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

- 50% think it mimics cheddar
- 46% think it mimics mozzarella slices
- 49% think it mimics mozzarella shreds

**INGREDIENTS**

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

- 24% think it contains pasteurized milk
- 21% think it contains pasteurized milk
- 25% think it contains pasteurized milk

**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: 27% (21%) (26%)
- Low in fat: 29% (24%) (23%)
- Contain no additives: 22% (23%) (27%)

**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.

- 49% think it contains calcium
- 36% think it contains calcium
- 37% think it contains calcium

**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.

- 37% think it contains protein
- 37% think it contains protein
- 34% think it contains protein

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