



**THIS**

# Rebuilding Trust in Plant Based Nutrition

10<sup>th</sup> June 2026

**THIS™ IS WHO WE ARE**

**THIS**



**Debbie Epstein**

**Marketing Director**



**Dr. Kelsey Kanyuck**

**Principal Scientist**



# A LITTLE BIT ABOUT THIS™

THIS



- is an independent UK plant-based brand which offers over 25 meat alternatives and has recently introduced a number of wholefood products



- is available in all major retailers in the UK (excl. discounters) in RTC, RTE and Frozen



- is the 3rd largest brand in the traditional retailers (4th incl. OL) in the UK



- is currently outperforming the category versus the total market and is one of only a few brands adding significant value to the category





# **AGENDA**

- 1. Who can you trust?**
- 2. It's all about nutrition**
- 3. Winning back trust**
- 4. Next steps**

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**WHO CAN YOU  
TRUST?**



# IT'S EVEN TOUGHER FOR PLANT-BASED

THIS



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# IT'S ALL ABOUT NUTRITION

**Health and nutrition have become one of the biggest drivers of consumer decision-making & also one of the biggest sources of skepticism.**

## **TRENDS**

- High protein & protein maxxing
- High fiber & fiber maxxing
- Gut health
- Natural focus (avoiding UPF)
- Weight loss and GLP-1
- Food for wellness
- Food for healthy aging

## **CONCERNS**

- Heart disease
- Diabetes
- Obesity & weight management
- Appetite & satiety
- Brain health & energy
- Metabolic health

**Plant-based protein products are well positioned to align with these trends, yet few consumers are turning to PB products to address these needs**



Contents lists available at ScienceDirect

Food Chemistry

journal homepage: [www.elsevier.com/locate/foodchem](http://www.elsevier.com/locate/foodchem)

## A comparative analysis of nutritional quality, amino acid profile, and nutritional supplementations in plant-based products and their animal-based counterparts in the UK

Liangzi Zhang, Ellie Langlois, Katie Williams, Noemi Tejera, Maja Omieljaniuk, Paul Finglas, Maria H. Traka\*

Food and Nutrition National Bioscience Research Infrastructure, Quadram Institute Bioscience, Norwich Research Park, Rosalind Franklin Rd, Norwich NR4 7UQ, United Kingdom

### ARTICLE INFO

**Keywords:**  
Plant-based products  
Meat alternatives

### ABSTRACT

Plant-based (PB) food products have surged in popularity over the past decade. Available PB products in the UK market were extracted from NielsenIQ Brandbank and compared with animal-based (AB) counterparts in their

alternatives were analysed by LC-MS/MS. PB products consistently exhibited significantly higher fibre content across all food groups. Protein was significantly higher in AB products from all food groups except beef and ready meals. PB products were more likely to have higher Nutri-Scores compared to AB counterparts, albeit with greater score variability within each food group. Nutrient fortifications were primarily focused on dairy and

### 1. Introduction

Due to the rapid global population growth and the anticipated strain on the world's food supply, it is projected that by 2050, there will be a 44% increase in the demand for animal-based (AB) products to meet the current global consumption trends (Niklewicz et al., 2023). Nevertheless, the livestock industry places substantial demands on resources and

both established that guiding populations towards wholesome plant-based (PB) diets featuring fewer AB foods could yield substantial positive effects on human, animal, and environmental health (Willett et al., 2019).

A diet centred around PB foods is often characterized by a high intake of dietary fibre and bioactive compounds sourced from fruits, vegetables, whole grains, nuts, and seeds. This dietary approach typi-

Original Research Article

## Plant-based meat alternatives and cardiometabolic health: a systematic review and meta-analysis



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Miriam Garrido-Miguel<sup>2,4,5</sup>, Gabriele Bertotti<sup>6,7</sup>, Alberto Roldán-Ruiz<sup>6,7</sup>, Miguel López-Moreno<sup>6,7</sup>

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### ABSTRACT

**Background:** Plant-based meat alternatives (PBMA) are emerging in global markets. However, the effects of substituting meat for PBMA on cardiometabolic health are uncertain.

**Objectives:** This study aimed to determine the effects of replacing meat consumption by PBMA on cardiometabolic parameters in adults.

