Like a PRO

Choice expansion pilot

Making alternative proteins easier to notice and try



What is the choice expansion pilot?

The choice expansion pilot tested whether making alternative protein (AP) products easier to notice and try could increase uptake in supermarkets without restricting conventional choices.

The pilot took place in three Coop stores in Norway. Veggie Falafel and Veggie Burger were placed in high-visibility campaign coolers alongside promoted meat products and supported by discounts, signage, tastings and a QR recipe cue.

How did consumers react to the pilot?

1

Sales increased strongly

During the intervention week, Veggie Burger sales rose from 3 to 81 units, while Veggie Falafel increased from 10 to 171 units.

2

Tastings encouraged trial

More than 800 shopper interactions took place, with 808 samples distributed. Staff also observed purchases following positive tasting experiences.

3

Low-friction cues worked best

Consumers responded particularly to discounts, visible placement and tastings, while tools requiring extra effort, such as QR recipes, received less attention.

4

Product experience mattered

Many consumers reacted positively to taste and texture, while unclear wording or product identity could create hesitation.

What concerns emerged?

Trial does not guarantee repeat purchase

Turning initial purchases into regular demand remains a key challenge.

Taste, price and trust still matter

Taste, texture, price, long ingredient lists and perceptions of ultra-processing can reduce trust and everyday appeal.

Placement needs to remain clear

Integrated placement can increase visibility, but clear labelling and signposting are important to avoid confusion.

Commercial viability matters

Retailers need to balance increased visibility with shelf space, product turnover and food waste.

Photo: Iella Olsson on pexels



Photo: Iella Olsson on pexels

What did retailer staff observe?

Retailers saw choice expansion as making APs realistic options within routine shopping, rather than simply adding more products. Operational barriers were limited, with the main challenges being commercial.

High-visibility placement, promotions and tastings can encourage trial, but scaling depends on repeat purchase, stable turnover and low waste. Products therefore need to deliver on taste, price, simplicity and credibility over time.

What should practitioners consider?

1 Increase visibility

Place AP products prominently within routine shopping environments and use clear signposting.

2 Make products easy to navigate

Use clear and trustworthy labels, particularly when APs are presented alongside conventional products.

3 Reduce the risk of trial

Use discounts and tastings to make unfamiliar products easier to try.

4 Keep communication simple

Focus on taste, quality, convenience and everyday use.

5 Prioritise product performance

Taste, texture, price and ingredient credibility are important for turning trial into repeat purchase.

6 Monitor commercial performance

Track sales, turnover, waste and repeat demand to ensure expanded visibility remains commercially viable.

Key Takeaway

Choice expansion can support short-term AP trial when products are visible, affordable and easy to try. Long-term success depends on turning initial purchases into repeat demand through taste, value, trust and commercial viability.

Download full report

Xhelili, A., Schüürmann, J., Strube, R., Ziavras, S., Perrea, T., Chrysochou, P., Nystrand, B., Bye, I., Nystad, R., Vázquez-Araújo, L., Romeo-Arroyo, E., Vertriest, L., Willems, M., van der Waard, S. (2026). Driving Change with LIKE-A-PRO: Results and Lessons from Behavioural Intervention Pilots. LIKE-A-PRO project. Wuppertal, 2026; or simply click the Download full report button.

Funded by the European Union

This project is funded by the European Union under Grant Agreement No. 101083961. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.

cscp innovarum

To know more about LIKE-A-PRO visit www.like-a-pro.eu