

Reaching Millennial and GenZ Consumers Via Social Media



Bean CON24
A Global Dry Bean Conference

Amelia Christie Miller
Bold Bean Co.



Bean CON24
A Global Dry Bean Conference

Paul Newnham
Beans is How



Bean CON24
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Max Hellier & Joanna Broomfield
Root the Future



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Alexa Tonkovich
Lotus UK

TACKLING SOCIAL



Amelia Christie-Miller
CEO and Founder of Bold Bean Co



M&S

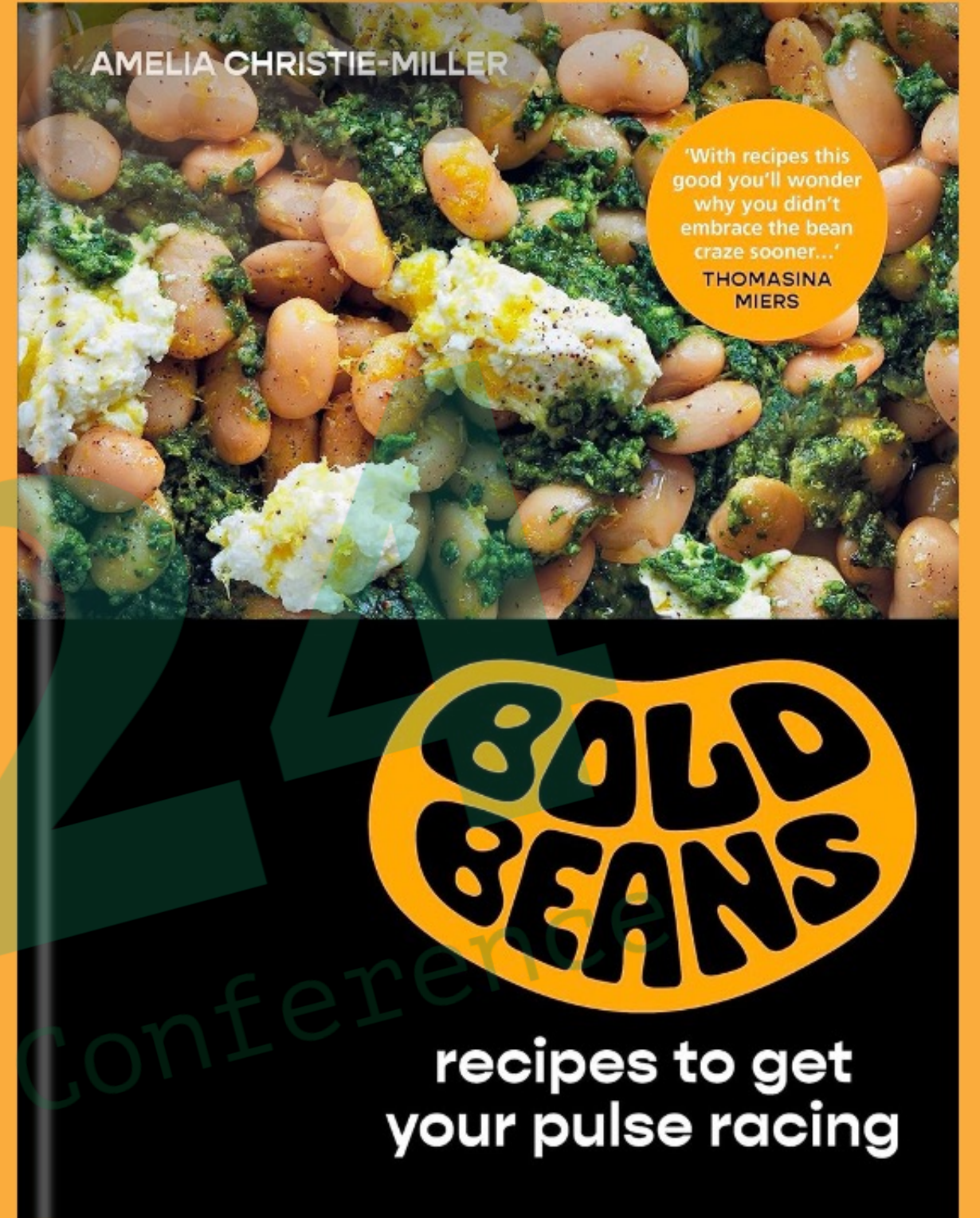
EST. 1884

Sainsbury's WAITROSE & PARTNERS



66k

A Global Dry Bean



We're on a mission to make you

OBSSESSED

WITH BEANS by giving you

the best of

BEANS

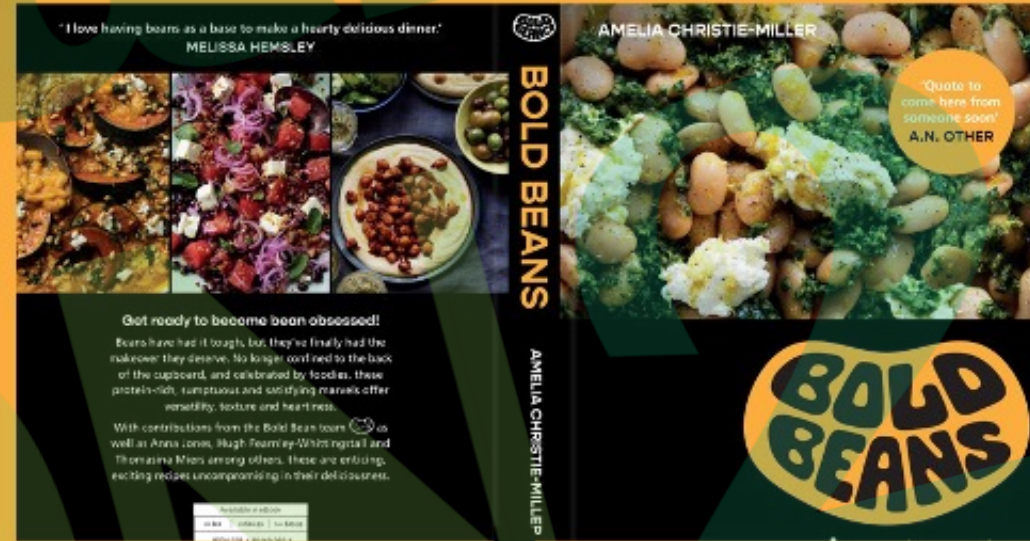
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HOW OUR MISSION MAKES OUR MARKETING ROCK

PRODUCT



MARKETING



OBSSESSED

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DON'T BE "GOOD" BE DESIRABLE.