**Methods:** Five databases were systematically explored from inception to July 2024, searching for RCTs assessing the effects of replacing meat consumption by PBMA on cardiometabolic parameters in adults without cardiovascular diseases. Meta-analyses were conducted when  $\geq 4$  studies addressed the same outcome (i.e. blood lipids, blood pressure, fasting glucose, and body weight). Pooled raw mean differences (MDs) with their 95% CIs were estimated using a random-effects method. Sensitivity analyses were conducted to assess the robustness of our estimates.

**Results:** Eight publications from 7 RCTs comprising 369 adults (60% females; mean age range: 24–61 y) were included. The substitution of PBMA for meat was associated with significant reductions in LDL-cholesterol:  $-0.25$  mmol/L (95% CI:  $-0.42$ ,  $-0.08$  mmol/L;  $I^2 = 65.8\%$ ;  $n = 7$ ), total cholesterol (TC):  $-0.29$  mmol/L (95% CI:  $-0.52$ ,  $-0.06$  mmol/L;  $I^2 = 64.8\%$ ;  $n = 6$ ), and body weight:  $-0.72$  kg (95% CI:  $-1.02$ ,  $-0.42$  kg;  $I^2 = 0\%$ ;  $n = 5$ ). No significant changes were shown in HDL-cholesterol, triglycerides, blood pressure, or fasting glucose concentrations. Sensitivity analyses considering mycoprotein-based alternatives showed a significant reduction in LDL-cholesterol (MD:  $-0.37$  mmol/L; 95% CI:  $-0.61$ ,  $-0.13$  mmol/L;  $I^2 = 52.5\%$ ;  $n = 4$ ).

**Conclusions:** Our findings suggest substituting PBMA for meat for  $\leq 8$  wk lowered TC (6%), LDL-cholesterol (12%), and body weight (1%) in adults without cardiovascular diseases. PBMA may facilitate the transition to a plant-based diet, but long-term studies are needed to evaluate their cardiometabolic effects

**Keywords:** plant-based meat food, meat substitutes, cardiovascular disease, diet, planetary health

# WHY NUTRITION MATTERS

**Trust is the unlock. If consumers don't trust the nutrition, they'll never buy the product, regardless of taste or sustainability claims.**

“Just to be clear on what's actually in it and what are the backed up health benefits to it rather than us trying to kind of guess.”

“meat substitutes, are they any healthier than the real meat? I mean, people don't necessarily buy them for their health reasons, do they? Because, they are a processed product. So, I'm not sure that people buy them necessarily for health reasons”

“if you look on the ingredients of the meat-free alternatives, I don't think they're healthier, necessarily, than meat, because it seems like they're very processed, and, like, with the salt and sugar, and stuff. So in terms of, like, morality, it feels like the right thing to do, to eat them, but in terms of health, it seems almost counterintuitive, because I'm not so sure what's in them”

“Just because it says vegan on it doesn't mean that's necessarily healthy.”

THIS

**HOW THIS™  
IS WINNING  
BACK TRUST**

**THIS™ IS WORKING ON WINNING BACK TRUST**

**THIS**



**THIS™ IS WORKING ON WINNING BACK TRUST**



- 1. Internal Nutritional Guidelines**
- 2. Nutritional Research**
- 3. Evaluation of Meat Nutrition**
- 4. Consumer Marketing**

