

# **Bridging The Perception & Reality of Plant-Based Meat in Geneva's Mainstream Menus**

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by

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# Acknowledgements

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# Executive Summary

The aim of this study was to bridge the perception and reality of plant-based meat (PBM) in menu offerings in the canton of Geneva and to address three objectives:

- **Objective #1:** To understand consumers' motivations for endorsing and consuming plant-based meat.
- **Objective #2:** To assess consumers' perceptions and opinions of plant-based meat acceptance in Geneva's mainstream restaurants.
- **Objective #3:** To understand and assess Geneva's mainstream restaurant owners' considerations and accountability towards the incorporation of plant-based meat in their menu offerings.

An online questionnaire was administered to 80 participants, showing predominantly female students, aged between 18 to 24 years old. Additionally, four semi-structured interviews were conducted with local mainstream restaurants from different cuisine backgrounds: French, Swiss, and Indonesian.

The results showed that curiosity (31%) and environmental concerns (26%) were primary motivators for considering PBM, despite 28% being unwilling to consume it. However, taste (55%) and texture (51%) were identified as major barriers to PBM acceptance. Negative associations with PBM included skepticism and concerns about its health impact. There was moderate optimism about PBM becoming mainstream with most ratings between 3 and 8.

In sum, the study revealed a discrepancy between consumer curiosity and actual PBM consumption in Geneva's restaurants. Although there is some hope for PBM, sensory attractiveness is still a significant obstacle. Consumers show detachment from the current concept of PBM in a restaurant setting in Geneva. Moreover, restaurant owners face challenges in integrating PBM due to low demand and negative sensory perceptions.

This study reinforced existing beliefs about price and sensory attractiveness being major hindrances to widespread adoption of PBM. Interestingly, the findings suggested that familiarity may no longer be a significant obstacle. Finally, the study's scope was limited by geographical, time and budget constraints, preventing deeper field experiments. Further research on subtle menu nudges and conducting sensory testing of various PBM products is needed to appeal to a larger audience. Nonetheless, the results are a good starting point to replicate a similar study with other novel/unfamiliar foods such as flowers, insects or cultured meat in the restaurant industry.

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# 1. Introduction

Innovation is pursued across many industries, such as healthcare or finance. Striving for progress and competitiveness, innovation aims to improve products and services. But what about discussing this concept in relation to the food industry? Food technology includes various categories including agricultural technology, food service or food science. This paper explores the domain of food science, which studies the development of new functional ingredients and alternative proteins (Food technology 2024). Embarking on a culinary journey through the canton of Geneva, this paper seeks to probe a simple yet profound question: Why not plant-based meat? This chapter will introduce the study by first discussing the background and context, followed by its research problem, research aim and questions, its significance, its limitations, and finally, the paper outline.

Meat alternatives, also called meat substitutes come in a variety of compositions. Michel et al. list five types: insects, egg whites, grains, pulses<sup>1</sup> or fungi as the source of protein which have entered the market (Michel, Hartmann, Siegrist 2021, p. 1). Similarly, Motoki et al. (2022) raise the significance of engineering healthful diets from sustainable food supplies worldwide. Moreover, they discuss in more detail the new avenue of incorporating novel/unfamiliar meals (for example, insect-based foods, cultured meats, plant-based meat substitutes, and 3D printed foods). However, consumer adoption of innovative or unfamiliar foods remains a difficulty (Motoki et al. 2022). The report from the Federal Office for Agriculture (FOAG 2021, p.7) asserts that meat substitutes need not solely be plant-based. Some contain egg or milk protein, and the term “plant-based alternatives” is commonly used in practice since most of the product categories studied are made from plant materials or fungi. The report describes another category, called “meat analogue”, which focuses on flavour, texture, appearance, and protein content. Their product names are usually based on original meat products, such as “burger”, “cold cuts”, “nuggets”. As a disclaimer, this paper will use the term “plant-based meat” as a general term to focus on the bigger picture without targeting a special category.

Numerous studies agree upon the societal, economic, and environmental ripple effects of animal-based meat (ABM) consumption and its linkage with consumer attitudes towards plant-based meat – for example in the retail sector – where clear patterns and trends can be identify based on consumers 'demographics and beliefs. As a result, few

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<sup>1</sup> Pulses are the edible seeds of plants in the legume family (*What are Pulses? - Pulses*).

research studies discuss consumers' gustatory preferences, attitudes, perceptions in relation with the mainstream<sup>2</sup> restaurant sector in Switzerland and Geneva more specifically.

Given the lack of research regarding the dynamics of plant-based meat in the mainstream restaurant industry, this study aims to bridge and understand the intricacy between the perception and reality of plant-based meat from both the consumer's and mainstream restaurants' owners' perspectives in Geneva.

This research invites you to consider three questions:

- **Question#1:** To what extent are consumers motivated to alter their meat consumption habits?
- **Question#2:** How receptive are consumers to the concept of plant-based meat in a mainstream restaurant setting in Geneva?
- **Question#3:** To what degree are Geneva's mainstream restaurant owners committed to incorporating plant-based meat in their menu offerings?

This study will contribute to the body of knowledge about plant-based meat consumption by assessing and understanding the factors hindering the broad acceptance of plant-based meat in the mainstream restaurant sector. Furthermore, this will help address the current shortage of research on menus' incorporation of novel/unfamiliar foods.

Nonetheless, this paper suggests some limitations:

- Geographical scope limited to Geneva.
- Number of participants limited, especially restaurant owners.
- Resources limited in term of expertise and research data access.

Finally, this paper will be outlined as such:

- **Chapter one:** the context and research questions have been identified and the significance of the research argued. The limitations of the study have also been exposed.
- **Chapter two:** the existing literature will be reviewed to identify the dynamics, factors and impacts pertaining to plant-based meat consumption in both the retail and restaurant sectors, focusing on the Western world, in Switzerland and Geneva.
- **Chapter three:** the methodological framework will be presented. The adoption of a mixed-method research approach will be justified, and the broader research design, strategy, philosophy, and limitations will be discussed.

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<sup>2</sup> Here use as a synonym of average, common; against the idea of specialized plant-based cuisine restaurants.

- **Chapter four:** the evaluation framework will be presented. The results of the field experiment will be presented for both the online survey and the semi-structured interviews.
- **Chapter five:** the analytic framework will be developed to identify the gap between the perception and reality of plant-based meat. The feedback and answers will be linked to existing literature.
- **Chapter six:** the study will be summarized by its main findings, limitations, and recommendations for future research, including the addition of personal reflections. Finally, the research questions will be answered.

## 2. Literature review

### 2.1 Introduction

The adoption of animal meat products and animal meat consumption took roots far long ago. In the western hemisphere, it traces back up to at least 2'500 years originating from the archaeology, surviving documents and names of meat cuts from the Greco-Roman culture (Swatland 2010). In the Germano-culture, animal meat was traditionally considered of noble stature, only reserved to the secular social economic upper class in the pre-capitalist society, who ate it at an exceptionally high rate compared to the lower class and clergy. The latter who refrained from consuming meat, labelled this level of consumption from the upper class as gluttony (Nungesser, Winter 2021, p. 4). However, this view shifted in the nineteenth century during the industrial era point out Nungesser and Winter (2021, p. 5). At that time, animal meat was praised for its nutritional value and observed as a healthy and nourishing dietary staple, especially for the labouring men. Meat consumption led to a more masculine connotation due to its amount of protein, necessary for muscle growth. Indeed, building on the French sociologist Bourdieu's work, Petra Frerichs and Margareta Steinrücke (1997, p. 252) argue that meat as a "masculine power food" acted as a "separation mark" between the working class and other consumers. According to this Bourdieusian perspective, members of the lower classes preferred heartier and fattier meats like pork, while members of upper classes favored leaner, lighter, and less fattening varieties such as veal, lamb, mutton, and especially fish, which Bourdieu ([1979] 1984, p. 190) interpreted as utterly 'unproletarian' (Nungesser, Winter 2021, p. 5). In support of this statement, it has long been known that red meat provides a significant dietary supply of iron, zinc, and vitamin B12 in top of its source of protein (McAfee et al. 2010).

Therefore, the value of animal meat lies in more than its nutritional or socio-economic status but consists of a plethora of cultural traditions and norms, attitudes about health, purity, naturalness, and gender relations. Nonetheless, there are other negative connotations in linkage to animal meat consumption, ranging from ecological challenges, the breeding and slaughter of billions of animals, hazardous labour conditions and public concerns (Nungesser, Winter 2021, p. 1). In addition, McAfee et al. (2010) claim that red meat may increase the risk of cardiovascular disease and colon cancer.