FOOD & DRINK

Shoppers turn noses up at vegan branding

Meat eaters are more likely to buy plant-based food when it's labelled healthy or sustainable, research suggests

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A photograph of a white ceramic bowl filled with pickled eggs, some whole and some sliced, resting on a multi-colored checkered tablecloth. A slice of porous, golden-brown bread is placed on the left side of the bowl. A silver spoon is visible in the upper right corner. The background is a checkered tablecloth with squares in shades of green, red, and white. A large, semi-transparent watermark with the word 'Confidence' is overlaid across the center of the image.

88%

**of customers stated
taste as their primary
reason for buying a
product**



Big. Indulgent. Velvety. BEANS?

50g

Aged Parmigiano

2 jars

Bold Beans

A bunch

Crispy Sage

A bunch

**of people around my table who
won't stop talking about**

BEANS

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DON'T SELL.



A Global Dry Bean Co. for the conscious

GIVE

Bea
CO

A Global



DON'T PERSUADE.

Beans
CO
A Global Dry

BENEFITS OF BEANS

One of the richest sources of **PLANT-BASED PROTEIN**

Very high source of **DIETARY FIBRE**

Deliciously **GLUTEN-FREE**

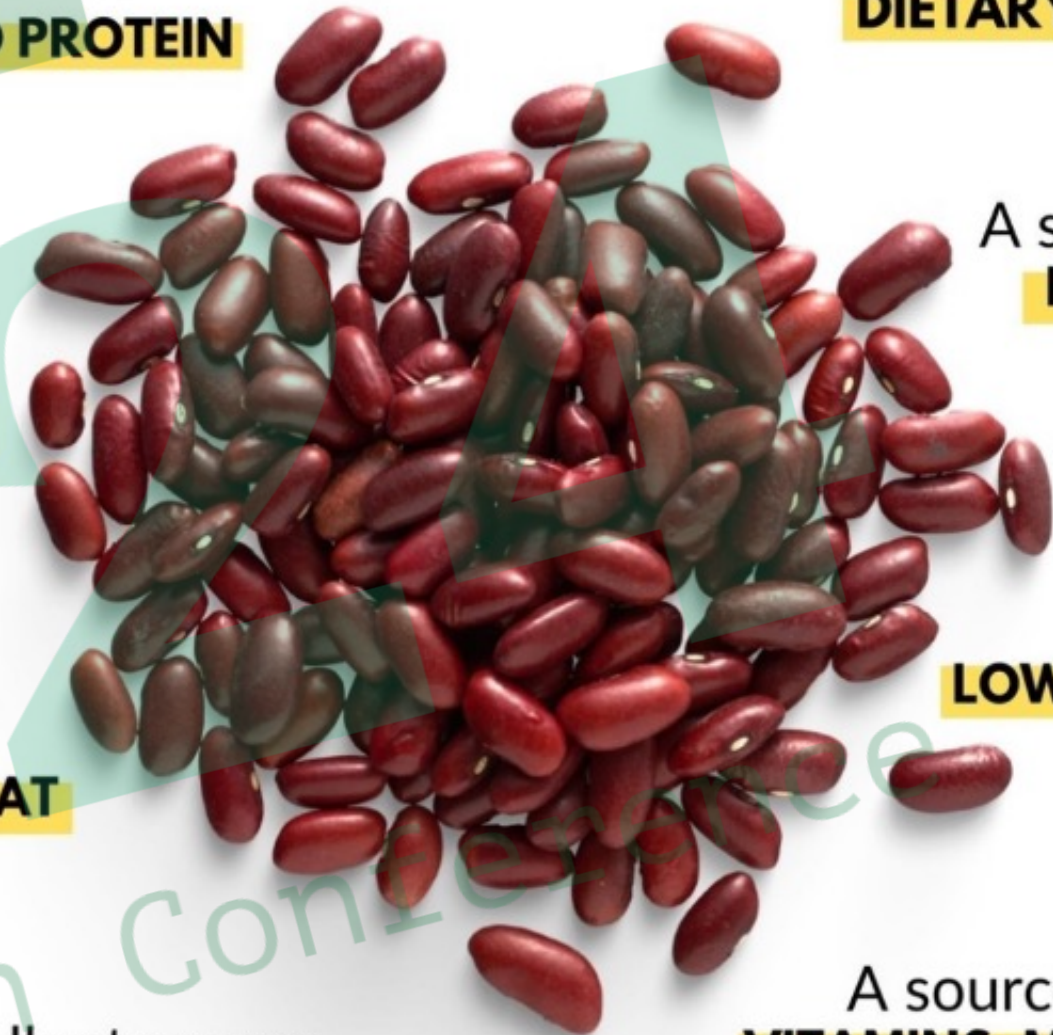
A source of **FOLATE**

Very low in **SATURATED FAT**

LOW GLYCEMIC index

An excellent source of energy-containing **COMPLEX CARBOHYDRATES**

A source of **VITAMINS, MINERALS** and other **PHYTONUTRIENTS**



EXCITE

Bea
COOL

A Global Dry Bea



EATER

How Butter Beans Went From Gross to Glamorous

“I didn’t realize how many people were noticing this trend,” says Georgie Mullen, known as @georgieeats on TikTok and Instagram. “But someone commented on one of my videos the other day: ‘Why is my feed all these British girls and butter beans?’”