# 1. DEFINED NUTRITIONAL GUIDELINES

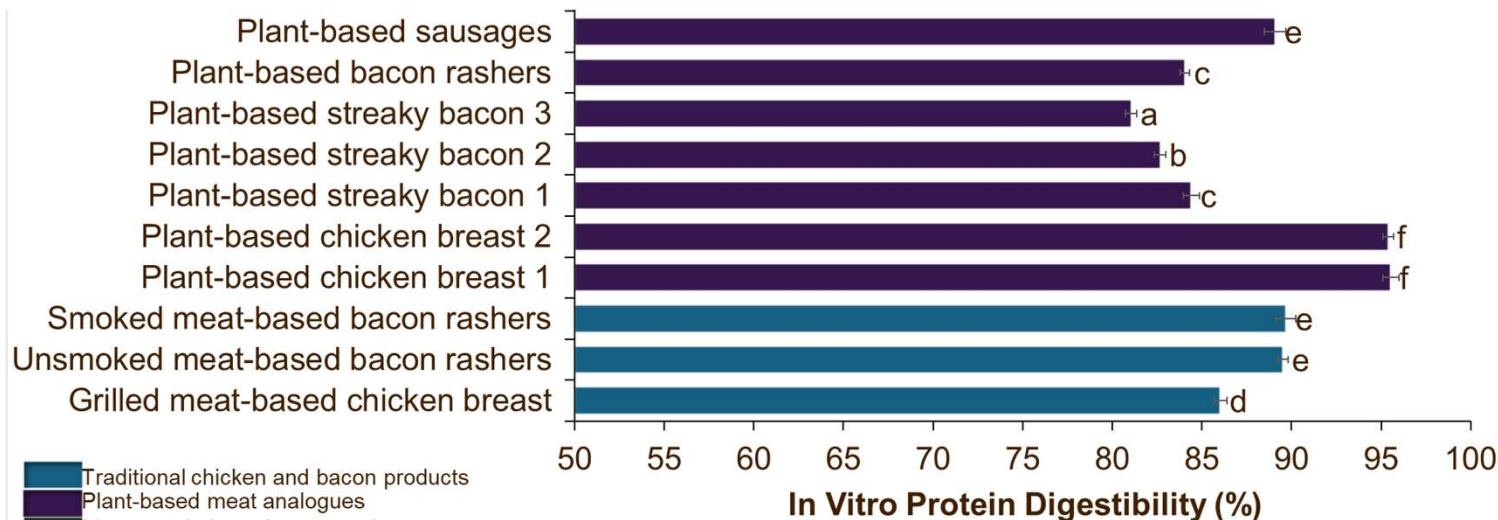
Created internal guidelines to help inform health-conscious design and development choices. Although not every product will satisfy every objective, they establish a consistent direction.

Nutrient	Guideline	Rational
Protein	>20% of total energy	“high in protein” claim
Fibre	>3.0g/100g	“source of fibre” claim
Iron	>2.1mg/100g	“source of iron” claim
Vitamin B12	>0.375mg/100g	“source of B12” claim
Saturated Fat	<5.0g/100g	UK traffic lights Amber or green
Fat	<17.5g/100g	UK traffic lights amber or green
Salt	<1.5g/100g	UK traffic lights amber or green
HFSS	non-HFSS	Healthy by UK nutrient profile model
Calories	<225kcal/100g	Not a high calorie food

## 2. ESTABLISH NUTRITIONAL DATA

Credibility for the whole category: provide evidence of nutritional profiles of plant-based proteins and identify any potential areas of concern