To counter this reality, recent years show a different take on meat consumption with the emergence of meat alternatives. Michel, Hartmann, Siegrist (2021, p. 21) assert that our dietary choices affect not just our physical and mental health but also the destiny of our

world. They state that up to 30% of the world's greenhouse gas emissions are now caused by the food industry. Therefore, there is a need for healthy and sustainable food systems with current food solutions. An estimate of over 820 million individuals are at risk of developing unhealthy diets leading to diseases and morbidity (Motoki et al. 2022, p. 4). An alarming prognosis for the increase of the world population to 9.8 billion by 2050 raises awareness of the increasing demand for meat and dairy. Michel, Hartmann, and Siegrist (2021, p. 1) urge a shift toward a reduction of these dietary items. According to Götze and Brunner (2021), Switzerland has a small but growing number of consumers who are willing to cut back on their meat intake, forego meat entirely, or substitute it with PBM. The Swiss food industry has served this growing trend positively, although the amount of animal meat and animal meat products consumed in the country has not changed in the past ten years (48-52kg/person/year). As of 2011, 25% of the protein consumed in Switzerland came from plants. As a result, some people appear to be eating less meat overall, while the remainder of the population appears to be eating more meat on a consistent basis. Despite this, there is a number of meat substitutes available in the food market (Götze, Brunner 2021, p. 1).

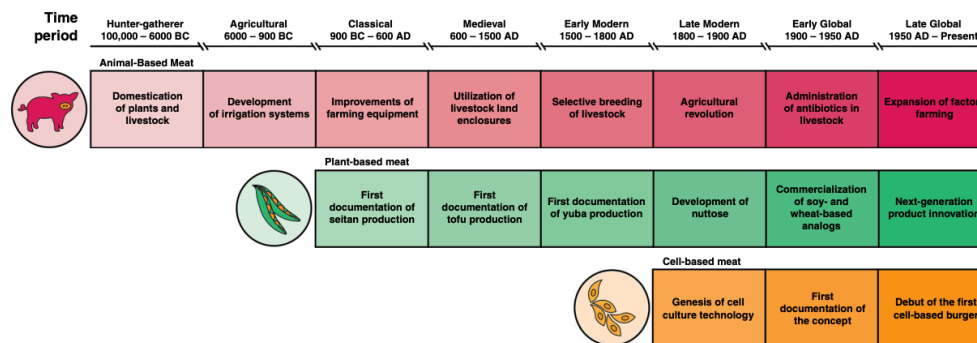
## **2.2 Understanding plant-based meat (PBM)**

Simply articulated, meat alternatives can be defined as food items that replace animal meat. From this elementary definition, meat alternatives come in a variety of compositions. Michel, Hartmann, Siegrist (2021, p. 1) list five types: insects, egg whites, grains, pulses, or fungi as the source of protein which have entered the market. The authors also quickly mention cultured meat as close to launching in the market. Although the demand for meat substitutes has certainly increased due to growing concerns about animal suffering and the popularity of vegetarian and vegan diets, meat substitutes are still considered niche products in the majority of European nations (Michel, Hartmann, Siegrist 2021, p. 1).

Plant-based meat falls under the umbrella of meat alternatives. As mentioned by Rubio, Xiang, and Kaplan (2020), plant-based meat and fungi-based meat products display flavour, texture and/or nutritional qualities of meat but their composition differs because they are formed of components that are not derived from animals. They are categorized in two flexible categories: traditional and novel. The first meat analogues, such as seitan, emerged thousand years ago in Asia and are comparatively simple derivatives of wheat or soybeans (tofu, tempeh) (refer to Figure 1). On the other hand, novel PBMs are distinguished by their creation and promotion of goods that are nearly nutritionally,

aesthetically, and taste-equivalent to animal-based meat (ABM) (Rubio, Xiang, Kaplan 2020, p. 2).

**Figure 1 – The history and evolution of animal-, plant-and cell-based approaches to meat production (Rubio, Xiang, Kaplan 2020, p. 2)**



**Fig. 1. The history and evolution of animal-, plant- and cell-based approaches to meat production.** <sup>13,87-93</sup> Humans have consumed plant-based meat (2555 years ago) for only 0.098% of the time period for which their ancestors have consumed animal-based meat (2,600,000 years ago). Likewise, humans have eaten cell-based meat (7 years ago) for only 0.274% of the time period for which they have consumed plant-based meat.

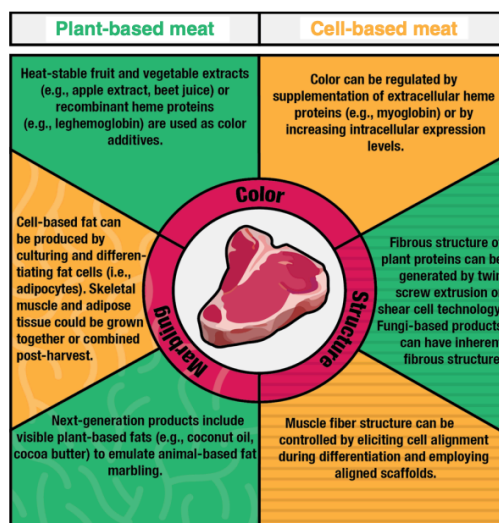
The authors describe three general phases involved in the production of PBM:

1. **Protein functionalization and isolation:** After being extracted from plants, several target plant proteins undergo hydrolysis<sup>3</sup> to enhance their solubility and ability for cross-linking.
2. **Formulation:** To create the texture of meat, food adhesives, plant-based fat, and flour are combined with the plant proteins. The additional nutrients either match or surpass the meat's nutrient profile.
3. **Processing:** To give the mixture of plant proteins and additional additives a texture like meat, protein reshaping techniques such as stretching, kneading, trimming, pressing, folding, and extrusion are used. Split cell technology, mycelium culture, 3D printing, and recombinant protein additions are some of the cutting-edge technologies being used to enhance the organoleptic qualities of PBMs.

<sup>3</sup> A double decomposition reaction with water as one of the reactants (*Hydrolysis | Definition, Examples, & Facts | Britannica*).



**Figure 2 – Plant-based and cell-based strategies for emulating appearance properties (color, marbling, structure) (Rubio, Xiang, Kaplan 2020, p. 5)**



**Fig. 3 Plant-based and cell-based strategies for emulating appearance properties (color, marbling, structure) of meat.** Structure and marbling are significant contributors to the texture of meat as well as appearance.

The main organoleptic (i.e. sensory) characteristics of meat are its appearance, flavour, aroma, and texture. Thus, by varying colour, fat marbling and structure, novel PBMs mimic the look of animal-based meat (refer to Figure 2). PBMs can simulate the look of pre-cooked (deli slices) or raw meat (e.g., ground meat), depending on the product. Recombinant heme proteins, such as LegH (leghemoglobin), help recreating the colour of fresh meat, brown shading upon cooking, and enhance the flavour. A natural alternative to legH is heat-stable fruit and vegetable extract. For the appearance of fat, novel PBMs use visible semi-solid plant-based fats (e.g., coconut oil, cocoa butter). The proper engineering of these properties is crucial to have the most realistic result. In meat analogues, flavour additives are added to enhance, hide, or introduce particular flavour notes. They commonly make up 3-10% of the final product. Astringent and bitter tastes are linked to many plant proteins, necessitating the selective elimination of compounds through post-processing. Soy products, for instance, have distinct bitter, beany, and grassy flavours that are associated with substances called isoflavones, lipoxygenase, and saponins, which can be diminished by heating or germination. A sensory panel discovered that a synthetic meat flavour created in the 1980s which contained sugar, fat, monosodium glutamate, glycoprotein, amino acids, salt, and nucleotides, was either superior to or equal to meat extract. It can be challenging to strike a balance between processing techniques to obtain mechanical qualities while maintaining nutritional value (Rubio, Xiang, Kaplan 2020, p. 4).

Rubio, Xiang, and Kaplan (2020, p. 5) confirmed that from a nutritional perspective, plant-based proteins in PBM formulations, such as pea, soy, and wheat, offer comparable protein levels to animal-based meat (ABM). To achieve a balanced amino acid profile, combining different plant proteins, for instance, legume and cereal proteins, is frequently required. Factors like protein structure, conformation, and antinutrients may affect nutrient bioavailability. That is why certain processing techniques (e.g., soaking, heating, sprouting) are performed to maximize digestibility. Both traditional and novel PBM products compete fairly against ABM in terms of fewer calorie intake, less fat and being sodium-free for tofu-specific (traditional) and higher protein and B12 intake for Impossible™-specific (novel). Yet, incorporating legH in PBM raises concerns due to potential links between heme iron intake and diabetes risk.

## **2.3 Impacts of plant-based meat (PBM) in the food industry**

### **2.3.1 In the West**

The theory of the triple bottom line provides a good basis for understanding the economic, social, and environmental impacts of PBM in the food industry.