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**GIFT, GIFT,
GIFT**
£10k a month

Bean
CON
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Hey Karla! So hope you're well
We're on a mission to make
people obsessed with beans by
giving them the best of beans!
We're big fans of your work +
would love to send you some, if
you were up for trying them?

Let us know! Hannah



Hi Hannah,
I looooooove beans. I would
love to.



You are SO KIND IM SO
GRATEFUL!
str



Can't wait to try



Thank you so much! 🙏

Honestly made my day 😊





Beans is How

#beansonthemenu

#beansishow
@beansishow

Paul Newnham
@paulnewnham



About the Menu Challenge

Targeting restaurants, caterers, cafés, schools, and other food providers, this initiative aims to get more bean dishes on menus globally, making beans a desirable food choice.

It highlights the unique role chefs can play in showcasing the versatility and tastiness of beans while influencing dietary trends and behaviors towards affordable, healthy, plant-forward diets.

www.beansishow.org/menu-challenge



**Beans
is How**



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NYC Strategy



During NYC Climate Week, we inspired New York City chefs, social media influencers, and diners to **prepare, showcase, and consume bean dishes in New York City restaurants.**

- **Launch in person** during NYC Climate Week and UNGA (September 2023) to generate excitement and buzz
- **Timed campaign:** Encourage local NYC chefs and food service operators to highlight a bean dish on their menus through **31 October**
- **Engage social media influencers:** drive consumers to participating restaurants to order the bean options on the menus
- **Create a consumer engagement/feedback mechanism on social media:** encourage further participation

How to Join

VISIT: www.beansishow.org/menu-challenge

1. **Learn** why beans are a simple and affordable solution to our global climate, health, and cost-of-living challenges
2. **Register** as a participant
3. **Look** for the 'Welcome' email in your inbox
4. **Design** a delicious bean-based dish and add it to your menu
5. **Share** your story
6. **Encourage** others to put #beansonthemenu

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Available Resources

Digital / downloadable:

- How to guide
- QR code & logo
- Social media toolkit
- Educational resources about beans

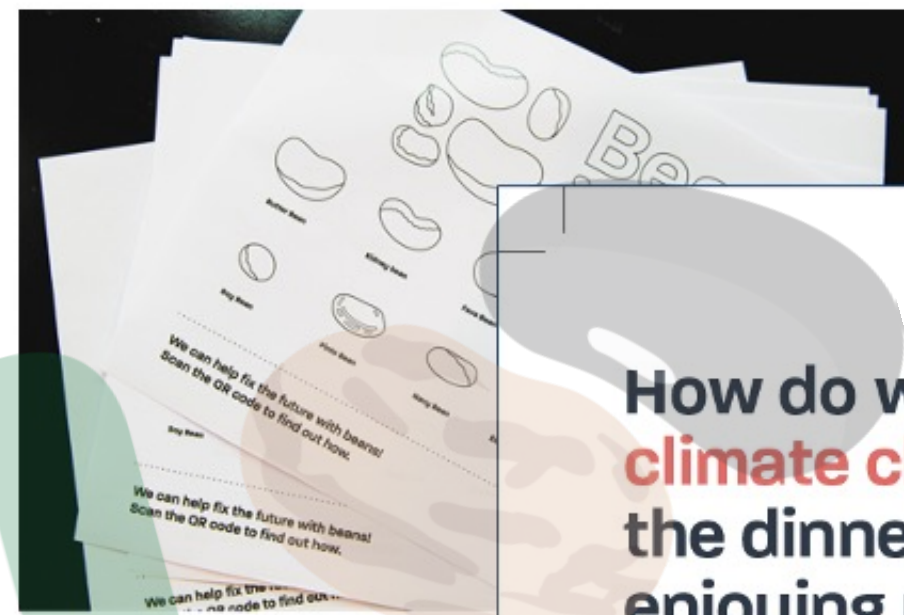
Printable resources:

- Postcard flyer
- One page information sheet
- Table tent cards
- Colouring sheet

Other available resources:

- Certificate of participation
- Design files - t-Shirts, tote bags, pins, patches and stickers
- Recipe inspiration
- “Battle of the Beans” concept

#beansonthemenu



How do we **tackle climate change** from the dinner table, enjoying meals that don't cost the Earth?

Chefs can play a pivotal role in showcasing the versatility and tastiness of beans, influencing behaviour shifts towards affordable, healthy, plant-forward diets.

Join our mission to **double global bean consumption** by 2028.



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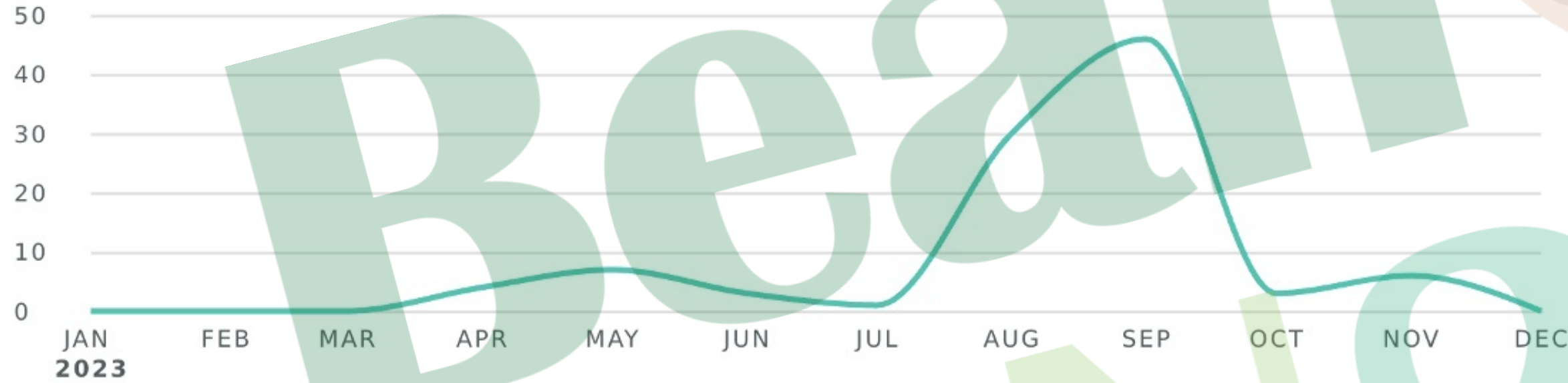
NYC Results

- **100+** chefs, restaurants, content creators participating
- **50** restaurants across 5 NYC boroughs (and Jersey City) got creative with beans.
- **4 million+** Instagram followers reached!
- **5** new Beans is How Coalition members inspired to join our bean-forward movement.



