



# Taste the Future: Why Plant-Based is the Next Big Thing in F&B?



According to Forum for the Future NGO there is 440% increase this year in vegan and vegetarian plant-based product launches in South East Asia.

Come aboard with us on the journey to Plant-Based and Sustainable Eating



## About us

**FC Chong** -Managing Director , HCM hospitality Consultancy . With over than 45 years' of experience in hospitality industry. FC is a hotel consultant and hospitality business coach. FC specialises in new hotel project development, renovation, rebranding, F&B conceptual design, commercial kitchen design and pre-opening services and management. FC is the President of Malaysian Food & Beverage Executive Association Penang

**Ania** is a vegan and sustainability hospitality consultant, also collaborating with hospitals in Kuala Lumpur as a Plant Based Nutritionist. She specializes in assisting F&B businesses in minimizing their environmental footprint whilst maximizing operational efficiency and profitability. She also aids in boosting revenue for restaurants and cafes by fostering inclusivity and introducing vegan and gluten free options. Ania designs vegan and sustainable menus, trains chefs and front-of-house staff, and collaborates with marketing team to effectively advertise these amazing options



+60-12-488-5803

Please do not hesitate to contact us



+60-17 -503-2603



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## **Meeting Diverse Dietary Needs:**

*Including plant-based options ensures that restaurants and hotels can cater to the dietary preferences of a diverse range of guests, including vegans, vegetarians, and those with dietary restrictions or allergies.*

**The dairy alternatives market size in Asia - Pacific was valued at USD 6.83 billion in 2023. and it's estimated to be worth USD 16.9 billion**

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## **Expanding Customer Base:**

*Offering plant-based options attracts a growing segment of health-conscious consumers, environmental advocates, and individuals seeking ethical dining choices, thus expanding the restaurant's or hotel's customer base.*

## **Enhancing Health**

**Consciousness:** *Plant-based options promote healthier eating habits by providing guests with nutritious, low-fat, high-fiber alternatives to traditional meat-based dishes, contributing to overall wellness and satisfaction*

## **Environmental Responsibility:**

*Incorporating plant-based options aligns with sustainable practices, reducing the environmental impact of food production by conserving water, lowering greenhouse gas emissions, and minimizing land use compared to animal-based ingredients.*

## **Staying Competitive and Innovative:**

*Including plant-based options demonstrates a commitment to culinary innovation and adaptation to evolving food trends, positioning restaurants and hotels as forward-thinking establishments in the hospitality industry.*



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