

We asked 450 consumers to evaluate three plant-based foods that mimic dairy cheese to understand if the packaging and descriptions are confusing...

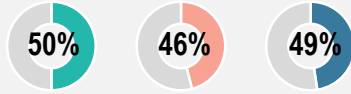


This is what they told us:

### CHEESE TYPE



Nearly ½ (48%) of consumers think that plant-based foods that mimic cheese are a cheddar or mozzarella cheese

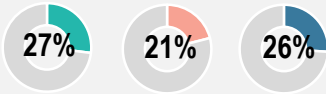


### BUY

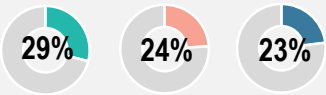


About ¼ of consumers purchase plant-based foods that mimic cheese because they believe them to be low in calories (25%) and fat (26%), and contain no additives (24%). In reality, plant-based foods that mimic cheese contain an equal or comparable amount of fat and calories and contain substantially more additives than dairy cheeses.

#### low in calories



#### low in fat



#### contain no additives



### INGREDIENTS



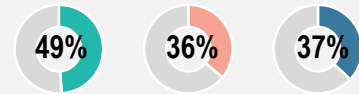
¼ (23%) of consumers think that plant-based foods that mimic cheese contain pasteurized milk.



### CALCIUM



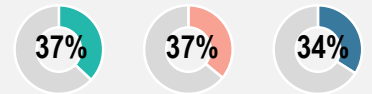
2 in 5 (41%) consumers think that plant-based foods that mimic cheese contain calcium even though the amount present is substantially less than dairy, or not present at all.



### PROTEIN



About 1/3 (36%) of consumers think that plant-based foods that mimic cheese contain protein and about 1/5 (21%) think that it is of a higher quality than dairy even though plant-based foods that mimic cheese have little to no protein.



KEY: ■ plant-based food that mimics cheddar ■ plant-based food that mimics mozzarella shreds ■ plant-based food that mimics mozzarella slices