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Social Influence: #beansonthemenu



Toggle Keywords

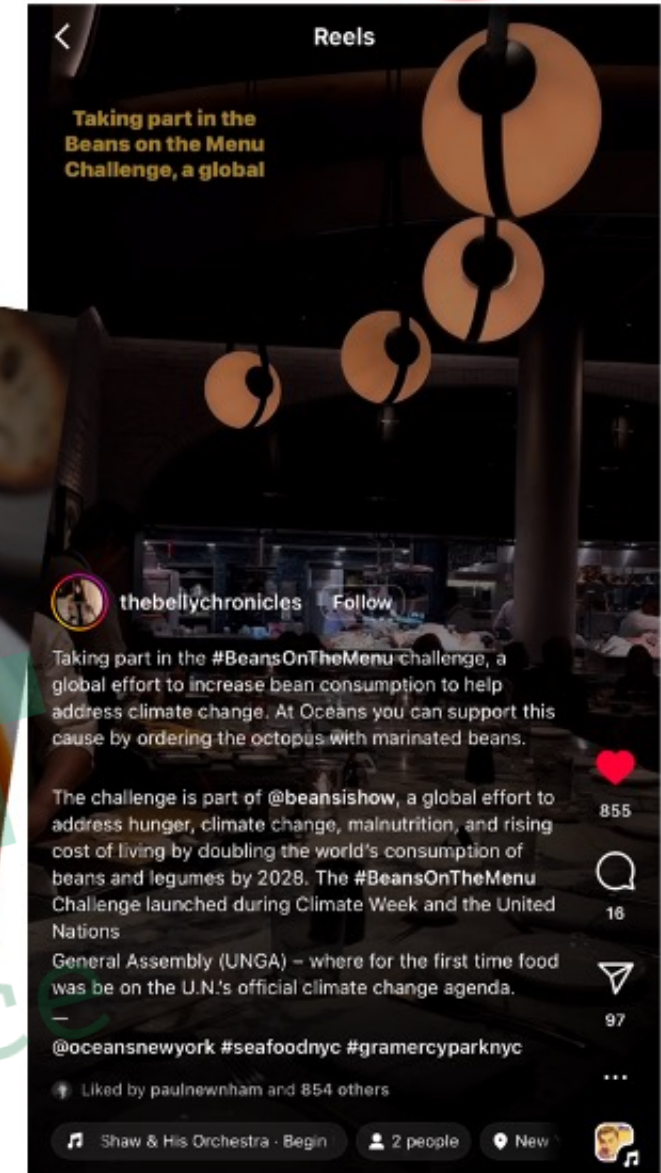
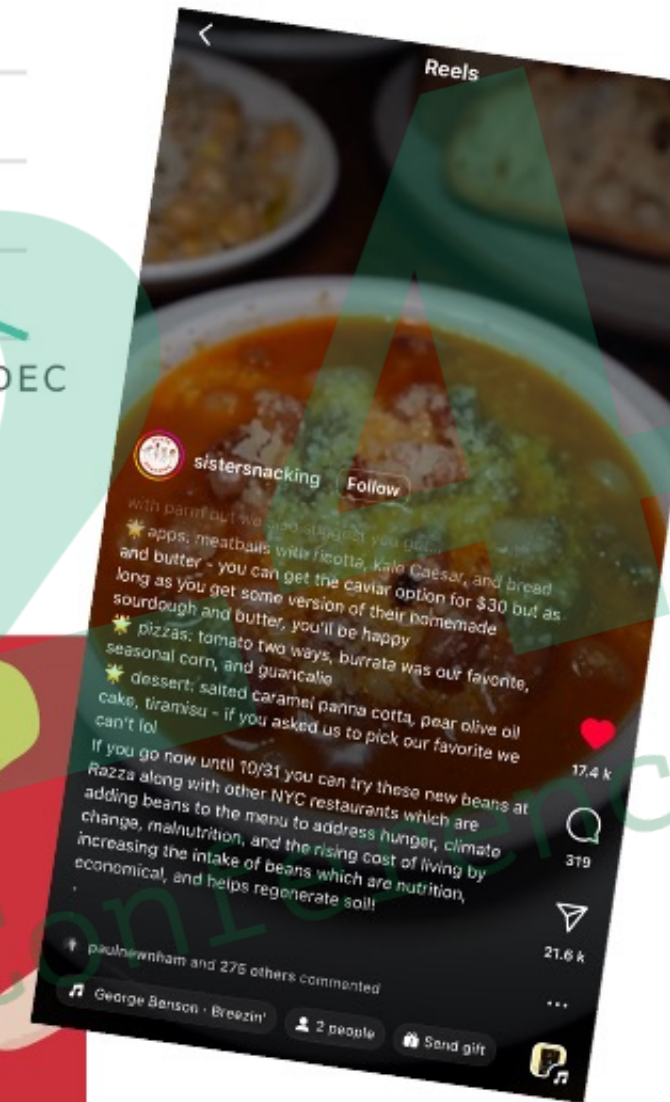
beansonthemenu ✓

BEAN
CO
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**Tiny solutions.
Enormous results.**

