

## Post: "Protein Aisle": animal and plant grocery meat



Created by [Brittany Bunk](#) on 24-Dec-2020

 Article

 [Branding & Marketing](#)

  
13

  
1

  
3

  
1



### Content

"In August, The Meatless Farm [called for the meat aisle to be rebranded as the "protein aisle,"](#) citing the fact that [95% of consumers](#) of plant protein products have been shown to also be consumers of animal meat. With several meat manufacturers now attempting to rebrand themselves as "protein producers" – could the protein aisle be a reality in the near future?"

Read more at: <https://vegconomist.com/food-and-beverage/stocking-plant-meat-next-to-animal-meat-good-thing-or-bad-thing-is-the-protein-aisle-a-reality-of-the-near-future/>

Add new comment  

### Comments



[Brittany Bunk](#)  
23-Feb-2022



was from Claire's conversation on linkedin