**Figure 3 – Triple Bottom Line (Dalibozhko, Krakovetskaya 2018, p. 3)**



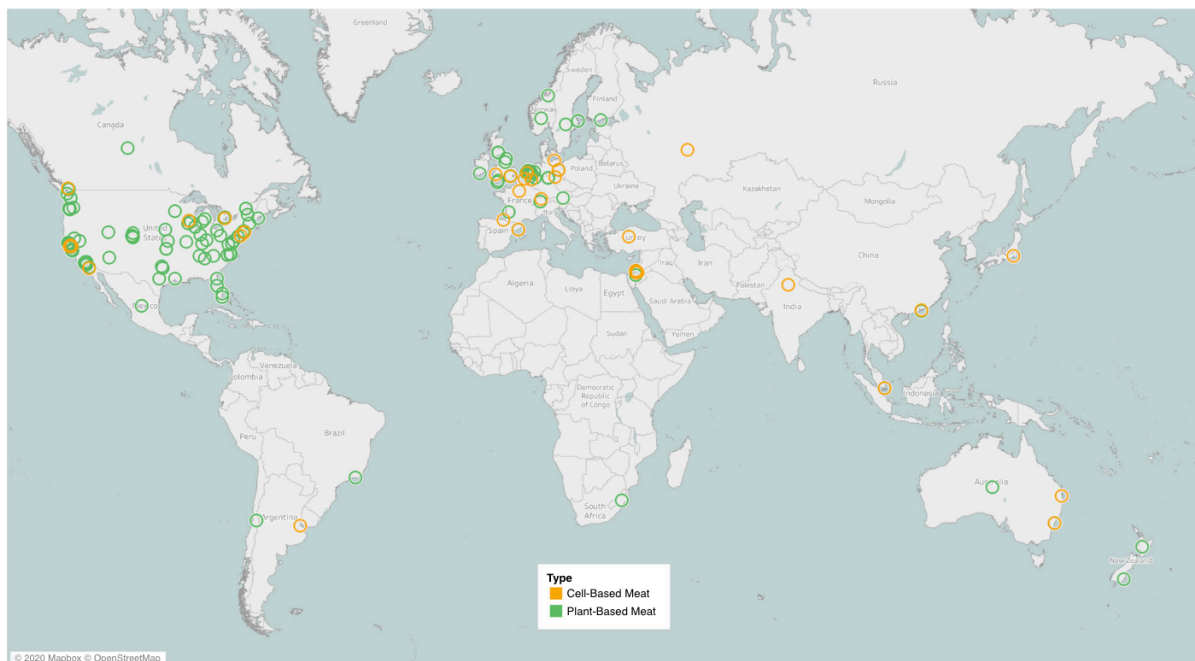
#### **2.3.1.1 Profit**

According to Rubio, Xiang, and Kaplan (2020, p. 3), the primary sources of protein inputs for novel PBM are cheap overall. Indeed, they are generally formulated with pea, soy, or wheat protein. To the extent that sometimes to reduce the costs of production for ABM, soy and wheat are combined. For instance, the agricultural prices US farmers received

were 3.8-12.7 times lower than prices received for cattle, hogs, and broilers. Soybeans (\$0.01/g) and wheat (\$0.03/g) are still significantly less expensive per gram of protein when standardized by cost (according to 2009 data) than cows (\$0.32/g), pigs (\$0.22/g), and chickens (\$0.12/g). Although this is older data, the evidence from recent search results supports the premise that soybeans and wheat continue to be markedly less expensive sources of protein per gram compared to animal-based protein. On a grand retail scenario, novel PBMs are typically more expensive than their counterparts derived from animals, even when there is a noticeable difference in the main protein input amount. The difference could be partly attributed to processing expenses, since post-harvest procedures account for approximately half of the retail costs for crop products. In addition, all the taste enhancers, colour additives and fats contained in PBMs, along with the primary protein, raise the price. For example, according to a report from by the Good Food Institute, the average price for PBM in the US in 2021 was around \$9.87 per pound, compared to \$4.82 per pound for conventional beef (*A deeper dive into plant-based meat sales in 2021 - The Good Food Institute 2022*). Nonetheless, some enthusiastic customers are willing to spend extra money to improve their health.

It appears to be a good deal for the businesses that operates in this market segment industry. Rubio, Xiang, and Kaplan (2020, p. 3) illustrated the distribution of the plant-based meat companies (refer to Figure 4). The distribution is partially worldwide, covering for the West, North America (US, Canada, Mexico), South America (Brazil, Chile), and Europe, especially in the Nordic countries. Besides, Switzerland is also included.

**Figure 4 – Geographical distribution of PBM companies (Rubio, Xiang, Kaplan 2020, p. 3)**



**Fig. 2 Geographical distribution of plant-based (green circles) and cell-based (orange circles) meat companies.** Companies were included as listed in the Good Food Institute alternative protein company database (August 2020).

### 2.3.1.2 People

Consumer acceptance is an indicator worth studying for any stakeholder interested in the growth of the PBM market share. According to a European study, the biggest barriers to PBM products inclusion are the low familiarity and the low sensory attractiveness. Europeans tend to prefer a close resemblance with ABM. In focus group studies, motivating factors for not eating ABM ranked differently across countries like Germany (animal welfare, health, environmental impacts), the Netherlands (animal welfare, poor meat quality, health), and France (health, animal welfare, sustainability). However, taste emerged as the key factor inhibiting the consumption of plant proteins across all three nations, with other factors including habit, convenience, and price. A new class of PBM goods, meat analogues from the American companies Beyond Meat and Impossible™, is addressing the concern of sensory attractiveness by better mimicking ABM compared to texturized vegetable protein items. Although passing the taste tests, these meat analogues are still considered “highly processed”, which may turn off “clean label” consumers who are wary of “unnatural” food production methods (Rubio, Xiang, Kaplan 2020, pp. 5–6).

According to a clinical trial by the Stanford School of Medicine, incorporating PBM for eight weeks instead of traditional meat decreased the risk of cardiovascular disease. PBM is in keeping with dietary recommendations that support consuming less red meat and processed meat, which may have positive effects on cholesterol, blood pressure,

and body mass index (BMI). Furthermore, PBMs generally carry fewer pathogenic risks, even though contamination remains possible. Traditional meat has the potential to host foodborne pathogens such as Salmonella and E. coli (Rubio, Xiang, Kaplan 2020, p. 6).

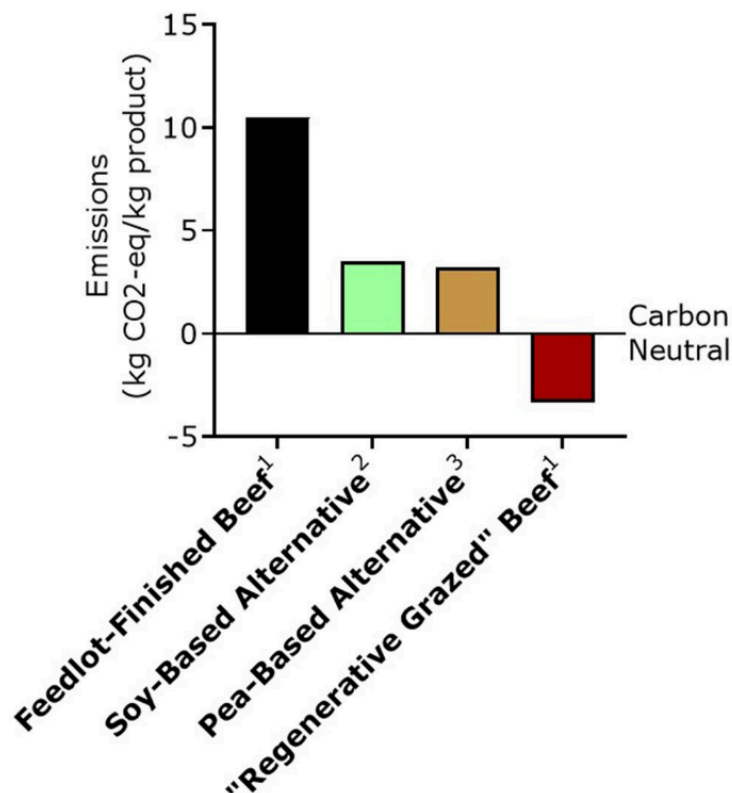
Both illnesses are affecting millions of people each year. Plant foods are not excluded as pathogens can transfer from water, animal dung or other foods. Plant agriculture's antibiotic use is minimal, thereby reducing antibiotic resistance concerns associated with ABM (Rubio, Xiang, Kaplan 2020, p. 6).

### **2.3.1.3 Planet**

There are several justifications for eating a meat-free diet. Indeed, some people make the conscious decision to avoid meat consumption intake for reasons such as sustainability awareness or animal welfare (Götze, Brunner 2021, p. 1). Due to factors such as growing populations, rising incomes, and other sociocultural influences, there is an increasing demand for animal meat and other animal products worldwide. As a major contributor to both environmental degradation and global warming, the production of meat makes this trend a worldwide concern. Along with depleting freshwater availability, causing human greenhouse gas emissions, and contributing to the loss of biodiversity, the cattle industry pollutes waterways with chemicals hormones, and antibiotics, among other things. Thus, figuring out how to reduce animal protein intake in diets to make them more sustainable has turned into a problem for food security and public health (Sanchez-Sabate, Sabaté 2019, p. 1).

