



**Humane  
World for  
Animals**

Formerly called the Humane  
Society of the United States and  
Humane Society International

# How to successfully sample plant-based products

## Product sampling best practices

1. Display - Create a visually appealing display. Set up a table with heat lamps, handouts, and stickers. Present the product in a colorful wrapper or use a cocktail flag if possible.
2. Staffing - Be sure to have enough staff to prepare the product (in addition to regular service). Ensure the sampling table is large enough to hand out samples and talk to students.
3. QR codes - Print large QR codes with a link to a survey so students can submit their feedback on the product. Frame and display the QR codes on the tables. Print smaller copies of the QR code for students to take and scan later. Consider having students walk around the lunchroom handing out the QR code.

## Sampling success story

**Southington High School (CT) held a sampling event in the spring of 2023 where they sampled a new plant-based burger to 1,200 students. Students submitted their feedback using a QR code. Some of the feedback included:**

- **86% of students who filled out the QR code reported liking the taste of the plant-based burger.**
- **82% of students who filled out the QR code reported liking the texture of the plant-based burger.**
- **76% of students who filled out the QR code reported that they would purchase the plant-based burger if it were offered in the cafeteria for lunch.**