### PROTEIN QUALITY

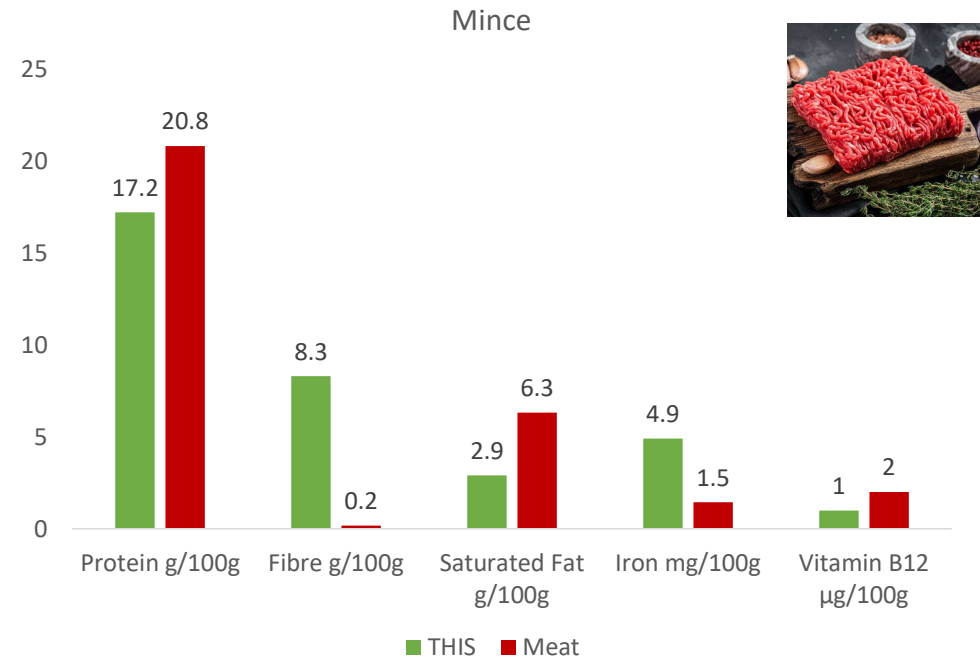
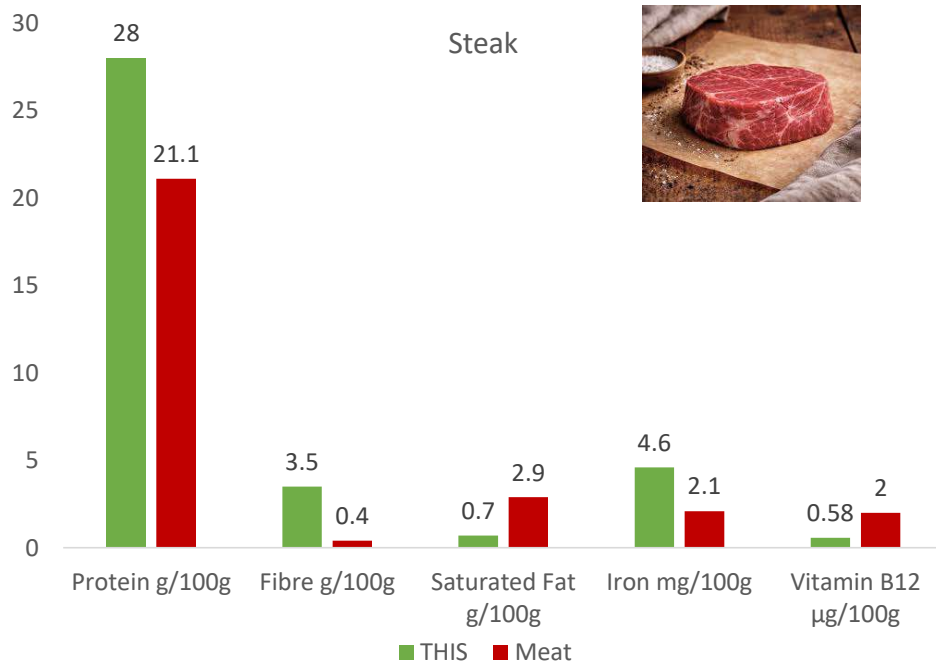


Protein Digestibility of all products between 80-95% with PBMA's having comparable digestibility to their animal counterparts

With thanks to



### 3. EVALUATION OF MEAT NUTRITION



\* Data taken from McCance & Widdowson composition of foods integrated dataset using representative products, data collected in December 2025. Link: <https://www.gov.uk/government/publications/composition-of-foods-integrated-dataset-cofid>

\*\* Data taken from declared nutritional data of commercially available representative products from UK retailers, data collected in December 2025. Data is reviewed every 12 months to ensure remains representative. Next data review date: December 2026

# 4. CONSUMER MARKETING – BRAND TRUST

- Influencers



**doctoramirkhan** ✓ ...

Dr Amir Khan GP MBChB(hons)MRCGP DCH DRCOG DipDiab PGCE he  
6,269 posts 1m followers 850 following

Doctor  
NHS Doctor • Sunday Times Bestselling Author • Pod:  
@noappointmentpodcast • GP on @lorraine @gmb • President @rspb  
• Columnist... more  
[www.intertalentgroup.com](http://www.intertalentgroup.com) doctoramirkhan



- Awards, endorsements and accreditations



# 4. CONSUMER MARKETING – BRAND TRUST CONT.

## Recipes



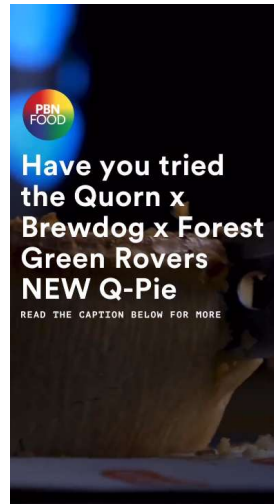
## New Products

### FRENCH PLANT-BASED MEAT LEADER LA VIE ENTERS TOFU CATEGORY

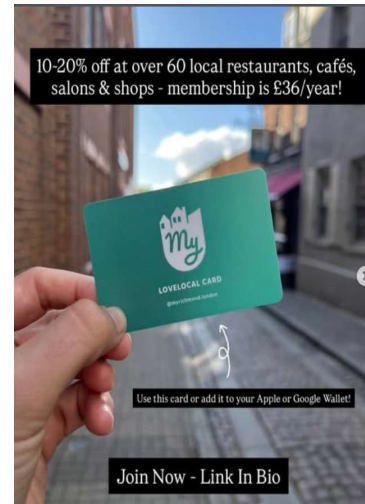
"We believe it's still the very beginning of the tofu market in Europe, especially in France. Today, tofu is largely misunderstood, with 95% of French people perceiving it as bland or boring. For us, that's exactly where the opportunity lies," co-founder and CEO Nicolas Schweitzer tells Green Queen.