Van Vliet, Kronberg and Provenza (2020, p. 8) argued that the controversy between PBM consumption and animal meat consumption needs to be debunked when assessing environmental degradation and climate change. Both adversely affect human health and are crucial considerations when making recommendations on diets for livestock and humans. Meeting requirements of nutrients with plant foods may produce less environmental footprint damage compared to meeting them with animal foods. However, studies have shown that, when compared to omnivorous diets and animal foods, carefully chosen plant-based diets can provide similar amounts of protein, iron, and vitamin A at a lower carbon footprint. Unfortunately, these studies do not account for the reduced bioaccessibility and bioavailability of nutrients for plant sources (refer to Figure 5).

**Figure 5 – Comparison of possible GHG impacts on various beef production systems and meat alternatives (van Vliet, Kronberg, Provenza 2020, p. 8)**



Rubio, Xiang, and Kaplan (2020, p. 7) share in their paper that the water footprint of PBMs is highly dependent of the main source of protein used. A life cycle assessments (LCA) study estimated the water usage of 39 distinct meat analogues, reporting that on average, a ton of PBM produce 3'800 m<sup>3</sup> of water. Whereas Philipp, Putman, and Thoma (2019) stated that published data emphasizes the largest share of water (> 90%) being used for growing forage and feed accounts related to beef production in the US. The green water footprint of this process was significantly higher (12,933L/kg of product) than the blue water footprint, as only a small portion of cropland and pasture is irrigated (525L/kg). For PBM, the majority of the water consumption is due to the processing of meat after having harvested the raw protein sources. Other factors were transportation and packaging (Rubio, Xiang, Kaplan 2020, p. 7).

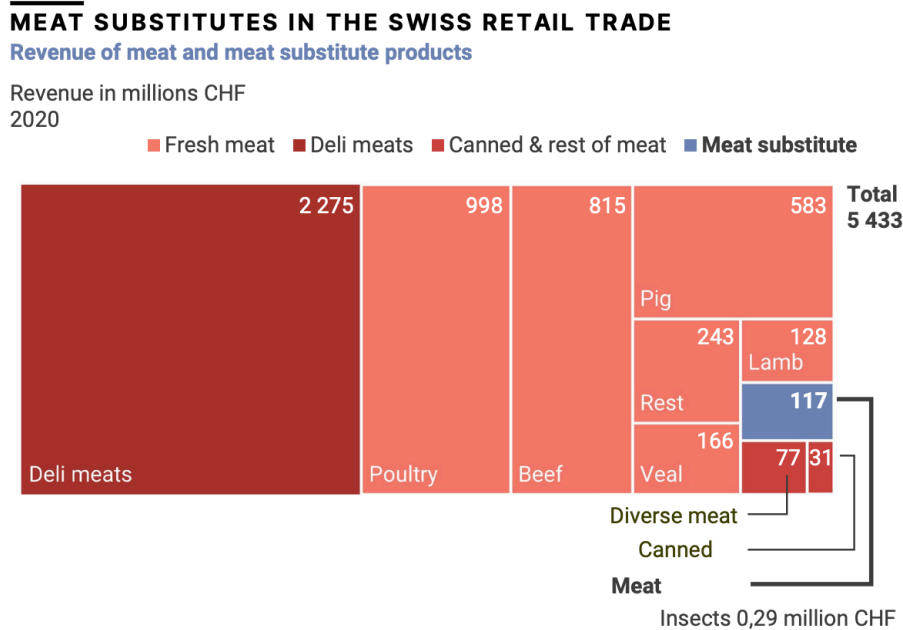
Also, vegan PBM products do not have as direct impacts on animal welfare, but crop cultivation can contribute to the destruction of wildlife habitats (Rubio, Xiang, Kaplan 2020, p. 8).

## **2.3.2 In Switzerland and Geneva**

### **2.3.2.1 Profit**

Even though the average person is not willing to reduce their meat consumption intake, today the market proposes a range of plant-based alternatives. Overall, the market adapted well to this growing trend and is expected to grow in the future (Götze, Brunner 2021, p. 1). A study from the Federal Office for Agriculture (FOAG) reports that since 2016, the demand for meat substitutes has risen sharply. In 2020, partly as a result from the pandemic, the retail sales of meat substitutes totalled as CHF 117m, in comparison to CHF60m in 2016 (refer to Figure 6). It nearly doubled in a time span of four years with a compound annual growth of 18.4% (FOAG, p. 4). This pandemic's early development can be attributed to the general hoarding of non-perishables, such as canned meat. The growth rates observed for canned meat, deli meat, and fresh meat over the remainder of the year were not quite as high as those attained by meat substitutes. However, it should be highlighted that throughout the pandemic, meat saw a significantly larger absolute increase in sales value and volume than meat substitutes. In 2020, sales of meat increased by 27'000 tonnes (12.4%) while sales of meat alternatives increased by less than 2'000 tonnes (i.e., just 7% of the total rise for meat) (FOAG, p. 10). Therefore, meat substitutes remain niche in the market with a share of 2.3% in the retail sector. At 90% of market share, traditional retailers are the most important distribution channel for meat substitutes. A double increase of the number of retail products launched in the meat analogue and vegetarian convenience subcategories. It included especially burgers, cold cuts, or reformed meat, such as schnitzel and nuggets (FOAG, p. 4).

**Figure 6 – Revenue of meat and meat substitute products in 2020 (FOAG, p. 2)**



The country possesses the highest per capita expenditure (EUR 11.50) in Europe. The main cause of this high per capita expenditure is that, on average, the sales value of meat alternatives in Switzerland is around EUR 8/kg (71.8%) greater than in other countries (EUR 19.0 vs. 11.1). Finally, the report suggests a considerable opportunity for Swiss agriculture to enter the production of raw materials for plant-based meat substitutes. This potential has hardly been utilized up to this point. Drawing from the publication of the report back in May 2021, almost all vegetable raw materials used in the country for producing meat alternatives are imported (FOAG, p. 4).

### 2.3.2.2 People & Planet

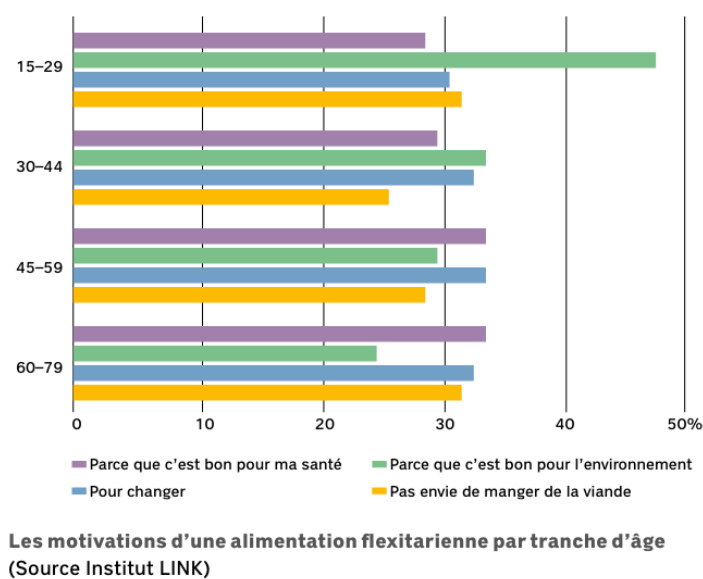
Consumers have been more interested in plant-based protein sources and vegan and vegetarian diets in the recent years. Zurich and its neighbouring cantons show the highest numbers of meat substitute enthusiasts, whereas Jura, Neuchâtel, Valais, and Uri display the least frequently inclusion of meat substitutes in shopping baskets. Romandy and Appenzell are also not belonging to the main consumers of meat substitutes (*Coop-Plant-Based-Food-Report-2023\_F.pdf*, p. 27). According to Swissveg, about 5% of the people follow a vegetarian or vegan diet; this group also includes flexitarians, who are the people who occasionally eat meat and make up almost 25% of the country's total population (Götze, Brunner 2021, p. 1).

A Coop study report confirms that 63% of the Swiss population are called flexitarians. It adds that the primary motivation for flexitarians under the age of 29 is unquestionably



environmental conservation (refer to Figure 7). Furthermore, a strong enthusiasm for meat substitutes has also been observed among individuals under 29 years old from 2019 to 2022 (*Coop-Plant-Based-Food-Report-2023\_F.pdf*, p. 25). On the other hand, due to health concerns, those over 45 still generally avoid eating items that come from animals. In general, women are more motivated to safeguard the environment than men are, and this enthusiasm has grown by 6 percentage points from the previous year (*Coop-Plant-Based-Food-Report-2023\_F.pdf*, p. 5).

