

While plant meat and milk are actively gaining popularity, vegan eggs remain in the shade. Scientists from the University of Illinois and the University of Perdi decided to figure out what affects the readiness of people to try such a product.

They conducted a study using the so -called vignet method - it was proposed to imagine that they have breakfast at home or in a cafe, and choose between omelett or pancakes prepared using plant eggs.

The results surprised the researchers: the place of eating was not as important as expected. People are more willing to choose vegan eggs if they were "hidden" in a familiar dish, for example, in pancakes, and not served separately.

Although the taste and appearance of plant eggs are still inferior to the usual, they win in environmental friendliness and humane attitude to animals. Those who have already tried such products before were more ready to buy them again.

Let us fix, the best way to introduce people to alternative eggs is to use them as an ingredient in familiar dishes.