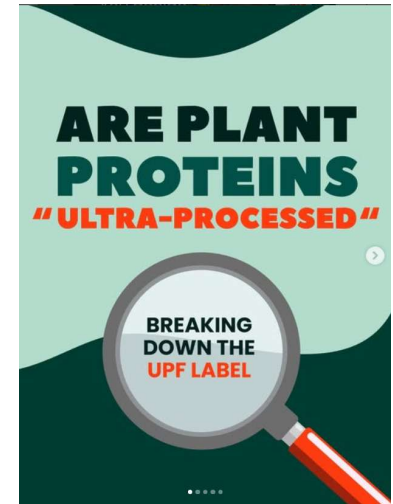
## Collabs



## Offers



## Nutrition



**100% PLANT-BASED.  
100% FACT BASED.**

**Building TRUST through FACTS.**

**THIS™** is taking a stand, by providing  
**ACCURATE, RELEVANT, and MEANINGFUL**  
information to:

**100% PLANT-BASED.  
100% FACT BASED.**

- Help consumers make better, more informed decisions about what they eat, when they eat it and why they're eating it
- Build brand trust and a wider trust in plant-based products
- Help improve the overall health of the nation and positively contribute to specific conditions such as obesity and heart health

## THE PROCESS: A JOINT, CONSUMER-LED APPROACH

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WHAT ISSUES ARE  
THEY FACING?  
WHAT DO THEY  
NEED TO KNOW?

SCOPING THE  
QUESTIONS

PROVIDING THE  
ANSWERS

SUBSTANTIATING  
THE ANSWERS

CREATING THE  
ASSETS FOR ON  
PACK AND  
ONLINE

SETTING UP THE  
WEBSITE AND  
SOCIAL CONTENT

GO LIVE ON PACK,  
ON SOCIAL AND  
ONLINE

## THE PROCESS: SCIENCE VS. MARKETING



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# THIS™ IS THE PLAN – ON PACK

Every meat alternative product will have a chart on the BOP clearly stating the nutritional benefit of the individual plant-based product and its real meat equivalent

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*Browns to a crisp*

**IF YOU'RE THINKING, "WAIT... HOW IS THIS POSSIBLY PLANT-BASED?"**  
We get it. Let us explain. THIS™ Fillet Steak. 31g of protein. Low in saturated fat. That peppery crust? That's our peppercorn marinade, bringing the charred, crisp edges and shockingly real flavour. That juicy and meaty texture? It's down to our blend of wheat and soy proteins, crafted into fibres that lock in flavour and deliver a satisfyingly juicy bite. Whether it's date night, a healthier swap, or your go-to high-protein midweek dish, this is for anyone who wants that Big Steak Energy. Just without the beef.

**COOKING INSTRUCTIONS**

**Pan Fry from Chillid:** For best results, pan-fry on a medium heat in 1 tbsp of oil for 4-6 mins, turning frequently until evenly seared on all sides.

**Grill:** Pre-heat grill. Grill on a medium heat. Cook for 5-7 mins, turning halfway through cooking.

Remove all packaging before cooking. Suitable for BBQ. Not suitable for microwave cooking.

**NUTRITIONAL INFORMATION**

Typical values as sold	Per 100g
Energy / Energy kcal	857 / 205
Fat	8.0g
(of which Saturates)	0.7g
Carbohydrate	3.3g
(of which Sugars)	1.1g
Fibre	3.5g
Protein	28g
Salt	1.10g
Iron	4.6mg (33%)*
Vitamin B12	0.58µg (23%)*

\*RI% = Reference intake of an average adult (8400kJ/2000kcal). One pack contains 2 portions.

