food Co.

EMPHASISE EASE, CONVENIENCE, AND VERSATILITY

It's also important to disseminate information about the health benefits of the plant-based ingredients you use in your products across your website and social media platforms.

“We have a specific section on our website about our ingredients, and I do a lot of work talking to media and consumers about the health benefits of plant-based. It's a particular passion of mine.”

Tammy Fry

Co-Founder and Global Brand Lead for Fry Family Food Co.

Key takeaways:

1. Use healthy and functional plant-based ingredients in products.
2. Highlight recognisable and nutritious plant-based ingredients on product packaging and in marketing materials.
3. Use your social media platforms and website to share content on the health benefits of your products.

FOCUS ON FUN, FAMILIAR, AND KIND MERCHANDISING AND MARKETING TECHNIQUES

As children, our lives are about having fun and fostering kindness into adulthood. So, what better way to appeal to young consumers and families than to have fun with your brand, while maintaining a compassionate ethos?

“Our brand is all about showing love through food. It’s a family brand. Our brand is familiar, purposeful, and kind. Our food is made with love and plants.”

Tammy Fry

Co-Founder and Global Brand Lead for Fry Family Food Co.



Source: Fry Family Food Co.

FOCUS ON FUN, FAMILIAR, AND KIND MERCHANDISING AND MARKETING TECHNIQUES

To engage with children and their parents, Fry's uses bold green and red colours throughout their packaging, displaying their happy slogan 'Made with love and plants'.

Make your brand stand out to kids and their carers with bold colour schemes and attractive packaging designs, as well as fun product formats, like Fry's 'Stars and Moons'.

Fry's social media platforms also focus on positive, cheeky, and child-friendly messaging, as well as playful recipes that kids surely pester their parents to prepare.



Source: Fry Family Food Co.

Key actions:

1. Have fun with your brand; attract young consumers through colourful packaging, positive messaging and communications, and creative food formats.
2. Utilise social media to extend your brand's awareness and reach more families. Curate playful and kind posts on Instagram that feature child-friendly messaging and tempting recipes.

KEY TAKEAWAYS

→ Emphasise ease, convenience, and versatility. Opt for recognisable product formats that are like-for-like with meat and dairy products, and share simple recipes online and on social media platforms.

→ Focus on taste, texture, and familiarity. Use meaty product names whenever possible and utilise taste-based marketing tactics.

→ Use and highlight healthy, high-quality ingredients. Showcase recognisable and nutritious plant-based ingredients on product packaging and in marketing materials and educate consumers through engaging web content.

→ Focus on fun, familiar, and kind merchandising and marketing techniques. Be bold with colour and packaging designs, as well as product formats.

For more help with your plant-based product strategy, get in touch with ProVeg at corporate@proveg.com.



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