



## Non-Dairy Cheesy Deliciousness

Today's Goal: Learn to Say Cheese!

### WHY CARE ABOUT DAIRY AVOIDERS?

**100 million** consumers are dairy sensitive



**1 in 4** consumers are dairy avoiders

**43 million** adults are dairy avoiders

**\$286 billion** annual dining out purchasing power of dairy avoiders

Dairy avoiders disrupt categories!

Just look at the Milk Alternative category....

**\$1.84 billion** size of the Milk Alternative category

**26.3%** household penetration

### SAY CHEESE TO THE NEXT CATEGORY DISRUPTION

**50%**

of dairy avoiders want more restaurants to carry dairy-free cheese (21 million adults 18+)

**\$61 million**

dairy-free cheese category size at retail

**60%** of dairy-free dieters are also following a gluten-free diet

The benefits of carrying dairy-free cheese...

- ✓ Attract new customers
- ✓ Increase customer satisfaction
- ✓ Build customer loyalty
- ✓ Increase sales
- ✓ Increase profits

Dairy avoiders are willing to **pay a price premium** for dairy-free options

**90%** of dairy avoiders (39 million) research a menu before dining out

### THE DAIYA ADVANTAGE

**#1 dairy-free cheese brand**

Daiya has a 73% share in the Natural Channel

**Trusted by operators**

Multi-unit operators frequently co-brand with Daiya



**Daiya addresses consumer needs**

Daiya products not only serve the needs of dairy avoiders, but also millions of gluten and soy-free consumers