**Figure 7 – The motivations behind a flexitarian diet by age range (Coop-Plant-Based-Food-Report-2023\_F.pdf, p. 13)**



Moreover, according to a study conducted by Deloitte in 2019, environmental conservation is not a surprise given that the younger generations, specifically millennials aged 24-35 expressed their concern about climate change. Indeed, 319 Swiss millennial participants felt personally concerned about environmental protection (40%) (*Millennials suisses plus pessimistes et moins confiants* 2019). The Young Activists Summit (YAS), who are advancing climate change and hosted back online in 2020 in Geneva with the aim of fostering a greater dialogue between generations (*Young and older generation of climate activists speak out at summit about the future of our planet - Geneva Solutions* 2020).

Interestingly, Geneva state is acting upon climate change concern by publishing its recommended strategy to minimize its impact. It measures 6% of GHG emissions from food choices produced by residents. The state encourages its citizens to reduce their meat consumption for both environmental and health benefits. According to the Federal Office of Public Health, each Swiss Person consumes on average 1kg of meat per week

(51kg per year in 2019), which is three to four times more than the maximum recommended amount, which is around 250-300g per week. Geneva's state supports existing data on the subject: a plant-based diet, it says, has three times less of an impact on the climate than a meat-based diet, which is the source of enormous amount of GHG emissions that contribute to biodiversity loss and desertification (*Je mange plus souvent végétarien* | *Ville de Genève - Site officiel*).

The recommendation article of Geneva state also presents other means of eating by favouring plant-based proteins, nuts and grains. Based on prior research, the consumption of PBMs could hypothetically satisfy the desire to eat meat while concurrently replacing or decreasing the consumption of ABM. However, as mentioned earlier, the Romandy is not yet an area that is inclined to purchase PBMs.

## **2.4 Perception and reality of plant-based meat (PBM) in mainstream restaurants**

### **2.4.1 In the West**

Parravicini (2023) reports that plant-based meat served out-of-home has grown by almost 50% across the Europe's "Big 5" countries (Germany, France, UK, Italy, and Spain). The article claims that the trend of consuming substitute plant-based animal protein products at out-of-home (OOH) dining establishments like quick-service restaurant (QSR), cafés, pubs, and bars grew by 48% in servings in 2023 compared to 2019. The author explains this phenomenon by the overall demand for sustainable, healthier, and cruelty-free menu options. When questioned about the variables that influence their choice of restaurant, 45% of consumers stated they are more loyal to establishments that prioritize sustainability; Italy expressed the greatest worry (56%), followed by Spain (49%) and the UK (38%) with the least amount of concern.

The overall number of product servings fell in other food protein categories, such as beef (-5%), pork (-16%), chicken (-5%), fish/shellfish (-13%), and other meats (-20%). However, there is a paradox. Jochen Pinsker, senior vice president of European Foodservice, Circana declared:

*"The decline in servings we're seeing across different protein groups is more to do with the format in which products are being sold, rather than the actual type of protein. For example, while overall beef servings are down, beef burgers are up by 4%. Chicken and fish burgers are also up with significant growth coming from plant-based burgers (...)"* (Parravicini 2023).

Despite this observation, Pinsker assures that plant-based products, particularly burgers, are still witnessing significant market expansion and are projected to maintain this trend through 2024. This is notably noticeable due to the considerable improvements of the quality, taste, texture of plant-based products compared to just a few years ago. The article concludes by noting that despite a rise of flexitarians, approximately 56 million consumers within the “Big 5” population have yet to experience PBM alternatives in restaurants, although they express a willingness to do so (Parravicini 2023).

Additionally, shifting focus to the restaurant industry's role in shaping consumer choices, a Dutch study investigates the impact of menu design on PBM consumption. The study affirms the dominance level of animal meat consumption in out-of-home settings, while PBM remains a niche product. Framing plant-based options as the default choice significantly increases their selection, showcasing the influence of subtle nudges in restaurant menus. To maintain consumer's freedom of choice, all available alternatives were offered. In a field test conducted in a Dutch restaurant, they discovered that when a default nudge was implemented the percentage of ordering plant-based substitute meal significantly rose in comparison to an equal meat dish (bean alternative: from 8.6% to 80.0%; seaweed alternative: from 16.1% to 58.3%) (Taufik et al. 2022, p. 1).

#### **2.4.2 In Switzerland and Geneva**

When thinking of Swiss cuisine and its staple food items such as cheese and sausage, the type of food whose copiousness keeps you full throughout the day, can be pictured. Nonetheless, even though cows are needed for most traditional Swiss recipes, Switzerland has a surprisingly long reputation for adopting plant-based diets among many religious families (*Zurich: At the heart of the plant-based movement - The Swiss Times*).

Outside of the recurrent experience of the historical high cost of meat since the 19<sup>th</sup> century, advocates of the Swiss Lebensreform (“life reform”) movement among the upper middle class, emerged in response to industrialization and mass production, promoting vegetarianism and veganism as integral components of a healthy lifestyle. Maximilian Oskar Bircher-Benner, a physician and major figure of the Lebensreform, founded a clinic in Zurich in the late 19<sup>th</sup> century with the aim of prescribing to a strict raw food diet. One of his patients, Ambrosius Hiltl, who was cured of his rheumatisms, created a vegetarian restaurant in 1904, called Haus Hiltl. From these anecdotes, the conclusion can be drawn that Zurich lead the way in Switzerland's plant-based food scene. In fact, Zurich is stuffed

full of plant-based options, from cafés to restaurants (*Zurich: At the heart of the plant-based movement - The Swiss Times*).

Geneva proposes a selection of plant-based restaurants that serve PBM, such as EnVie Vegan, Gives a Fork and Holy Cow. Research data on PBM appearance and adoption in mainstream restaurants in the canton is still pending.

## **2.5 Interim conclusion**

Outside of the rise of flexitarians, vegans, and vegetarians during recent years and the similar historical context of the high cost of meat, the adoption of animal meat products and animal meat consumption has deep roots. While traditionally seen as a symbol of nobility and consumed at high rates by the upper class, animal meat gained prominence in the 19th century as a nutritious dietary staple, especially for laboring men, due to its protein content. Despite its historical and cultural significance, ABM consumption has come under scrutiny in recent years due to its environmental impact, ethical concerns, and potential health risks. The emergence of meat alternatives presents a promising solution to address these issues, among the pressing need for healthy and sustainable food systems.

Switzerland, like many other countries, is witnessing a shift towards plant-based diets. With a growing number of consumers expressing interest in reducing their meat intake or switching to plant-based alternatives, the retail market for meat substitutes is expanding and the demand for meat alternatives is expected to rise, shaping the future of the food industry. From Zurich to Geneva, plant-based restaurants have been established, embracing the growing demand for meat alternatives. However, challenges remain, including consumer acceptance and the need for domestic production of raw materials for meat substitutes. Notably, a Dutch study suggests a potential solution to remediate the gap in offering PBM in the mainstream restaurant scope. By menu redesign that subtly highlights plant-based options, the default choice has been shown to significantly increase their PBM selection by consumers.

## 3. Methods

### 3.1 Research methods

Research method consists of two approaches: qualitative and quantitative. At times, they can also be combined, which is called the mixed-method approach. This paper employed the latter, encompassing a combination of both quantitative and qualitative data collection.

#### 3.1.1 Quantitative data

Quantitative data method is very much about gathering larger samples and measurements (*Market Research in Practice An Introduction to Gaining Greater Market Insight, 4th Edition (Hague, Paul) (z-lib.org).pdf*, p. 99). Generally, anything over 100 respondents is considered quantitative (*Market Research in Practice An Introduction to Gaining Greater Market Insight, 4th Edition (Hague, Paul) (z-lib.org).pdf*, p. 43). To achieve the gathering of quantitative data, multiple tools can be used such as: face-to-face interviews, telephone interviews and online surveys.

Online research was a significant method to finding out what drives people's choice for certain products (*Market Research in Practice An Introduction to Gaining Greater Market Insight, 4th Edition (Hague, Paul) (z-lib.org).pdf*, p. 177). Indeed, today, online surveys are the dominant source of quantitative research (*Market Research in Practice An Introduction to Gaining Greater Market Insight, 4th Edition (Hague, Paul) (z-lib.org).pdf*, p. 101). As a quick tool to be carried out, online survey typically yields results in a matter of days, perhaps even hours. Generally, the responses are excellent and thoughtful. Interviewer bias is eliminated and respondents can take as much time as needed to consider their answers (*Market Research in Practice An Introduction to Gaining Greater Market Insight, 4th Edition (Hague, Paul) (z-lib.org).pdf*, p. 176).