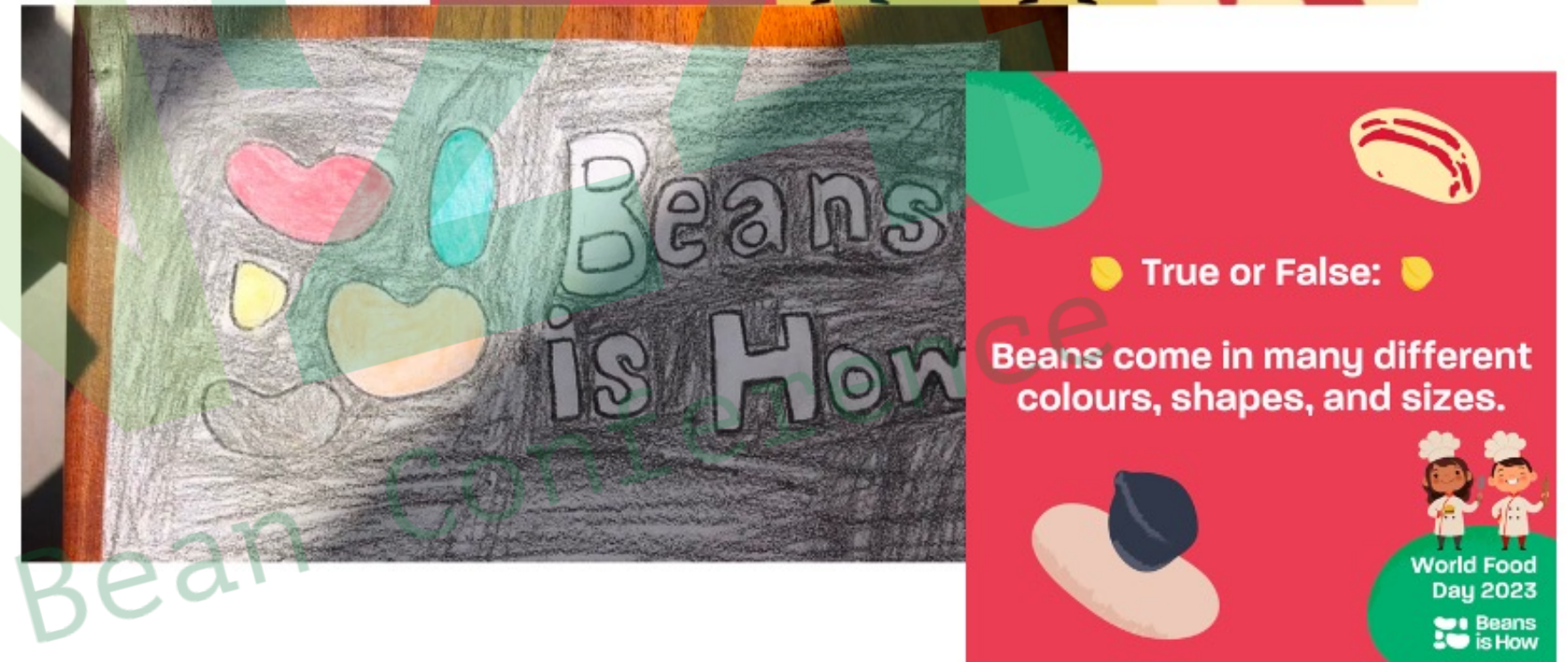
Menu Challenge
New York City
September 18-October 31

#BeansOnTheMenu
Beans
is How



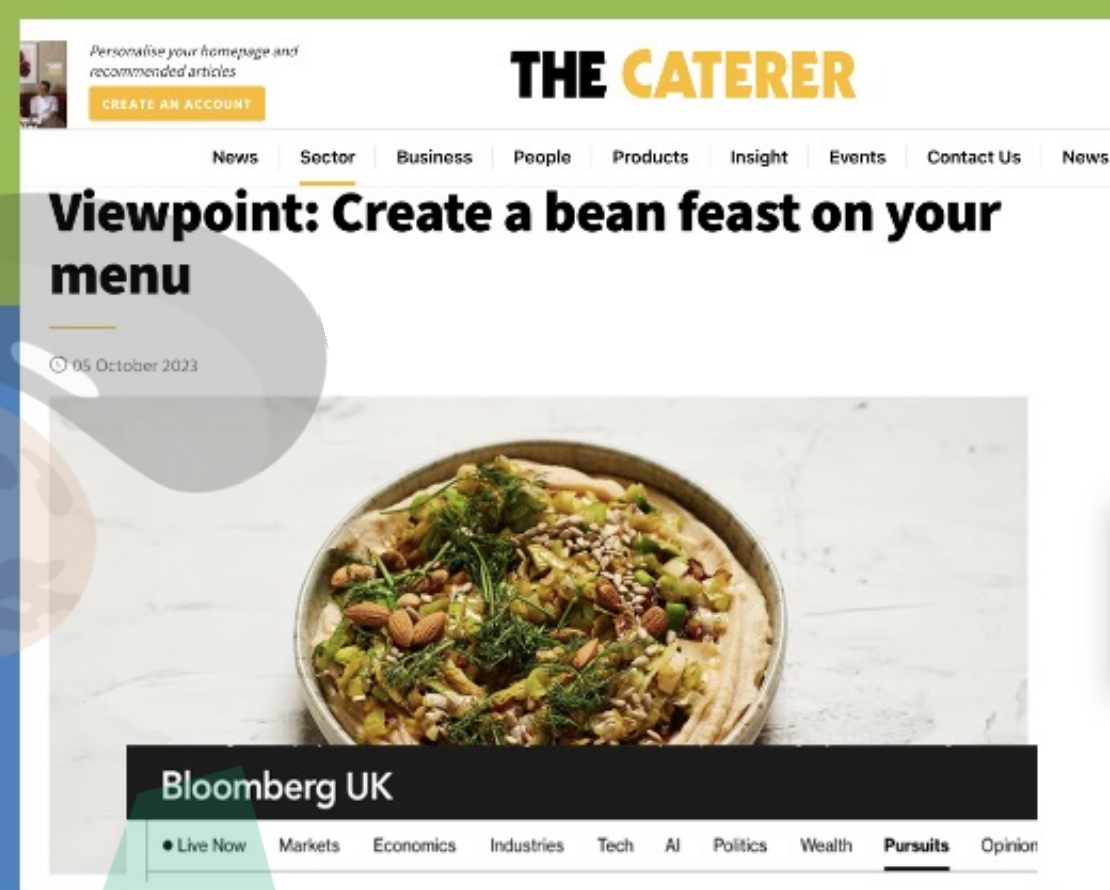
School Toolkits

- Launched World Food Day, 16th October
- Compiles **resources for educators and kitchen staff** that can be used to promote value of beans
- Suggested activities include bean quizzes, art competition, tips to get more #beansonthemenu



