



plus 3.

DEVELOPED CONCEPT

Adopting the gluten free buns to meet the requirement of catering to people allergic to gluten, cherry tomatoes to add colour and texture alongside a sweet taste in the burger. Lettuce belongs in all burgers. Using alternative cheddar cheese to cater to vegans, Vegan pattie instead of falafel. Avacardo acts as a filler vegetable.



Gluten free
bun



Cherry
tomatoes



Lettuce



Melted alt
cheese



Vegan pattie



Avocado
smash



Gluten free
bun





Name Mark Haster
Age 26
Location Auckland
Diet Plant-based
Occupation Account

BIO

Mark has chosen to be a vegan because he wants to help the environment by minimising his carbon footprint. Mark is an intern accountant at a law firm in Auckland, he started a plant based diet strictly to try and limit his carbon footprint. Mark is passionate about the environment. He believes humans are trying to fix our planet and wants to contribute as much as he can.



Name Jen Lee
Age 23
Location Christchurch
Diet Vegan
Occupation Internet Persona

BIO

Jen Lee is mainly known on Instagram advertising herself as inspiration for her viewers and fan crowd. Jen often advertises that she's vegan on her main platform showing her meals and encouraging others to go vegan or plant based to help the environment.

RESEARCH

- Orders of vegan meals grew 388% between 2016 and 2018 and they are now the UK's fastest growing takeaway choicevvv
- Vegetarian diets are associated with 10 fewer cases of heart disease
- Vegetarian and vegans are diets which are being heavily accepted and is considered unstoppable as a diet in 2019-2020, - continuing to rise in popularity
- As of february 2019 there was an estimate that 8% of the current world was vegan or vegetarian. $8\% = 8/100 = 0.08$ * - 7,632,819,325 which equals an estimate of 610,625,546 people that were and are currently on a plant based diets of early - 2019. This number is only growing
- Vegans are more popular and an appealing lifestyle to the newer generations and the environment.
- Plant-based diets help the environment.
- The US population intake of plant based diets and veganism is a low 4% while New Zealand is 10%
- Plant-based diets are excessively cheaper than a lean meat introduction
- 60% of people who took part in a veganuary event were under 35
- 350% rise in vegans during the time period of 2006 to 2016
- Between 2014 and 2016, the number of food products launched carrying a vegan claim rose by 92%. And Australia is the third-fastest growing vegan market in the world
- Walmart, the world's largest retailer, is asking its suppliers to offer more plant-based products
- There's been a 600% increase in people identifying as vegans in the U.S in the last three years

FIRST CONCEPT

The first burger was based off a previous plant based burger I've had, revolving around lettuce, black bean patty, cherry tomatoes and avacardo smash with gluten free buns. Personally not vegan but it was alright. Feedback was



SECOND CONCEPT

The point and idea behind this design of a burger is minimalistic. It lacks a pattie but has falaufal bits in the avacardo smash. 30% of the people I asked said they would prefer a massie falafel in their burger rather than a black bean and bredcrumb pattie. Switching the protein but still getting enough.



THIRD CONCEPT

This idea is from previous vegan burgers released from fast food joints, vegan patty, alternative vegan cheese, tomato and lettuce and avacardo. This was a popular pick to the plant based and vegan diets.



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plant based burger

Gluten free
buns

Cherry tomatoes

Lettuce

Avocado
smash

Vegan pattie

Alternative cheddar
cheese

14.40\$

