

From Living Labs to Everyday Meals: Engaging Consumers with Alternative Proteins



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How can alternative proteins become more familiar and appealing to consumers? Sustainable dietary transitions require communication that connects unfamiliar ingredients with everyday cooking practices.

Within the European LIKE-A-PRO project, Zeytince Association developed a cooking video demonstrating how alternative protein sources and ingredients can be used in meal preparation. The video featured pea protein isolate, nutritional yeast (microbial protein), almond flour, fermented and dried mushrooms, lentils and miso. Rather than simply introducing these ingredients, it showed viewers how they could be incorporated into meals and what kinds of dishes could be prepared.

The video has received approximately 1,800 views, with interest continuing. This experience highlights the potential of practical audiovisual communication to make alternative protein ingredients more accessible and inspire new cooking ideas.

Practical recommendations: Living Labs and community organisations can use cooking videos and recipe demonstrations to connect alternative proteins with familiar food practices. Use clear language, demonstrate practical applications and share content through relevant networks. Monitor views and audience feedback to assess reach and identify opportunities for further engagement. Other Living Labs can adapt and test this approach in their own culinary and cultural contexts.

[Click here to watch the video](#)