After selecting the proper tool, a crucial question emerges regarding the desired level of accuracy, which influences sampling techniques. Demonstrating result accuracy can be achieved using probability measures when employing random sampling techniques (where everyone in the population having an equal and known chance of being chosen). Most market researchers are satisfied with a result where we can find a 95% confidence level, indicating that if the survey was to be taken endlessly, the result would be obtained within a margin of minus or plus 5% deviation from what would be achieved by interviewing everybody. Essentially what is needed is a sufficient large sample to give a

valid result (*Market Research in Practice An Introduction to Gaining Greater Market Insight, 4th Edition (Hague, Paul) (z-lib.org).pdf*, p. 99).

### 3.1.2 Qualitative data

Qualitative research seeks depth and quality from smaller sample, usually with less than 30 respondents (*Market Research in Practice An Introduction to Gaining Greater Market Insight, 4th Edition (Hague, Paul) (z-lib.org).pdf*, p. 107). The small sample size means that the researchers cannot state the accuracy of the result; nonetheless, it does not imply that it cannot arrive to the truth. There is a high level of dependency on the moderator in qualitative research, as they do most of the interviewing, questioning, and adjusting. Thus, this dependency is also found in the sphere of interpretation, which can be quite challenging (*Market Research in Practice An Introduction to Gaining Greater Market Insight, 4th Edition (Hague, Paul) (z-lib.org).pdf*, p. 43). The moderator also plays an important role for the success of the research (*Market Research in Practice An Introduction to Gaining Greater Market Insight, 4th Edition (Hague, Paul) (z-lib.org).pdf*, p. 44). The main tools for gathering those data are depth-interviews, focus group and ethnography.

Furthermore, an appreciation for qualitative research is necessary to fully understand nutrition and food-related phenomena (Harris et al. 2009). Based on this paper, semi-structured depth interviews were conducted for the restaurant sample. Depth-interviews aim at obtaining insights that will be helpful in the context of this study and give both the interviewer and the interviewee the flexibility to delve further into topics and go off course as needed. Also, they incorporate a good amount of the respondent's perspective into the findings, and therefore increase the validity of the collected information. Depth interviewing are useful in the market research design where: (*Market Research in Practice An Introduction to Gaining Greater Market Insight, 4th Edition (Hague, Paul) (z-lib.org).pdf*, pp. 77, 79) :

- Questions, attitudes, and motives require investigation.
- Avoiding becoming contaminated by the opinions of others is advised.
- In-depth comprehension and explanation are necessary.

## 3.2 Research philosophy

Choosing a research methodology whether mixed or not requires the researcher to aspire a particular philosophy, which four main types fall within the scope of business studies. This concept can be described as follows:

*“Research philosophy deals with the source, nature, and development of knowledge[1]. In simple terms, research philosophy is belief about the ways in which data about a phenomenon should be collected, analyzed and used.”*  
*(Research Philosophy - Research Methodology)*

The pragmatic approach to data collection method was selected because it supports the idea that there are many different ways of interpreting the world and undertaking the research (Pragmatism Research Philosophy) (refer to Table 1), thus aligning with the aim to study the perception and reality of a specific phenomenon from different points of view.

**Table 1 – Research philosophies and data collection methods (Research Philosophy - Research Methodology, n.d.)**

	Pragmatism	Positivism	Realism	Interpretivism
Popular data collection method	Mixed or multiple method designs, quantitative and qualitative	Highly structured, large samples, measurement, quantitative, but can use qualitative	Methods chosen must fit the subject matter, quantitative or qualitative	Small samples, in-depth investigations, qualitative

Research philosophies and data collection methods[3]

### **3.3 Research strategy**

#### **3.3.1 Online survey – Consumer population**

According to Hague, creating a questionnaire is one of the most crucial and challenging aspects of conducting market research. It is comparable to an architect’s blueprint. While creating a structure; if the blueprint is incorrect in any manner, the building won’t meet the need of the user (Market Research in Practice An Introduction to Gaining Greater Market Insight, 4th Edition (Hague, Paul) (z-lib.org).pdf, p. 119).

Therefore, the survey data collection process was initiated by gathering secondary data from the literature review section. These resources provided a solid foundation of understanding the topics to address in the survey. Leveraging from the authors’ work, questions were formulated, aiming at probing specific aspects within the geographical and contextual scope of this study, ensuring alignment with its research usefulness.

Therefore, to optimize a well-built skeleton, the integration of both open-ended and closed-ended questions were opted. Open questions were collected when a range of

possible answers could not be known in advance (Market Research in Practice An Introduction to Gaining Greater Market Insight, 4th Edition (Hague, Paul) (z-lib.org).pdf, p. 121). These questions required a thorough reviewing and grouping before statistical analysis. In contrary, closed questions followed a more classic route, by combining a range of question styles, from demographic questions to core questions. The core questions were multiple-choice questions, displayed as rating scales, Likert scales, and hypothetical scenarios.

The survey structure and design aspects were realized through Qualtrics XM, an online software platform. The questionnaire was separated into four parts (refer to Appendix 1). In part one, demographic indications were asked on gender, age, residence location, and current social status. Part two dealt with food preferences, the respondents were asked their food diet, attitudes, and perception on animal meat consumption. Part three focused on PBM and options. Respondents were asked to mention their level of familiarity, attitudes, and perceptions related to aspects such as price, taste and opinions comparing plant-based meat and traditional meat (in that case, it was compared with beef). Lastly, in part four, the respondents had to answer questions about their level of satisfaction with PBM options in Geneva's restaurant scene, their level of consideration of potential incorporation of PBM in mainstream restaurant settings, and their level of confidence to see PBM become a mainstream choice on restaurant menus in Geneva.

Consequently, the focus was to maintain a user-friendly layout, where minimum of computer skills was needed to complete the survey. Moreover, question items were executed in a short, clear, and simple manner for a seamless and comprehensive experience (Regmi et al. 2016).

Regarding technical aspects, the following options were considered (Dillman et al. 2014):

- Back up button
- No mandatory responses unless demographic and crucial questions.
- Inclusion of options such as "It doesn't matter to me", "Other, please specify."
- "Stop and finish in a later time."

Before final proofreading, a quick soft launch was executed to make the final tweaks and testing (Market Research in Practice An Introduction to Gaining Greater Market Insight, 4th Edition (Hague, Paul) (z-lib.org).pdf, p. 179). Upon approval, the survey was spread over one month via WhatsApp to acquaintances and friends as a starting push. They were encouraged to forward the survey randomly to the mass population, aiming at 50



to 100 completions. It was administered in both English and French to accommodate a larger audience.

Before analysis, the data were gathered in Qualtrics XM. The dataset was checked for missing data and then analysed with Excel.

### **3.3.2 Semi-structured interviews – Mainstream restaurants**

The initial step of the in-depth interview process involved identifying respondents and determining the quantity to interviewed. The establishments were chosen randomly using 'The Passeport Gourmand Genève', which brings together the finest addresses in the region. The owners were selected as interlocutors to provide insights on their restaurant's establishment, philosophy, vision, implementation of in-house policies, and menu offerings. Interviewing a sample of 3 to 5 restaurants from different cuisine background were intended.

With the target individuals set, the second step consisted of determining the interview format. How many questions to ask? How much time to allocate? Should the interview be conducted in a structured or an unstructured manner? Nonetheless, interviews require some formality, structure and purpose (*Market Research in Practice An Introduction to Gaining Greater Market Insight, 4th Edition (Hague, Paul) (z-lib.org).pdf*, p. 77). Face-to-face interviews provide benefits over phone interviews, such as the ability to observe body language and enable discussion time to flow. Seeing the respondent in person may make it easier to spot any signals of uncertainty, reluctance, uneasiness, or discomfort brought on by a line of questioning (Irvine, Drew, Sainsbury 2013). Therefore, choosing face-to-face interview aligns with the aim to collect not only verbal responses but also, the overall body language to gather cues on potential lying behaviour or confusion.

The interviews proceeded in a semi-structured style to minimize bias and give the restaurant owners the freedom to deliver authentic responses. While this approach enables the witness of genuine reactions and facilitate quick notetaking, the interviews were audiotaped for later transcription. An interview guide served as a framework to draft key questions and aided in adapting as needed during the interview process (refer to Appendix 2). It is suggested to enclose an introduction, set of questions and closing comments (Boyce, Neale 2006, p. 11). The guide also employed "icebreaking" questions regarding the owner's background and restaurant theme. This proves to be an effective approach. Indeed, competent interviewers can instantly establish a connection and make respondents feel comfortable. Thus, the quicker the interviewer initiates the

conversation, the quicker the respondent settles down and cooperates. The set of questions was categorized into understanding perceptions, exploring industry perspectives, opinions on environmental impact and business strategy and adaptations. The interviews lasted 15-30 min.

