

RETAIL TOOLKIT

Case Study: Plant-Based Butcher at Bristol Farms

With refrigerated plant-based meat more popular than ever, retailers are exploring new ways to provide customers with plant-based versions of the products they love. Bristol Farms launched a series of products in the butcher section of their Yorba Linda, California, location. According to Rick Stidham, Bristol Farms' meat director, the decision was driven by an analysis that "the plant-based category presented the largest upside potential."



Photo courtesy of Bristol Farms

Products include plant-based chicken burgers and breakfast sausages from California-based Before the Butcher, as well as taco mix, meatloaf, stuffed cabbage, chorizo-stuffed potatoes, and a Mediterranean patty. All products are clearly marked by "plant-based" signage.

“The decision to put the items in the [meat] case enabled us to not only show the versatility of plant-based proteins; it made it highly visible. This gave us a niche that only a full-service butcher shop could provide—it was those conversations across the counter that drove sales and inspired our shoppers to look at plant-based proteins in a new light. It also allowed us to offer value-added recipes and let the customer feel like the chef.

“Initially, the new line appealed mainly to our flexitarian customers, but we also heard from many shoppers with vegan or vegetarian loved ones, and they appreciated the convenience of purchasing these fresh items at the meat counter.”

—RICK STIDHAM, BRISTOL FARMS MEAT DIRECTOR



With this move, Bristol Farms has established itself as an innovator in recontextualizing the meat aisle as a center-of-plate protein aisle. Stidham said: “There’s been phenomenal growth, partially because it’s a new category, but we also believe the presentation has made it more accessible to customers who normally wouldn’t have considered plant-based options.

“We definitely see plant-based as a category that will continue to inspire us to create new offerings and one in which the demand will continue to grow.”

Retail Toolkit

Download all the resources in the Retail Toolkit to better understand the plant-based opportunity, consumer motivations, and strategies for assorting, merchandising, and marketing plant-based meat, eggs, and dairy.

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