



Meat-free brand in retail and foodservice Customer since 1991

Objectives

Green Seed Belgium was asked to drive growth of the meat free product Quorn in the Belgian foodservice market. GSB had already developed Quorn in Belgian retail into a strong brand. Yet foodservice opportunities needed to be tackled in a more intensive way to grow Quorn's market share.

Response

In phase one, a strong partnership was developed with Solucious, who opened up the market as real Quorn ambassadors. Through research a clear route into the market was defined. The appointment of the top 5 wholesalers resulted in national coverage in Belgium and Luxemburg for both social and commercial catering. Then intensive training, education and tasting programs by selected and trained Quorn home economists were developed to convince the clients to put Quorn on the menu in restaurants. GSB also helps negotiate and implement listings and plan and support product launches.

Results

Quorn's foodservice growth accelerated since 2010, in line with the plan that GSB had efficiently put forward. Quorn has now become the leading meat free brand in the catering sector.