

Naan Mudhalvan Project

Team Id: NM2023TMID08696

Brand Name: Wholesome Plates

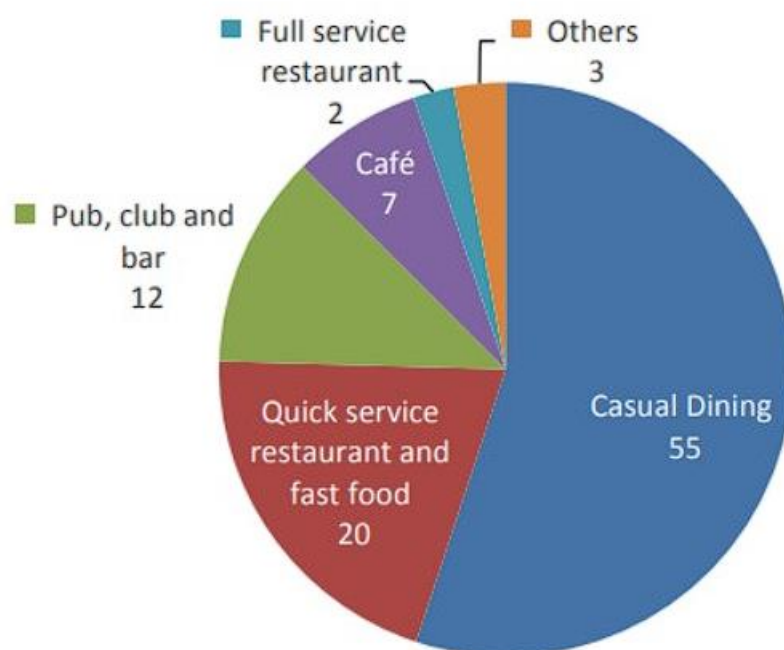
Category: Food Recipes

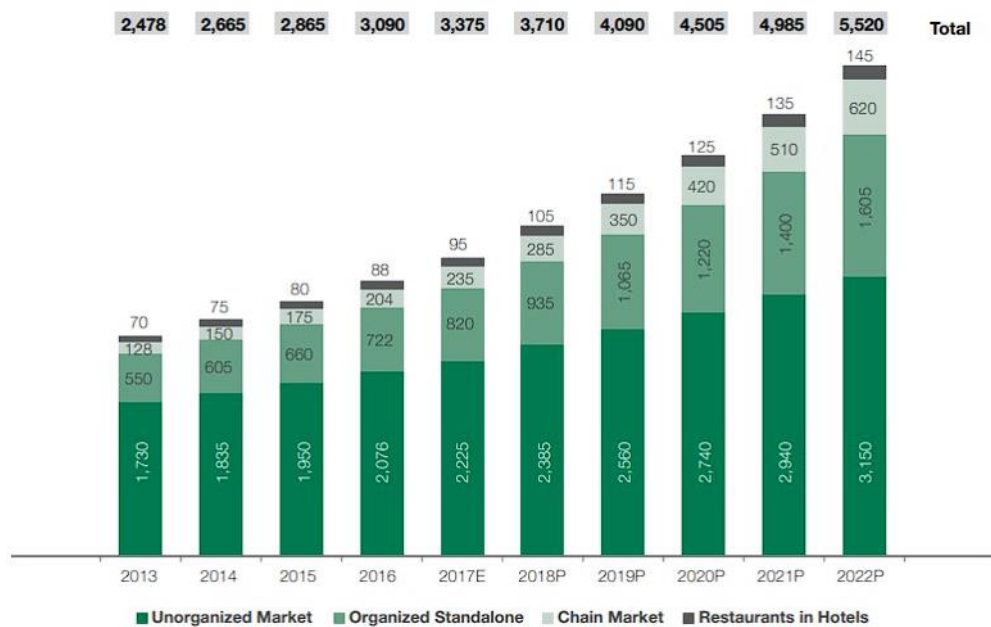
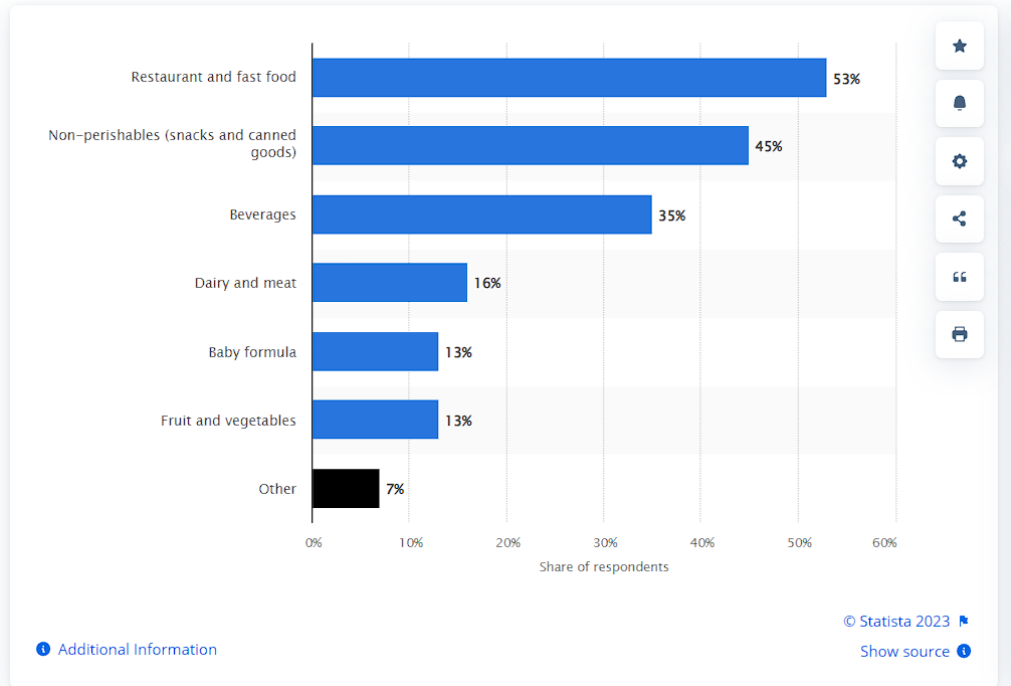
Target Audience: All