Lessons Learned

- Engaging with social influencers helped lift in-person campaign to the digital world
- Chefs are also influencers! But TikTok and IG also drive food trends
- Traditional media still plays a role to build hype
- Timed push can help focus engagement
- Provide a variety of digital assets so food service providers and creators can specialise with their audiences (restaurants, schools, caterers, etc.)



World Leaders Tap NYC Kitchens to Make the Case for Eating Beans

A push to double consumption of legumes in the next five years gets underway.





ROOT THE
FUTURE

Joanna Broomfield & Max Hellier

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Who is Root The Future?



Content



Campaigns



Events



We leverage social media to bridge the gap
between an **online** audience and **offline**
campaigns, events and PR stunts

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How we leverage social media



Influencer collaboration



Controversial conversations



Giveaways



Always using a face



Live Videos



Building hype through consistency and frequency



Shareable content



Diversifying content types



Often, it's *more important*
to have **content about your campaign** than the
campaign itself

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Climate Cycle



Augmented Reality
Filter: Audience
shared content



Documentary



Live videos



Giveaways

Festival & Market

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Increase hype by sharing press, billboards - reshare all offline promotion



Facebook group sharing & controversial topics



Influencer and organisation collaboration



Live videos

Innovate Your Plate & Chefs Table



Getting your community to share your content



Influencer collaboration



Ticket giveaway



Augmented Reality & Live videos

Plant-Based Food Awards



Asking community to get involved



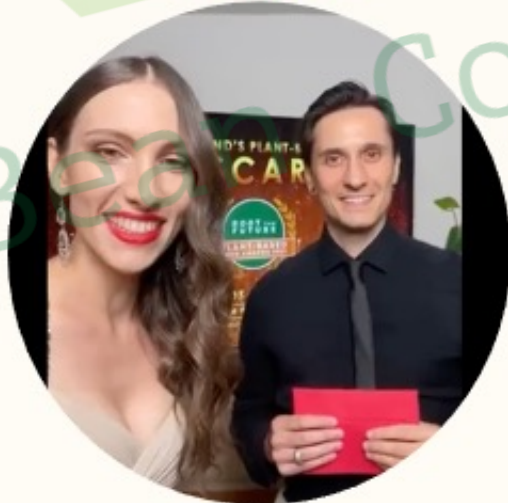
Hype content - Community sharing your content



Facebook group sharing & controversial topics



Influencer collaboration



Live Videos



Creating a 'Big Moment' on Social Media

User-generated content as part of a holistic campaign strategy

About LOTUS:



- LOTUS is a UK-based, award-winning marketing and PR agency specialising in food and drink and travel.
- We help our clients **cut through the noise** and build meaningful recognition with trade and consumers.
- Our strategy is underpinned by market, industry & consumer trends. We approach our projects with **commercial intelligence** and creativity, ensuring solid results.
- LOTUS social media credentials include:



Bean



What is User-Generated Content?

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... and why is it useful?

UGC is original, brand-specific content, created by customers and published on social media.



