



TRansition paths to sUstainable
legume-based systems in EEurope

Constructing new markets for legumes – Opportunities in the comfort food market segment

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Breakout session, M-Lin workshop, October 1st 2020



About the breakout session



Introduction of the participants – who is here?

Short presentation

- Introducing the market segment Comfort food
- Cultural aspects
- Examples of comfort food items

Time for a few questions

Brainstorming (challenges and opportunities)

Discussion about the **changes needed and way forward** for having more legumes in the comfort food market segment

Max 45 minutes





Comfort food – what is it?

Food that provides a nostalgic or sentimental value to consumers

Food associated with childhood or security

Used treating themselves in stress-full situations and for cheering up.

Could be food requiring simple preparation (*ready-to-eat*)

Strong cultural aspect



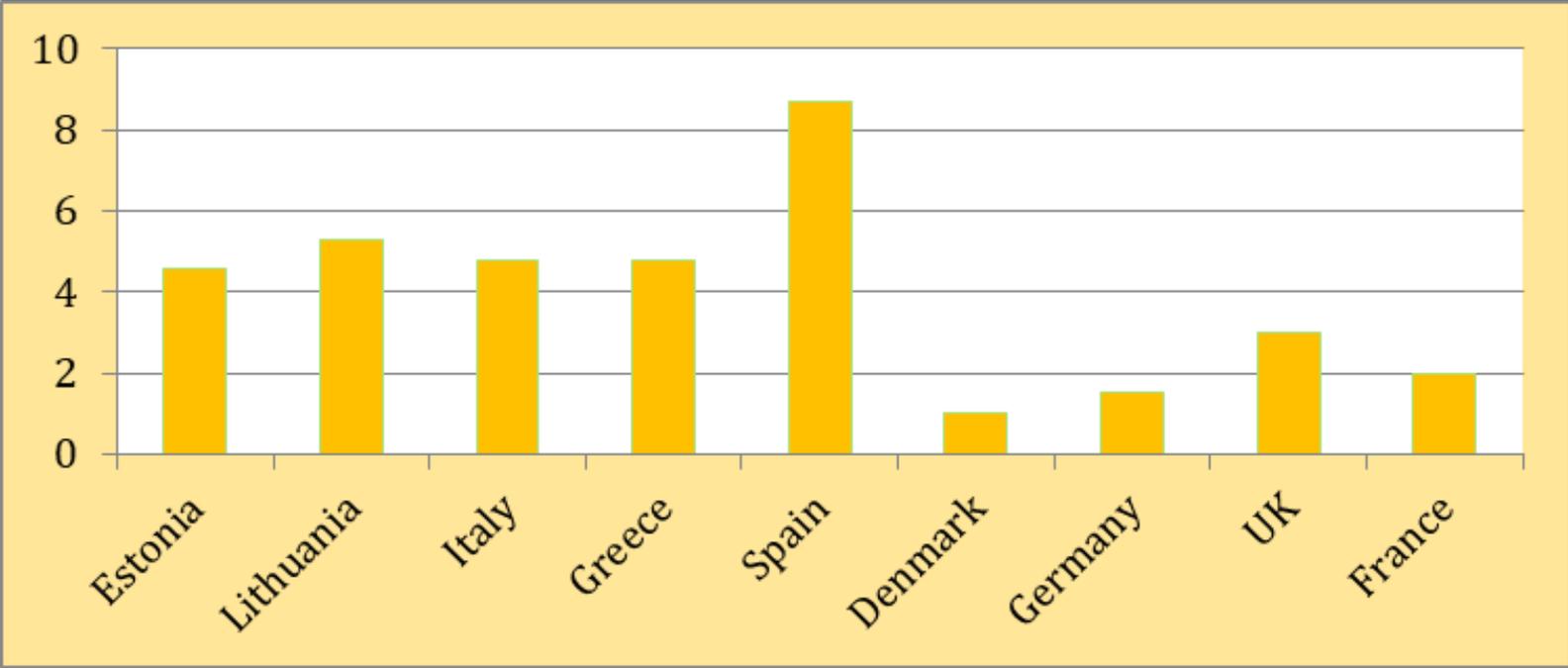
The reward-feeling is central to eating comfort food



- Energy-rich, salty, fatty and sugary foods trigger the reward system in the human brain, which gives a distinctive pleasure or temporary sense of emotional elevation and relaxation
- Males choose warm, hearty, meal-related comfort foods
- Females choose snack-related items (ice cream, chocolate etc.), a sense of guilt may occur
- Young people prefer snacks for comforting



Consumption of legumes in the EU, 2018, kg/person



Culture and comfort food

https://en.wikipedia.org/wiki/Comfort_food



Country	Comfort food with pulses
Australia	Pea and ham soup
Canada	Chilli and beans Pea soup
Egypt	Bean stew
Iran	Noodle soup with beans, herbs and yoghurt
Turkey	Bean and tomato stew
United Kingdom	Full English breakfast Baked beans on toast



Examples of hearty meal-style comfort foods



Examples of snack items for comfort





The next steps

- Any questions or need for clarifications?
- Brainstorming (10 min): Challenges and opportunities for having more legumes in the comfort food market segment
- Discussion (15 min): What are the changes need and ideas for solutions





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