

# DRIVE SALES WITH SOY-BASED MENU ITEMS

Consumer demand for high quality protein is on the rise. To highlight soy's popularity, U.S. Soy partnered with Hawkercs, a buzzy Asian multi-unit concept with 13 locations across the southeast, to promote existing and newly launching soy-based menu items.

## SALES HIGHLIGHTS

Hawkercs launched a new soy-based menu item to go along with their numerous existing soy-based dishes, and promoted versatility, flavor and health benefits. Not only did the campaign result in a large lift for soy-based menu item sales, the messaging proved impactful with minimal dropoff following the campaign.



## INSTANT RESULTS DURING PROMOTIONAL PERIOD

▲ 28.3% SALES INCREASE

for existing soy menu options throughout duration of the campaign, compared to the previous quarter

▲ 49.8% SALES INCREASE

over final quarter of 2020

## LASTING IMPACT BEYOND PROMOTIONAL PERIOD

▲ 22.4% SALES INCREASE

after promotional period over quarter prior to campaign

▲ 42.9% SALES INCREASE

over final quarter of 2020

# 82%

of consumers consider protein to be important to maintaining a healthy, balanced, and nutritious diet.



# 56%

of consumers say it's extremely/very important that a plant-based protein be a complete protein, like soy.



Following the success of the soy-starring Sichuan Shakshuka bowl, Hawkers is launching three separate lettuce wraps – all highlighting soy's versatility as a primary or complementary flavor.

“

*Soy is becoming more and more familiar these days, and people are seeking it out. When a dish is missing something, my first thought is always 'How can I use soy?' American chefs who cook with it can create a balance of flavors and textures that customers will really enjoy. Soy always works.”*

**- Chef Allen Lo**



## ABOUT SOY

Soy is the only plant-based protein certified heart-healthy by the American Heart Association. It's one of only a few widely available complete plant proteins and its versatile flavor profile allows it to shine as the focal point or complement a wide range of flavors.



To learn more about how you can jumpstart sales by formulating with soy, contact [info@soyconnection.com](mailto:info@soyconnection.com)

**Disclaimer:** USB does not guarantee increased product sales resulting from promotions conducted by third parties.

Hawkers promoted soy health, flavor and history messages via digital assets, including landing page, social media, newsletters and digital ads for a period of 53 days.

**SoyConnection**  
By the United Soybean Board

**SOY**