Authenticity & Trust



Community



Cost-Effective Conversions

Bean



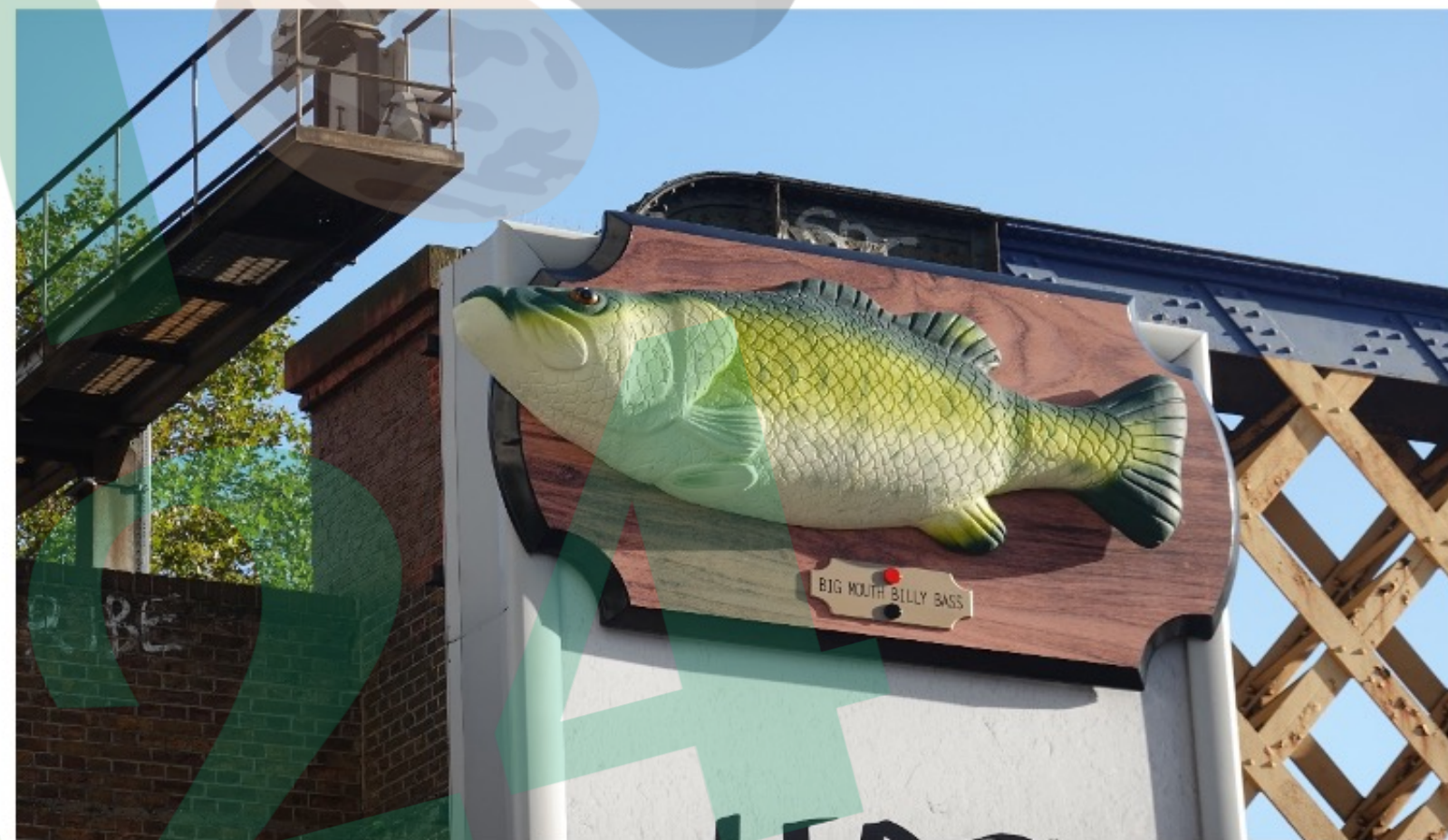
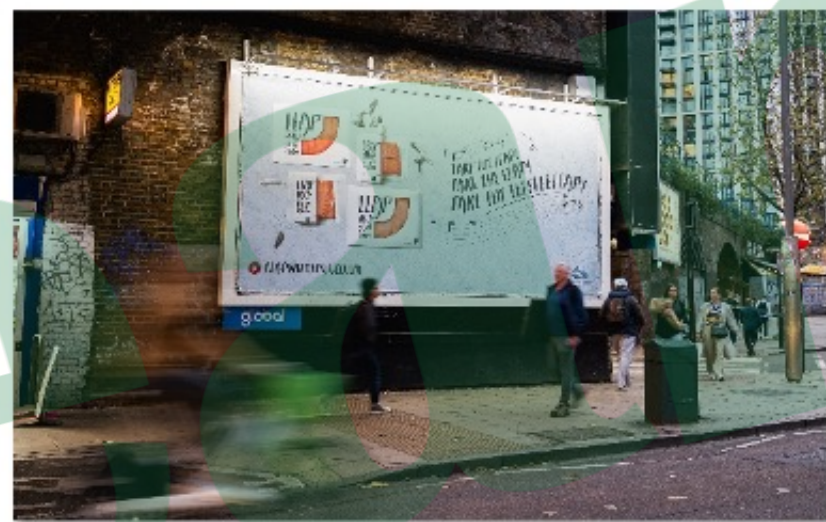
Case Study:

'Big Moment' Publicity for UGC

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Dominating Waterloo Station with Alaska Seafood





BOOM 24

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Traditional Publicity vs. User-Generated Content





Social content shouldn't exist in a vacuum.

It should be informed by your overall brand strategy in support of a holistic campaign.

