

# Burger King targets meat-free market with new menu items

In a bid to cater to the growing demand for meat-free food options, Burger King South Africa has introduced a plant-based Whopper, Vegan Royale and Vegan Nuggets to its local menu, all made with 100% plant-based ingredients.



Source: Supplied

The quick-service restaurant chain says that vegan, vegetarian and flexitarian lifestyles have become increasingly popular in South Africa over the last few years as consumers look to lead a more healthy and balanced life. According to a recent study conducted by the brand, the primary driver of plant-based eating was directly related to health, with four out of five consumers revealing that they were committed to eating healthy.

While some choose to avoid meat altogether, there are still those who choose to balance their week's meals with meat and non-meat-based dishes – essentially following what has become commonly known as a 'flexitarian' diet.



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25 Aug 2021



Ezelna Jones, group marketing executive at Burger King South Africa, says: "We understand that consumers are looking to make healthier food choices which is why Burger King is constantly looking for ways to make eating out easier. Early this year, we pledged our commitment to developing an entire menu containing 100% natural ingredients and now, we're introducing healthy plant-based and vegan options.

"We very much support the idea of balanced, healthy eating, which is why we are excited for our guests to try our brand-

new range of products.”

## Goal to be market leader

Jones goes on to explain that Burger King aims to be the global leader in plant-based alternatives in the QSR industry. “Our aim is to offer vegan, vegetarian, and plant-based alternatives that do not compromise on flavour or price. Why should it? By working with partners such as The Vegetarian Butcher and securing endorsements from industry leaders like V-Label, which is administered by ProVeg international, we know we can create the industry's leading vegan and vegetarian recipes to truly bring BK to you Your Way.”



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Tessa Nowosenetz, KLA 3 Jun 2021



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In addition to the three new menu items, meals can also be accompanied by two dip pots for nuggets, fries and Pepsi – all vegan choices that have been endorsed by V-Label.

“V-Label is proud to have been involved with the vegan endorsement of Burger King’s new vegan menu options. We see this initiative as more than a trend and applaud Burger King’s shift towards providing new and existing customers with healthier, more sustainable, and ultimately, in our opinion, tastier options,” says Donovan Will, country director ProVeg SA, V-Label.

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