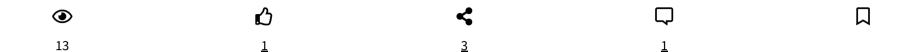




Created by **Brittany Bunk** on 24-Dec-2020

- Article
- **Branding & Marketing**



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-bad-thing-is-the-protein-aisle-a-reality-of-the-nearfuture/

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