**STORAGE**  
Keep refrigerated. Suitable for home freezing. Cut along the centre seam to separate portions if desired. Refrigerate or freeze remaining sealed portion. Freeze on day of purchase and use within 1 month. Once defrosted (in a refrigerator) use within 24 hours. Do not refreeze.

**DROP US A LINE**  
Or a paragraph. Or a poem. Or tag us with your dish.  
@this.uk | f thisfood | Email: shout@this.co  
\*this.co | d this.uk

**Address:**  
THIS™  
The Clockwork Building,  
45 Beavor Lane,  
London, W6 9AR.

**Recycling:**  
CARD Recycle  
FILM Don't Recycle

Packed in the UK for THIS™ (We do not accept carrier pigeons).

**PLANT-BASED FILLET STEAK MADE OF WHEAT PROTEIN (24%) AND SOYA BEAN PROTEIN (11%) WITH CRACKED BLACK PEPPER (0.25%).**

**INGREDIENTS**  
Water, Plant Proteins (WHEAT, SOYA), Rapeseed Oil, Natural Flavouring, Herbs, Spices, Black Pepper, Oat Fibre, Apple Extract, Cacao Extract, Salt, Iron, Vitamin B12.

For allergens, including cereals containing gluten, see ingredients in **BOLD CAPITALS.**

**SUITABLE FOR VEGETARIANS & VEGANS.**



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**THIS™**  
FILLET STEAK BEEF STEAK

High in Protein	✓	✓
Source of Fibre	✓	✓
Source of Iron	✓	✗
Source of Vitamin B12	✓	✓
Low in Saturated Fat	✓	✗
Better for Planet	✓	✗
Better for Animals	✓	✗

*Did you know?!*

**Certified B Corporation**

Use by date

Keep refrigerated



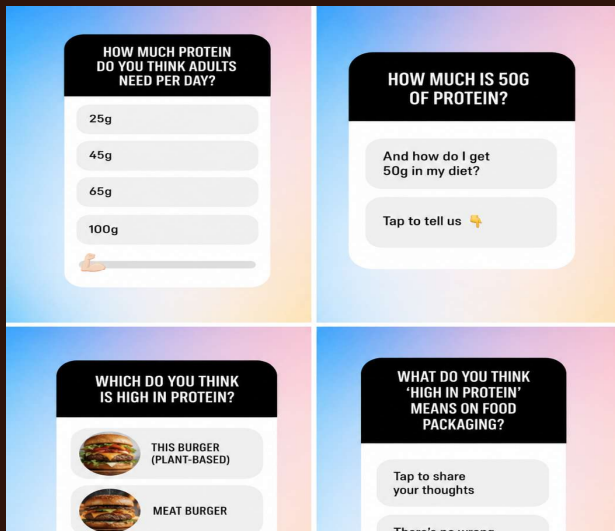
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# THIS™ IS THE PLAN – ON SOCIAL

## 1. POLLS

To drive engagement and help us understand the gaps in consumer knowledge:

- Protein
- Fibre
- Saturated Fats
- Iron
- B12



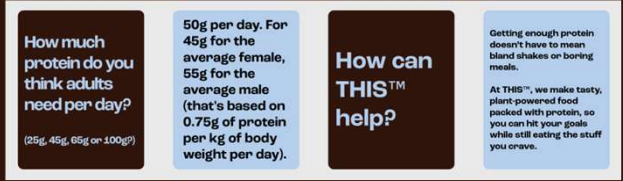
## 2. RESPONSES

Consumer-led, fact based answers presented in a simple, accessible way to inform and educate consumers which help to start building authority in nutrition.

## 3. ONGOING CONTENT

A fun, memorable series of short form video explainers addressing key questions e.g. Where do you get B12 from, to reinforce THIS™ as a trusted, evidence-led source of information. Plus helpful, recipe series to demonstrate how to get enough protein/fibre etc. into your diet.

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100% FACT BASED.**



# THIS™ IS THE PLAN – WEBSITE

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## 1. INFORMATION HUB

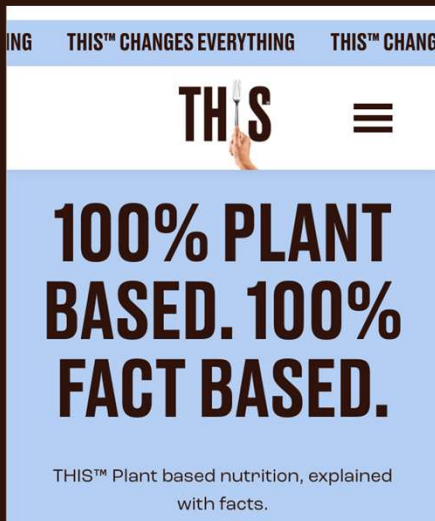
Create a go-to nutrition hub to answer all the questions asked in our polls and on social.

