

Introducing the flexitarian, the next generation part-time diet trend being driven by millennials worldwide! Vegan, vegetarian, paleo, pescatarian, gluten free – you name it, they’ve tried it and maybe even practise a different diet for each day of the week. However, a plant-based vegan lifestyle is what is driving the trend. One of Australia’s leading nutritionists and Bounce Nutritionist Susie Burrell says, “A flexitarian is someone who has a primarily vegetarian diet but occasionally eats meat or fish. Dietary balance is all about consuming foods in the right amounts. Eating more plant foods also does not mean you need to ditch the meat, eggs, dairy and fish unless you want to.” “The interest in plant based diets has grown exponentially in recent years. More and more evidence suggests there are numerous health benefits associated with diets packed full of plant based foods, resulting in the growing number of flexitarians,” adds Susie. Local and international data and studies have shown this is a growing phenomenon. Examples include: Australia is the third fastest growing vegan market in the world after the United Arab Emirates and China – according to Euromonitor International. The UK recently reported on the rise of the flexitarian, according to the article over a quarter (28%) of British consumers have reduced or limited their meat consumption on the last six months. The consumer interest is being met by manufacturers, according to Mintel Global New Products Database (GNPD), there has been a 25% increase in vegetarian claims and a 257% rise in vegan claims in global food and drink launches between September 2010 – August 2011 and September 2015 – August 2016. The recent polarising documentary ‘What the Health’ has also confirmed this is a growing industry. It’s only natural that more Australian brands are now embracing this group, the flexitarians. Australia’s leading healthy snack brand Bounce Natural Protein Balls sell a ball every 2 seconds around the world, have now added a vegan friendly and gluten free range to their collection. The Bounce Plant Protein range is available in five flavours now at Coles and health stores for \$3.29 per ball. au.bouncefoods.com

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