Consumer Trends: Tofu Slides into the Mainstream

Newswise

Newswise — Tofu has long been a favorite among vegetarians and families with eastern ancestry, but according to a new Cornell University Food and Brand Lab study, tofu is quickly becoming a favorite protein source among women in their 20s who want something quick, easy to cook and that can help keep them stay trim.

Published this week in the journal *Eating Behaviors*, the study of 502 non-vegetarian young women of western ancestry showed that tofu lovers saw it as a great source of light, inexpensive, energizing protein.

The study also uncovered some interesting insights into how tofu lovers can get their reluctant friends and family members to try tofu. Non-users of tofu were almost 50 percent more likely to say they'd be willing to try cooking it at home when misconceptions about price and cooking difficulties were corrected.

Adam Brumberg, Deputy Director of the Cornell Food and Brand Lab and co-author of the study says:

"Importantly, those who cook with it believed you could cook firm tofu just like chicken, but you didn't have to worry about it spoiling."

- - - - - -

Brian Wansink, lead author and director of the Cornell Food & Brand Lab, says:

"If you're trying to convince a friend or family member to join you in becoming a Tofu lover, don't belabor its health benefits. Instead, focus on it being quick and filling, and cooking like chicken."

A short video of Brian Wansink explaining the research, as well as an informational graphic and additional details of this research can be found at:http://foodpsychology.cornell.edu/op/new-to-tofu [1]

Source URL (retrieved on *11/24/2014 - 9:07pm*):
http://www.foodmanufacturing.com/news/2014/05/consumer-trends-tofu-slides-mainstream

Links:
[1] http://foodpsychology.cornell.edu/op/new-to-tofu