## 2. VIDEO CONTENT

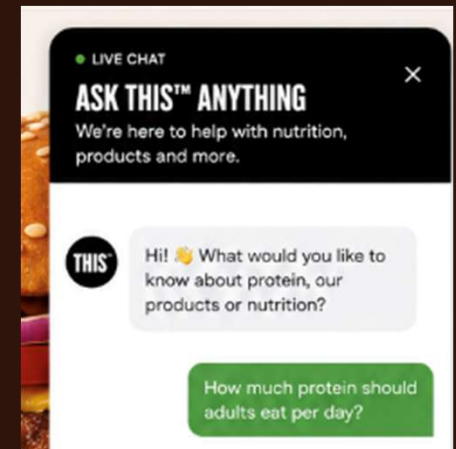
Create informal, deep dive videos about specific nutrition topics and themes.

## 3. LIVE CHAT

Set up live chat facility for individual consumer's questions.



- ✓ Provide accurate and trustworthy information
- ✓ Build nutrition authority
- ✓ Drive engagement
- ✓ **INCREASE TRUST**



# THIS™ WEBSITE HUB

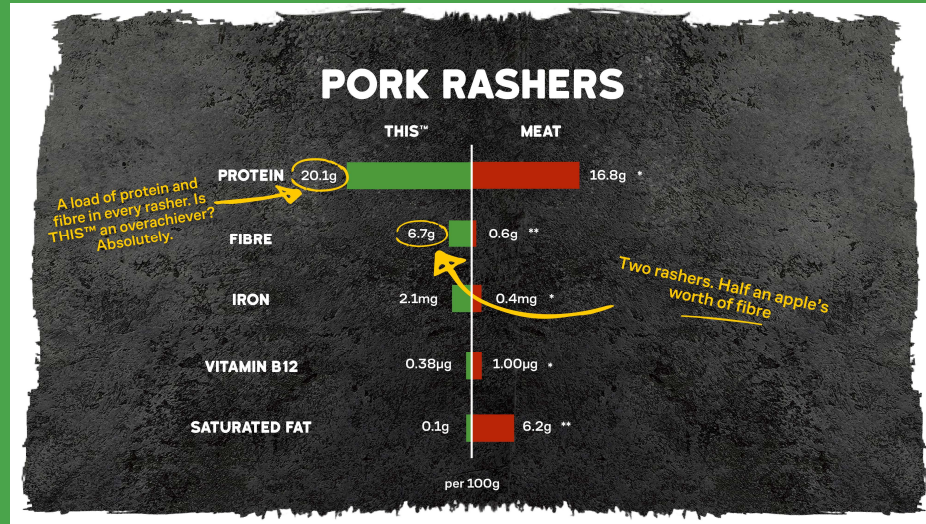
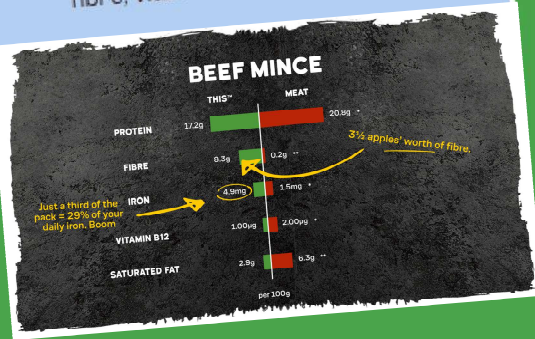
THIS™ CHANGES EVERYTHING THIS™ CHANGES EVERYTH

**THIS** ≡

**100% PLANT-BASED.  
100% FACT BASED.**

**THIS™ PLANT-BASED NUTRITION,  
EXPLAINED WITH FACTS.**

We answer common nutrition questions using fact based comparisons of protein, fibre, vitamin B12, iron and more.