Selecting a conduit of communication to reach the restaurants constituted one of the last steps. Restaurants were contacted via e-mail rather than by phone to avoid difficulties reaching them during busy timeslots. Upon request and as a token of appreciation for their participation, the respondents were offered to receive an executive summary of the findings.

Finally, the interviews were transcribed, and a thematic analysis was conducted. This involved reviewing the narrative of key themes. Each theme was examined to gain an understanding of participants' perceptions and motivations. Moreover, the interviews were reviewed and validated by the supervisor overseeing this study.

### **3.4 Methodological limitations**

Although, this paper strove to adhere to its research strategy, reality presented different challenges. Hence, the importance to report on limitations encountered:

- Due to a lack of responses after contact attempts, only four restaurants were interviewed.
- Due to a time restriction in conducting semi-structured interviews, the discussions were shortened.
- Most of the survey participants were female and resided outside of the canton of Geneva.
- The survey was first sent to acquaintances and friends as a starting push.

Nonetheless, while the number of interviews were limited, the depth of insights gained from these interviews was substantial. Quality was prioritized over quantity. Even though a lack of expertise to conduct the interviews can be observed, this experience allowed an organic conversation flow and a platform for the selected restaurants' owners to freely express their viewpoints. Another limitation for the online survey to consider was the large number of female participants living outside of the canton of Geneva. Indeed, the goal was to capture as many responses as possible from diverse genders and living within the geographical scope of this study. Since the survey was first distributed to acquaintances and friends, there may have been a bias in favour of plant-based meat consumption but the results in the designated section did not reflect such bias. Yet, their viewpoints provided valuable insights embedded in their local cultural backgrounds, offering an outsider perspective on the menu offerings of the canton of Geneva. This

diversity enriched the findings of this study and contributed to a more thorough understanding of the topic.

## 4. Results

### 4.1 Online survey – Consumer population

#### 4.1.1 Demographics

The respondents ranged from less than 18 to 55 years old and more. The total sample was 80, composed of 73% of female to 25% of male respondents with exceptions of two participants, who preferred not to say their gender (1%) or was non-binary/third gender (1%). Majority of the participants (63%) lived in another canton from Geneva for 36% in the canton of Geneva, one in the neighbouring France (1%). They were largely students (49%) or full or part-time employed (33%) (refer to Table 2).

Out of 80 participants, 5 are flexitarians (F), 64 are omnivores (O), 3 are vegans (VN) and 6 are vegetarians (VTN). Two participants did not give their diet preferences. The common age group for all food diets (except flexitarians) is the 18-24 age group. There are 22 people in this age group who are either vegan (VN), vegetarian (VTN) or omnivore (O). Regardless of age, omnivore diet dominates for both male and female participants.

**Table 2 – Food diet preferences based on age and gender**

		Flexitarian (F)	Omnivore (O)	Vegan (VN)	Vegetarian (VTN)
Gender	Age	Number			
Female	Less than 18 yrs old	–	2	–	–
	18-24 yrs old	–	18	2	2
	25-34 yrs old	1	16	1	3
	35-44 yrs old	–	2	–	–
	45-54 yrs old	–	3	–	–
	55 yrs old and more	1	6	–	–
<b>Sub-total</b>		2	47	3	5
Male	18-24 yrs old	–	4	–	–
	25-34 yrs old	1	5	–	–
	35-44 yrs old	–	1	–	–
	45-54 yrs old	–	2	–	–
	55 yrs old and more	2	4	–	–
<b>Sub-total</b>		3	16	–	–
Non-binary/third gender	25-34 yrs old	–	–	–	1
Prefer not to say	18-24 yrs old	–	1	–	–
<b>Grand Total</b>		<b>5</b>	<b>64</b>	<b>3</b>	<b>6</b>

*F=diet with a vegetarian foundation daily but allows occasional consumption of animal flesh (meat, fish, etc...); O=eat everything; VN=diet that consists solely of plant-based foods; VTN=diet that excludes red meat and white meat, offal, poultry, fish and sea food, gelatin, and rennet.*

#### 4.1.2 Main results

##### 4.1.2.1 *Participants are relatively familiar with plant-based food options but also express curiosity and environmental consciousness for PBM consumption.*

Among the 73 participants, 21 participants (29%) consider themselves slightly familiar with plant-based food options, while 24 participants (33%) rate themselves moderately familiar. 15 participants (21%) consider themselves very familiar with plant-based food options. When it comes to the reasons for considering PBM consumption, curiosity leads 22 participants (31%) out of 72 participants, closely followed by the desire of 19 participants (26%) to reduce environmental footprint. However, 20 participants (28%) expressed unwillingness to consume PBM.

##### 4.1.2.2 *Participants believe the taste and texture of PBM highly contribute to its unpopularity.*

Table 3 depicts the categorization of free associations with PBM by 73 participants. When asked about their first thoughts on PBM, most participants mentioned meat substitutes, ingredients and brands. The majority believe that the primary reasons for the unpopularity of PBM are its taste (55%) and texture (51%). Besides, they specify other factors such as skepticism, concerns, ignorance, and intolerance (23%) (refer to Table 4).

**Table 3 – Categorization of free associations with PBM**

Count	Category	Examples
50	Meat substitutes	Meat made with plants, veggie steak, patties or balls
6	Ingredients	soja, corn, tofu, Quorn, lentils, vegetable mix
6	Brands	Cornatur, Beyond Meat, Impossible Foods, V-love
2	Processes	Chemical and food processing, hyper transformed thing
1	Health	Bio
5	Negative evaluation	Don't go together, yuck, it doesn't appeal to me, not so good
1	Positive evaluation	Good substitute
2	Neutral evaluation	Nothing, I don't know

**Table 4 – Codification of opinions regarding the unpopularity of PBM**

Code	Category	Items	Percentage
1	Price	Price	45%
2	Taste	Taste	55%
3	Texture	Texture	51%
4	Ingredients	Origin of the ingredients	37%
5	Accessibility	Accessibility	19%
6	Others	Skepticism, concerns, ignorance, intolerance	23%

#### **4.1.2.3 Female students are uncertain about eating PBM in restaurants.**

Out of 36 students (49%), 13 females would be uncertain about considering eating PBM in restaurants. Among the 22 full-time or part-time employees (30%), 7 females would not consider eating PBM in restaurants. Regardless of their social situation and gender, out of 73 participants, refusal constitutes the general opinion, closely tied with a feeling of uncertainty (refer to Table 5).

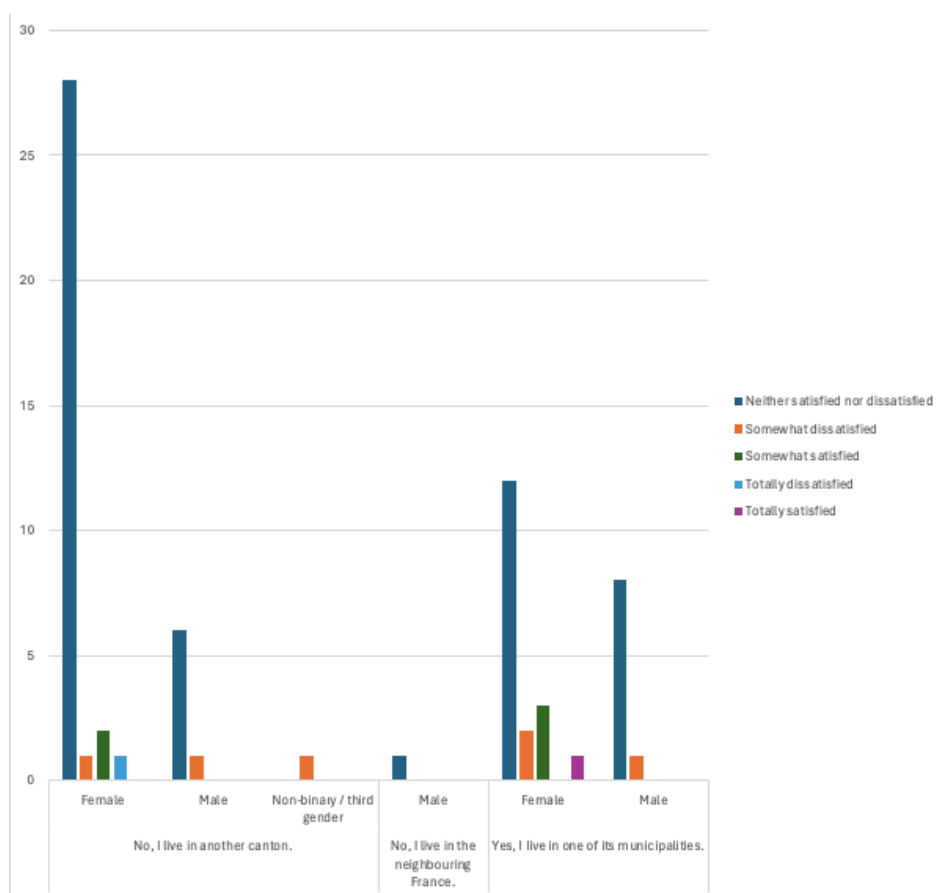
**Table 5 – Considerations of PBM in restaurants based on gender and social situation**

