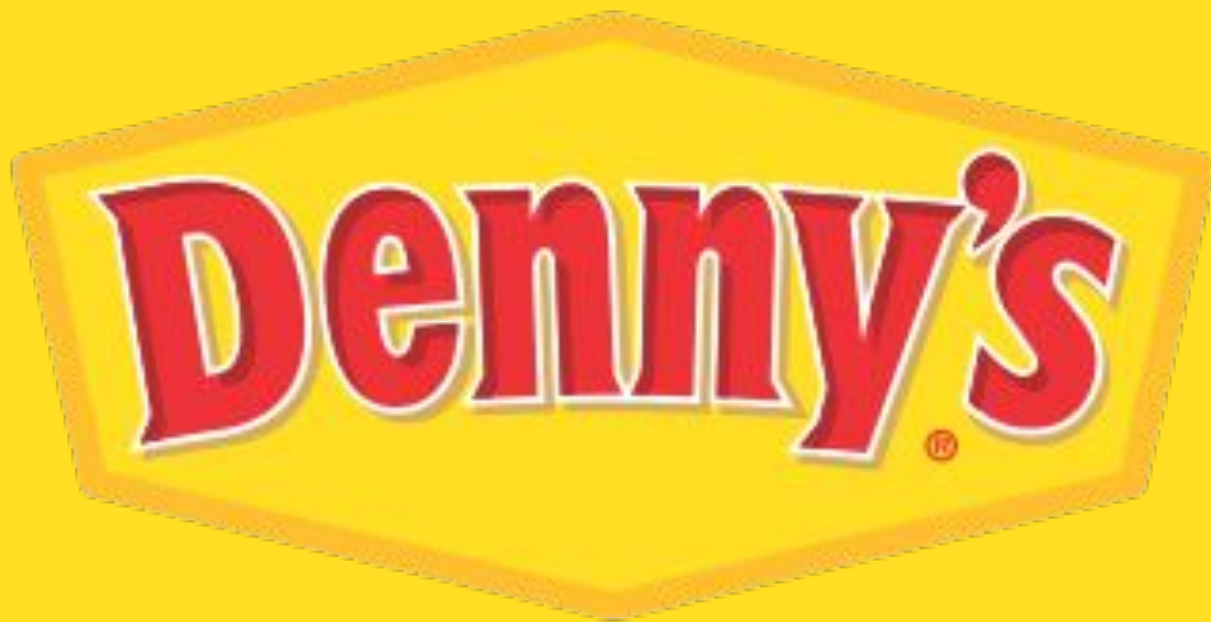


Denny's Beyond Meat Burger



By: Sierra Adams and Katelin Ayayo



Background

Beyond Meat

Target Market

4 p's

Competitors

Projections

Introducing Denny's Beyond Burger



A BURGER WITH BENEFITS

- 99% LESS WATER
- 90% FEWER GHGE
- 93% LESS LAND
- 46% LESS ENERGY

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BEYOND BURGER* **VS** **BEEF BURGER**
¼ LB US BEEF BURGER

Background

Beyond Meat

Target Market

4 p's

Competitors

Projections

Target Market

Goal: Expand beyond current customer base by evolving with the tastes and demands of their customers

Generation
Z



Millennials



Multicultural
Families



Background

Beyond Meat

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4 p's

Competitors

Projections

4 P's

Product

- Denny's Beyond Burger = American cheese, All-American sauce, and a multigrain bun
- Beyond Burger substitution to any current burger

Place

- Launched in Los Angeles on Monday
- Will be nationwide in 2020
- Diners located by freeway exits and bars

Price

- \$2 Beyond Burger substitutions

Promotion

- On Halloween, Denny's will give out free Beyond Burgers in the LA area with the purchase of a drink between the hours of 4-7pm

Competitors



Background

Beyond Meat

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Competitors

Projections

Projections

New Plant-Based Menu Option
+
Free Halloween Beyond Meat Burger
=
Excitement + New Customers



Profit

Sources

- <https://markets.businessinsider.com/news/stocks/denny-s-becomes-first-in-family-dining-to-partner-with-beyond-meat-and-is-offering-a-free-beyond-burger-on-halloween-to-celebrate-1028635252>
- <https://www.bloomberg.com/news/articles/2019-10-28/denny-s-beyond-burger-debuts-in-l-a-monday-nationwide-in-2020>
- <https://businessinsider.com/burger-king-tgi-fridays-chains-sell-plant-based-meat-2019-5#white-castle-1>

Thank You

and...

HAPPY 18th SHIVANGI