Charts with a breakdown of data on every product

- THIS** ≡
- DO PLANT BASED FOODS HAVE ENOUGH PROTEIN? +
  - IS PLANT-BASED FOOD "REAL" NUTRITION? +
  - CAN PLANTS REALLY FUEL A WORKOUT? +
  - DON'T YOU ONLY GET B12 FROM MEAT? +
  - WHAT ABOUT IRON? +
  - CAN I RECOVER FROM OVEREATING? +

FAQ's informed by the Polls, and Did you know answers

**THIS** PRODUCTS FIND THIS™ RECIPES ABOUT ≡

## THIS IS THE FACTS ON PROTEIN. LAID OUT.

### HOW MUCH IS 50G OF PROTEIN? AND HOW DO I GET 50G IN MY DIET?

THIS isn't complicated. 50g of protein a day is not as tough as you think.

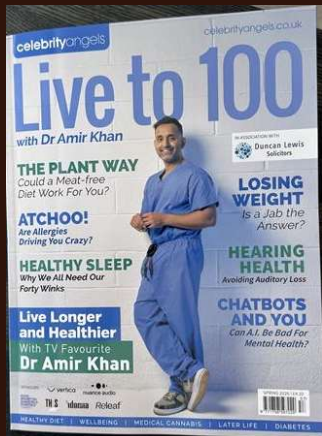
Vegetarians and vegans typically meet or exceed their protein requirements without even trying. We think plant-based could be the solution: a meat alternative delivering 15 - 20g protein can provide 25 - 40% of daily needs in just one meal.

The stats say, that spreading protein across meals improves muscle protein absorption. It's about including protein in every meal. Dinner and lunch are pretty much sorted. But breakfast - packing in some more protein here could help you land that 50g mark.

We've made it easy. Eating THIS products, you've got protein sorted.

Don't believe us? **HERE ARE THE FACTS:**

# THIS™ IS THE PLAN – IN THE PRESS



## THIS™ CHANGES EVERYTHING\*

\*ABOUT PLANT-BASED FOOD

THIS™ makes award-winning plant-based food that doesn't compromise on taste, texture, or nutrition. Ridiculously tasty and a gloriously sustainable source of plant powered protein for meat lovers and flexitarians, from hyper-realistic meat alternatives to whole-food packed products that are better for you and better for the planet. THIS™ changes everything. Try it. You'll see.

THIS™ Isn't Pork Caramelised Onion Sausages

**100% PLANT-BASED. 100% FACT BASED.**

**↓ THIS™ IS LOW IN SATURATED FAT**

The UK population on average consumes more than the recommended daily intake of saturated fat. Diets high in saturated fat contribute to higher cholesterol, a higher risk of heart disease, and can lead to type 2 diabetes.

THIS™ Isn't sausage contains 83% less saturated fat than typical sausages.

**↓ THIS™ IS HIGH IN FIBRE**

90% of the UK population do not have enough fibre in their diet. Fibre is an essential ally in the fight against chronic disease. Not only does it help us feel fuller for longer, but it also supports gut health and works alongside other macronutrients to keep our bodies functioning at their best. Increasing fibre intake is a powerful, natural way to reduce the risk of serious conditions like heart disease, strokes, and bowel cancer.

A portion of our THIS™ Isn't chicken contains 20% of the fibre RNI.

**↻ THIS™ IS HIGH IN PROTEIN**

Protein is a vital building block for the body, supporting everything from muscle repair and immune function to satiety and bone strength. While most UK adults get enough protein, more than 50% of older adults (>65) in particular often fall short. Meeting protein needs, especially as we age, helps maintain muscle mass, supports a healthy metabolism, and it's a key nutrient for ageing well and living well.

THIS™ Isn't bacon rashers contain 21g protein per 100g, or 47% of the RNI for women.

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**100% PLANT-BASED.  
100% FACT BASED.**

**WHAT'S NEXT?**

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To restore trust across the whole category by:

1. Starting to talk to your consumers about nutrition in a more structured and cohesive way
2. Using a consistent, data-led, approach like THIS™ (we're happy to share!)
3. Working together to change the perception of plant-based through campaigns and other initiatives such as nutritional guidelines etc.

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IF YOU'D LIKE TO WORK TOGETHER SPEAK WITH US  
AFTER THE PRESENTATION, OR CONTACT  
[KELSEY@THIS.CO](mailto:KELSEY@THIS.CO) AND [DEBBIE@THIS.CO](mailto:DEBBIE@THIS.CO)

**THANK YOU**