

# The Keen Bean Commitment Framework

All keen bean pledgers commit to support our shared goal of doubling UK bean consumption by 2028



**BASIC**  
PLEDGE



**GOLD**  
PLEDGE



**PLATINUM**  
PLEDGE

## Retail



**Increase** category\* volume sales by **X%** by 2028



**Increase** volume sales for all bean products (including composites) by **X%** by 2028



**Double** volume sales for all bean products by 2028

## Manufacturers



**Increase** sales of bean products\* within portfolios by **X%** by 2028



**Double** volume sales for all bean products by 2028



*\*For beans and pulses, dried, tinned and ambient category ranges*

## QSR and Casual Dining



**Increase** the proportion of starters, main meal and sides containing beans by **X%** by 2028



**Increase** volume sales of beans by **X%** by 2028



**Double** volume sales of beans by 2028



## Caterers



**Increase** the proportion of beans procured by **X%** by 2028



**Increase** volume sales of beans by **X%** by 2028



**Double** volume sales for all bean products by 2028

## Wholesalers



To be confirmed - coming soon



To be confirmed - coming soon



To be confirmed - coming soon




**Note:** All keen bean pledges are increases from a baseline year. Gold and platinum pledges cover all bean, pulse and legume products, including in composite foods. For a more detailed description of inclusion and exclusion criteria see our definitions document.



## Commitment framework – Actions to help us meet our shared goal

The following actions can help you move closer to your business and programme goals. While pledgers won't be scored on progress in these areas, we're excited to collaborate, learn what really works, and share inspiring best-practice examples with the whole Keen Bean community.

RETAIL		
	AVAILABILITY	APPEAL
	Ensure beans are considered when planning retail NPD and reformulation strategies across all food categories	Ensure bean composite dishes and NPD have a focus on the sensory and taste profile of beans
	Increase the number of bean and bean-containing options within Meal Deal and food-on-the-go options e.g. hummus sandwiches, falafel wraps	Increase secondary space for the promotion of beans outside of the canned aisle e.g. on gondola ends to drive new customers to the category
	Include beans within ongoing meal-for-tonight solutions e.g. Stir Fry Meal Deals as either the protein or vegetable option	Use of personalised promotions and deals on beans using customer loyalty card data, targeting sometimes bean buyers, young people and families
	Substitute some of the animal protein or carbohydrate within ready meals for beans, pulses and legumes	Increase signage and use of call-outs on bean bays, drawing on learnings from e.g. the probiotic yogurt and kefir categories
	Increase the range and allocate a higher proportion of floor space to Bean products	Increase the number of bean-containing recipes and feature pieces on websites, in magazines and recipe cards, and on social media platforms
	Dual site beans alongside fresh produce at front of store e.g. alongside fresh vegetables	Include Bean products in Featured or Recommended products online, consider homepage banners, featured recipes etc.
	Implement online link save and bundle deal promotions for Bean products with other relevant vegetable and ambient staple products such as pasta, rice and beef mince	Provide support (and/or funding) to Veg Power to support their associated digital campaign
	Include beans as part of any offers or in marketing and communication for the Healthy Start scheme to low income customers.	
	Ensure that the price of bean focussed dishes is below or at price parity with their meaty equivalent	

## MANUFACTURERS



### AVAILABILITY

Ensure beans are taken into consideration when planning NPD and reformulation strategies across all food categories

Substitute some of the animal protein or carbohydrate within ready meals for beans, pulses and legumes

Increase the number of bean and bean-containing options within Meal Deal and food-on-the-go options e.g. hummus sandwiches, falafel wraps, blended burgers

### APPEAL

Increase the number of bean-containing recipes on websites, in recipe cards, on-pack, and on social media platforms

Ensure bean composite dishes and NPD has a focus on the sensory and taste profile of beans

Provide support (and/or funding) to Veg Power to support their associated digital campaign

## QSR AND CASUAL DINING



### AVAILABILITY

Increase the number of menu options containing beans, drawing on the WRI's [Food Service Playbook](#) for evidenced recommendations in changing customer behaviour e.g. menu description updates

Include beans as an optional add-on where menus provide protein/veg options as an additional extra or as a side e.g. salad with chicken/beans/fish. Ideally the bean option would be priced at parity or below animal protein options

Provide training/support for chefs and cooks to support them to include beans in tasty meals, drawing on work already done in this space. [Future Plates teaching](#)

Substitute some of the animal protein in familiar dishes for beans (e.g. in burgers, chilli con carne and enchilada recipes)

Use nudging and price promotions for online deliveries to incentivise bean-based options