Logo Theme: Black and Gold

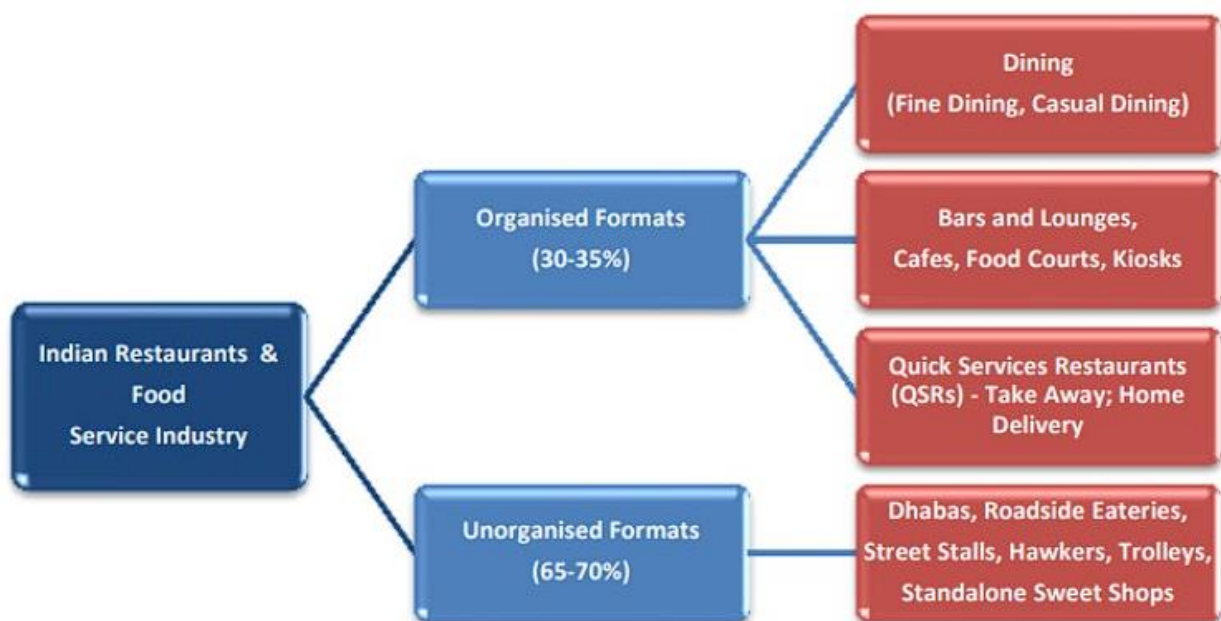
Email: wholesomeplates4@gmail.com

Surveys Collected:





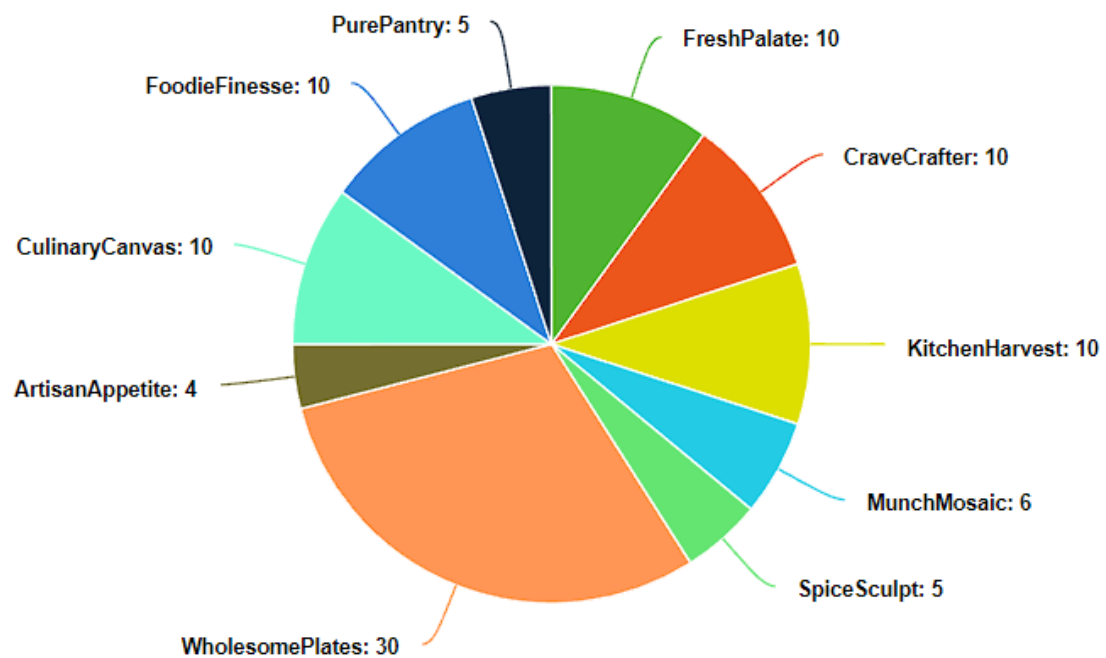
Format	Market Share (%)			CAGR	
	FY 2013	FY 2017	FY 2022P	FY 2013-17	FY 2017-22
Casual Dining Restaurants	31%	34%	34%	19%	21%
Quick Service Restaurants	43%	45%	49%	18%	24%
PBCL	4%	5%	6%	24%	23%
Cafés	12%	8%	5%	6%	11%
Fine Dining Restaurants	4%	2%	1%	2%	3%
Frozen Dessert/Ice Cream	6%	6%	5%	13%	19%



List of Brand Names

- FreshPalate
- CraveCrafter
- KitchenHarvest
- MunchMosaic
- SpiceSculpt
- WholesomePlates
- ArtisanAppetite
- CulinaryCanvas
- FoodieFinesse
- PurePantry

Survey taken for Brand Name:



Brand Name – Wholesome Plates

Vision:

At Wholesome Plates, our vision is to be a trusted source of nourishing and delicious food that inspires a healthier and happier world. We envision a society where every meal is a moment of vitality, connection, and joy, promoting well-being for individuals and the planet.

Mission:

Our mission at Wholesome Plates is to create and deliver nutritious, sustainably sourced, and incredibly flavorful food. We are committed to redefining the way people eat, providing a wide range of wholesome options that cater to diverse tastes and dietary needs. We strive to educate and empower our customers to make mindful choices about their food, fostering a culture of wellness and environmental responsibility.

Description:

Wholesome Plates is more than just a food company; it's a lifestyle brand that champions the idea that good food should be both nutritious and delightful. We believe in the power of food to nourish the body and feed the soul. Our commitment to quality is unwavering, and we meticulously select the finest, freshest ingredients for our dishes.

Our menu is a delightful symphony of flavors, crafted to cater to various dietary preferences and restrictions, including vegetarian, vegan, gluten-free, and more. We believe that everyone deserves to savor wholesome and mouthwatering meals. Sustainability is at the core of our operations. We work closely with local farmers and producers to source ingredients responsibly, minimize waste, and reduce our carbon footprint. Wholesome Plates is dedicated to making choices that protect the environment and support the well-being of future generations. We are more than a food provider; we are a community that embraces food as a medium for connection and well-being. Our initiatives include cooking classes, workshops, and events that promote the joy of cooking and the importance of mindful eating. Join us in our journey towards a world where every plate is a testament to health, happiness, and sustainability. Together, we can make Wholesome Plates a cornerstone of a healthier, more flavorful future.