

Beyond choice

Building knowledge, trust and confidence for alternative proteins

What is beyond choice?

Beyond choice focuses on factors outside the immediate food environment that shape consumer attitudes, decisions and behaviours. Through communication, education and awareness, it influences what people understand, trust and feel capable of doing when engaging with alternative proteins (APs).

What did consumers tell us?

INSIGHTS FROM 3,729 CONSUMERS IN 11 EUROPEAN COUNTRIES

1



Clear and positive communication matters

Consumers highlighted the importance of simple, concrete messages that connect with everyday benefits rather than technical language or pressure.

2



Practical experiences build confidence

Tastings, hands-on experiences and accessible guidance such as recipes or preparation tips help consumers better understand and engage with APs in everyday contexts.

3



Trust and relevance influence engagement

Trusted messengers and communication that connects with people's everyday lives can increase openness towards APs, while unclear or excessive messaging can reduce trust.

4



Timing and context matter

Openness towards new food routines can depend on personal circumstances and everyday contexts.

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What should practitioners consider?

FROM INSIGHTS TO ACTION



Keep messages simple, positive and actionable

Explain clear benefits and provide practical starting points.



Build confidence through experience

Combine information with opportunities to taste, prepare and try APs.



Use trusted voices

Engage messengers and settings that are credible and relevant to consumers.



Respect consumer autonomy

Encourage exploration without creating pressure or judgement.



Connect learning with everyday contexts

Align activities with food environments such as schools, workplaces and community settings.

Key Takeaway

Beyond choice interventions work best when communication and education build trust, knowledge and confidence, making change feel achievable in everyday life.

Based on Living Lab consumer engagement activities carried out in 11 European countries with 3,729 participants. For more information, please check: Xhelili, A., Wiegard, J., & Schüürmann, J. (2025). LIKE-A-PRO's Living Labs. Consumer Insights Dataset. LIKE-A-PRO project. Wuppertal, 2025; or simply click the Download full report button. Participating countries: DK, FI, DE, ES, SI, PL, GR, NL, TR, IT, NO



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