Where menus are flexible introduce a bean based 'special/meal of the day/seasonal dish'

### APPEAL

Take time and effort to describe beans dishes in a delicious way to increase uptake

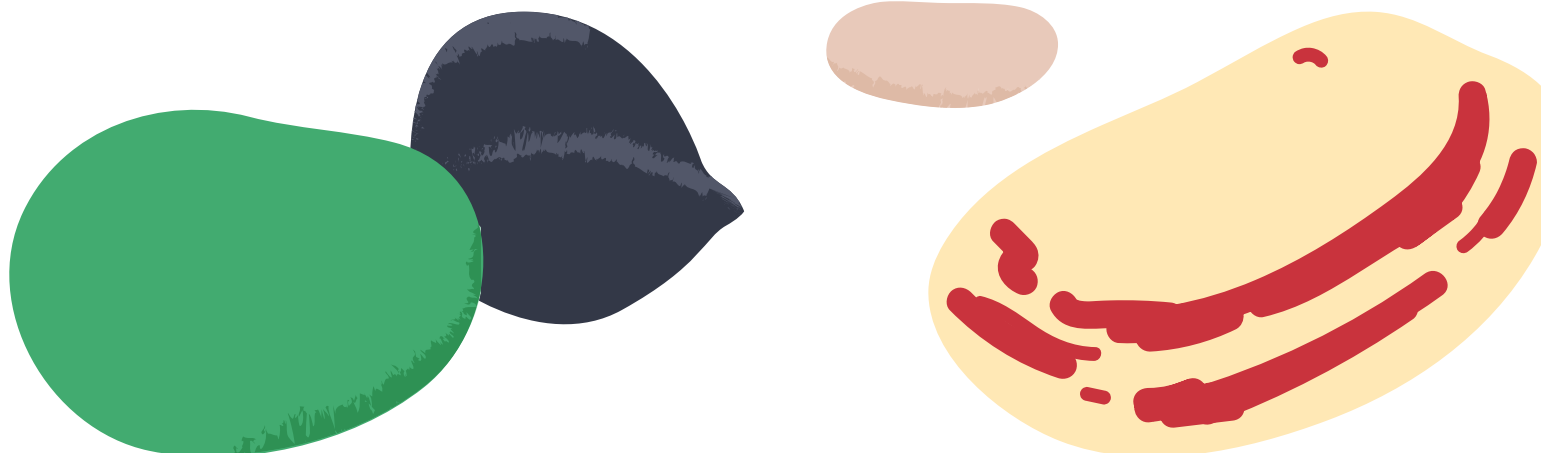
Ensure bean dishes and meals are produced and marketed as a tasty and foodie option e.g. through menu descriptions rather than as the healthy/veggie option, and by working with chefs to ensure good flavouring

Increase the number of bean-containing recipes on websites and on social media platforms

Feature beans in promotional marketing and sales campaigns

Offer bean based meals at a reduced cost vs meat centres

Provide support (and/or funding) to Veg Power to support their associated digital campaign



## CATERERS



### AVAILABILITY

Increase the number of menu options containing beans, drawing on the [WRI playbook](#) for evidenced recommendations in changing customer behaviour e.g. menu description updates

Connect with chefs. Provide training/support/education/incentives for chefs and cooks to support them to include beans in tasty meals, drawing on work already done in this space [Future Plates teaching](#). Providing education for managers, chefs and cooks to show them the benefit of beans from a health and sustainability perspective and running chef and culinary competitions can be impactful incentives.

Substitute some of the animal protein in familiar dishes for beans (e.g. in burgers, chilli con carne and enchilada recipes)

Include beans as an optional add-on where menus provide protein/veg options as an additional extra or as a side e.g. salad with chicken/beans/fish. Ideally the bean option would be priced at parity or below animal protein options

### APPEAL

Increase the number of bean-containing recipes on social media platforms

Run tasting sessions in canteens to increase acceptability and familiarity with beans, drawing on [Beans is How and TasteEd's](#) work

Feature beans in promotional marketing and sales campaigns

Offer bean based meals at a reduced cost vs meat centres

Provide support (and/or funding) to Veg Power to support their associated digital campaign

## WHOLESALE



### AVAILABILITY

Increase the range of available Bean products

Reduce the margin requirements for beans to ensure they are commercially attractive to end customers

### APPEAL

Increase media and marketing support for bean products

Increase sales support for beans - better communicating the benefits to customers

Offer preferential rates to suppliers and customers to encourage purchase

Support the creation of dishes which are dominated by beans

With thanks to