'Big Moment' Publicity Supporting a Holistic Campaign



TESCO



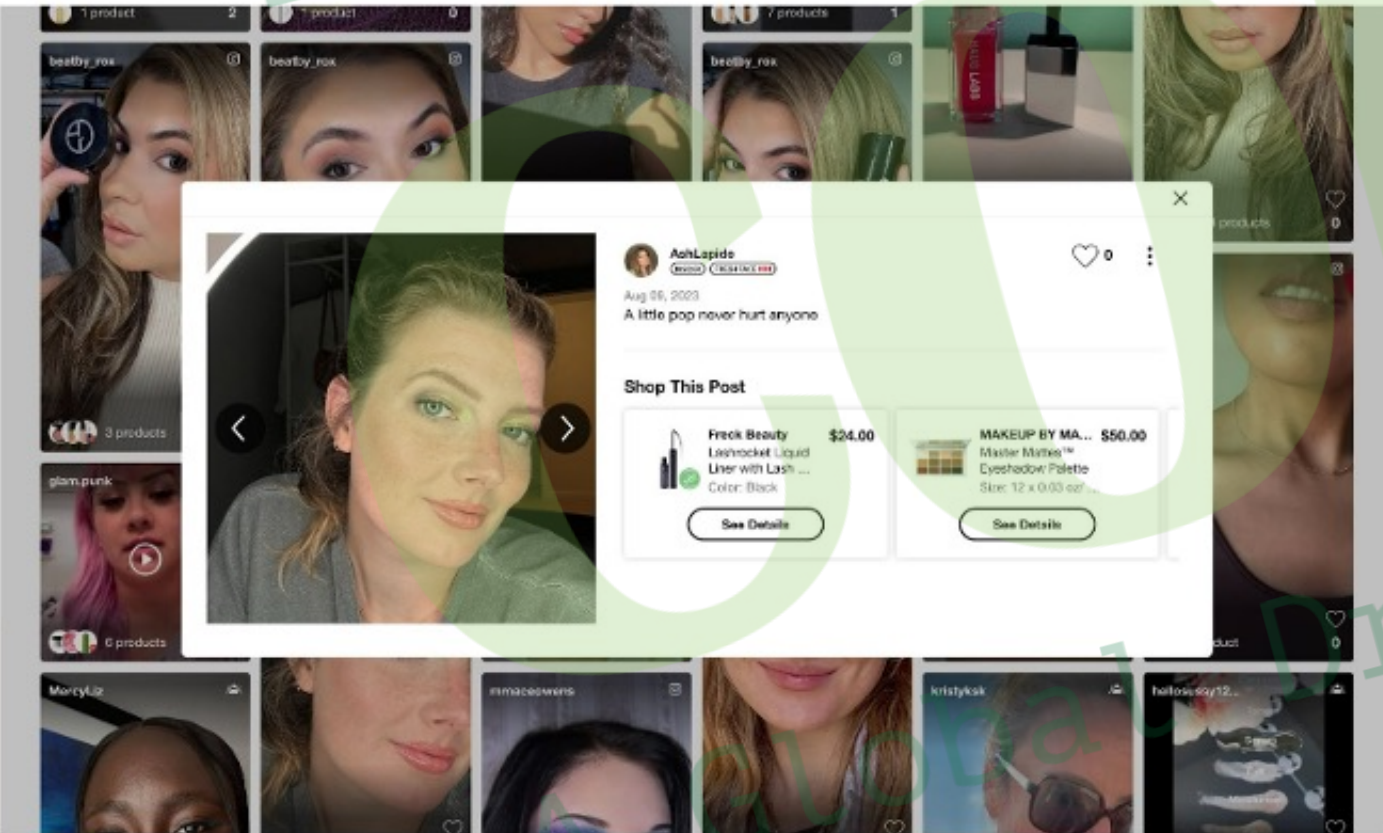
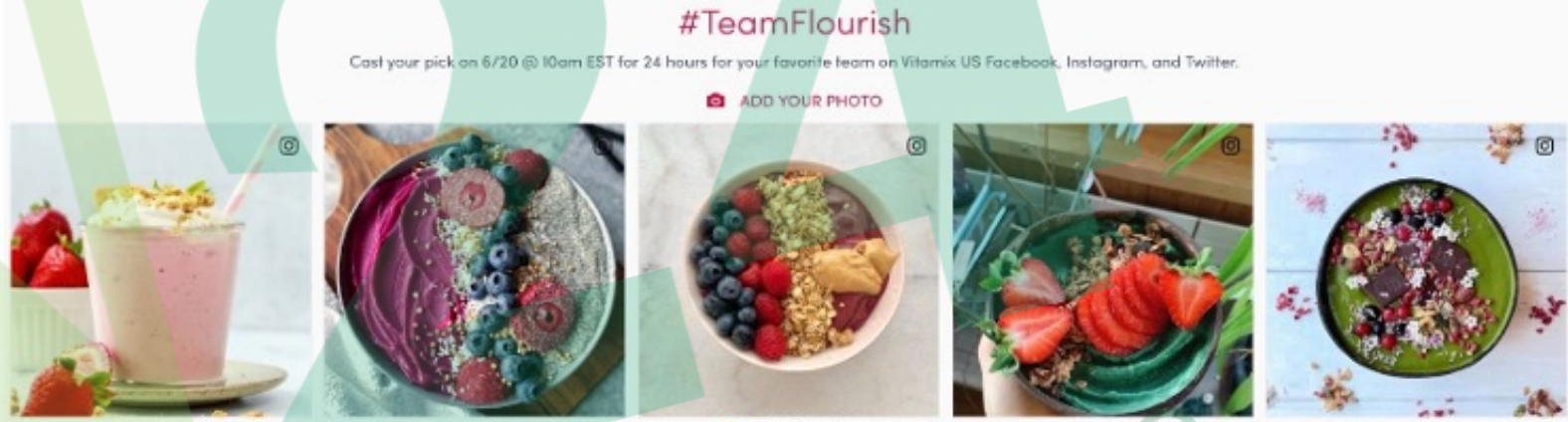
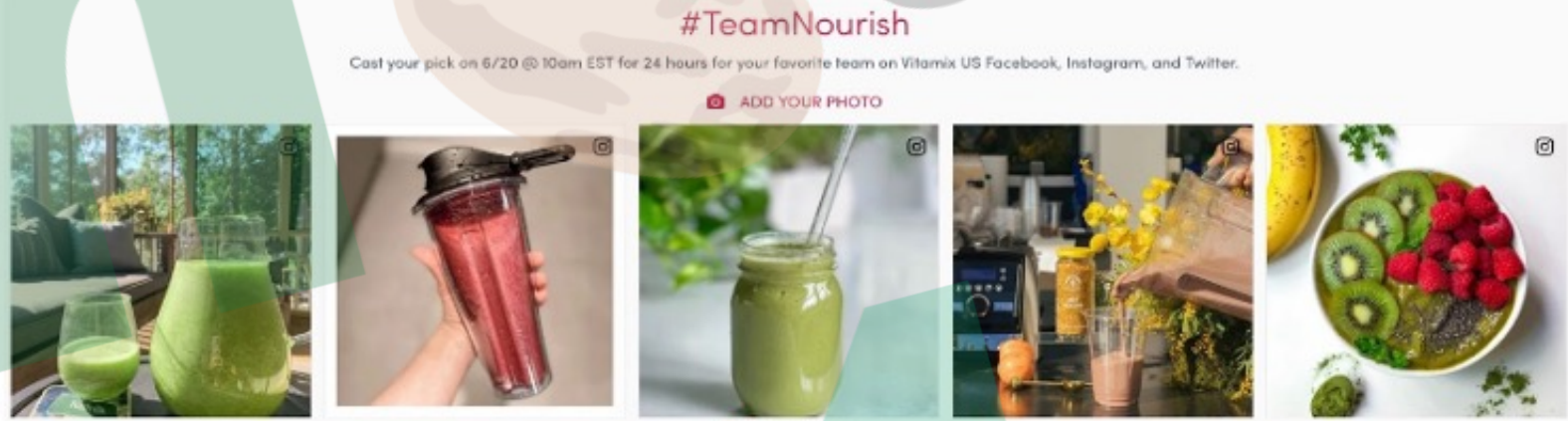
Wild, Natural & Sustainable®



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UGC is scalable and accessible.



Community Galleries, Competitions, Campaign Hashtags, Package Design & More!