		I already eat PBM in restaurants.	It doesn't matter to me.	Maybe	No	Yes
Gender	Social Situation	Number				
Female	Employed full or part-time	1	1	4	7	2
Male		–	–	3	3	1
Sub-total	22	1	1	7	10	3
Female	Others	–	1	1	1	–
Male		–	–	–	1	–
Sub-total	4	–	1	1	2	–
Female	Retired	–	–	–	3	1
Male		–	–	–	1	1
Sub-total	6	–	–	–	4	2
Female	Student	3	3	13	4	5
Male		–	–	3	4	–
Non-binary/third gender		–	–	–	–	1
Sub-total	36	3	3	16	8	6
Female	Unemployed	1	1	–	–	1
Male		–	–	–	2	–
Sub-total	5	1	1	–	2	1
Grand Total	73	5	6	24	26	12

#### 4.1.2.4 *Most participants neither feel satisfied nor dissatisfied on today's PBM menu offerings in the canton of Geneva.*

Figure 8 shows that out of 68 respondents, 28 females living in another canton (41%) feel neither satisfied nor dissatisfied with the current PBM menu offerings in the canton of Geneva. Similarly, 12 females living in the canton of Geneva (18%) feel neither satisfied nor dissatisfied. We can observe the same for the males for both locals and outsiders.

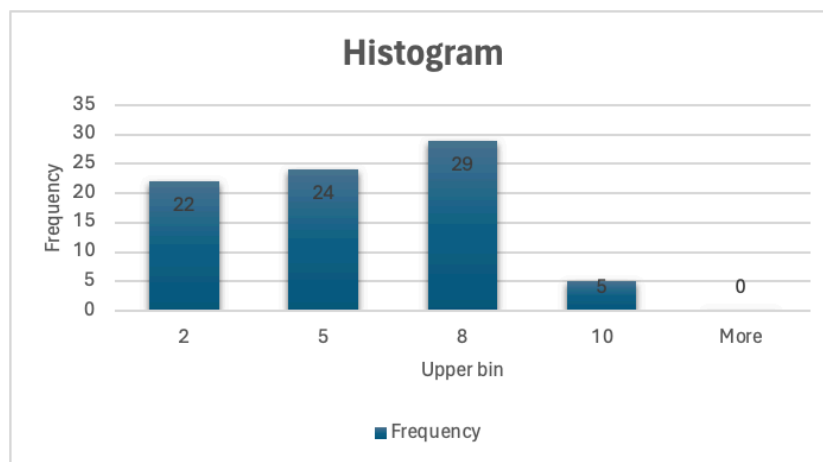
**Figure 8 – Level of satisfaction on today's PBM menu offerings based on gender and residency**



#### 4.1.2.5 *Participants believe there is a moderate possibility for PBM to become a mainstream choice in the canton of Geneva's menus.*

The average rating was 4.51 out of 10, with a median of 5 and a mode of 6, indicating a moderate level of optimism. The ratings had a standard deviation of 2.82, showing a diverse range of opinions. Figure 9 shows that 10% of respondents rated the likelihood as 0, while 90% rated it 8 or below. The most common ratings were between 3 and 8, with 29 people rating it 6 to 8. Fewer people gave extreme ratings, with 5 people giving a 10 and 22 people rating it 0 to 2.

**Figure 9 – Ratings on possibility for PBM to become a mainstream choice**



## **4.2 Semi-structured interviews – Mainstream restaurants**

### **4.2.1 Main results**

The semi-structured interviews were conducted with four restaurant owners, each offering different types of cuisine: French, Swiss, and Indonesian. Throughout the interview process, the owners revealed interesting perceptions.

To begin with, when asked about their perception of innovation in the food industry, they expressed various opinions. Indeed, Respondents A and B showed little interest, as innovation did not directly align with their *raison d'être*. In contrary, Respondents C and D were enthusiastic about new innovations, such as the integration of insects and flowers. However, Respondent C still expressed concern about clients losing the taste of foods, implying that not all innovation is beneficial:

*“There are some great innovations like that where I think, why didn't we think of this before, it could be good. And then, what I also see, which worries me more, is that people are losing the taste. And innovation doesn't necessarily mean progress.”*

Moreover, all respondents stressed the importance of aligning themselves with their clients' different dietary preferences or evolving values. Thus, they introduced vegetarian and/or vegan menu options, although they expressed discomfort when clients have significant food allergies, such as celiac disease. In that regard, Respondent D quoted:

*“So, if they're 100% celiac, I tell them we can't serve you. Food intolerances are really difficult. It's complicated. For us, it's really complicated. But we adapt.”*

Furthermore, when asked about what comes first to their minds about plant-based meat, negative connotations were implied. Respondent A preferred to stick to her classic meals with animal meat, offering tofu as meat substitution to her clientele. Nevertheless, after



trying a meat alternative once, Respondent A despised its taste and questioned its health value:

*“Once, I had something like meat, but it's not meat, so I find it a bit strange. The taste is like cardboard, so that's why I don't take it and I don't know if it's good for health either.”*

Similarly, Respondent B strongly communicated her skeptical position regarding PBM. Although she agreed on the need to reduce meat consumption, she found it strange to eat “fake meat” and hide behind something inauthentic:

*“But then, they don't need to feel like they're eating fake meat. Rather, we should eat less meat or eat more plants. How do we do it? Or we eat insects. I don't know.”*

She later admitted serving PBM as long as it tasted good:

*“Some taste better than others. So, for us, we still want it to taste good primarily. So, whether it's soy, Quorn, vegetables, or just a vegetable quiche. These are also things that can be made at home.”*

Bad taste and texture were once again factors mentioned by Respondent C, who reported finding PBM unappetizing. Respondent D followed the same sentiment, adding she found the concept confusing:

*“But when you don't eat it, there's no point in trying to find an alternative to something you don't like. I don't see the point. Personally, I don't understand.”*

Consequently, Respondents A and C are not yet considering integrating PBM on their menus due to their respective culinary positions. Respondents B and D expressed a desire to cater to as many people as possible, while they also attested a continuous demand for meat and fish from their clientele. In fact, Respondent B declared:

*“In fact, there are still a lot of requests for meat and fish. If we don't offer any meat at all, I think we would also get a lot of comments.”*

Then, all respondents unanimously cited climate concerns and the ecologist movement trend as the main drivers for the growing popularity of plant-based alternatives in the restaurant industry. Respondents C and D quoted:

*“The environmentalists. After all, plants have always existed in cooking. It's not a recent invention. Marc Veyrat made it his crusade for years and years. Before him, there were other chefs too.” – Respondent D*

*“The climate. It's very trendy. It's also very bourgeois-bohemian. In Geneva, eating vegetarian is very bourgeois-bohemian.” – Respondent C*

Furthermore, when asked about the role of restaurants in educating the consumers about the environmental benefits of eating plant-based, all respondents perceived it as a responsibility incumbent upon the industry. Particularly, Respondent B stated firmly:

*“Clearly, we have our role to play. It's us who choose our suppliers. It's us who choose what we sell. It's us who choose what we offer to consumers”.*

Additionally, Respondent C asserted:

*“But I think we need to try to make people aware of eating differently without affecting their wallets and without scaring them, you know.”*

Last but not least, the respondents described their primary benefits and challenges associated with incorporating plant-based options into their restaurants. The main benefits were acquiring a larger clientele and fostering curiosity about unfamiliar foods. In contrast, the challenges reside into the necessity to work on the foods to produce quality dishes and to accommodate accordingly.

Finally, the four respondents were encouraged to suggest recommendations about future research on the topic of PBM. Respondent C, influenced by her server, suggested a new branding strategy:

*“Actually, it should come out of the niche marketing of organic, bohemian, eco-friendly, left-voting people, you see. I would like marketing to be more present and especially, where can we buy good quality products, not necessarily industrial, the points of sale and then what is the offer actually, or new recipes.”*

Respondent D traced it back to her opinion on the root cause by stating:

*“It's a niche but being 100% in that niche is still too early. I went to Delphine's place because I knew her; we worked together and did catering together. But otherwise, this isn't Copenhagen, this isn't the Nordic countries. Europe is starting to open up and become a bit more “hipster,” vegetarian, and vegan. But it's still complicated to be 100% vegetarian or vegan.”*

## 5. Discussion

This research aims to bridge and understand the intricacy between the perception and reality of PBM integration in Geneva's mainstream menus. Consequently, this study suggests three research questions on how motivated consumers are to change their meat consumption habits, how receptive they are to PBM options in Geneva's restaurants, and how committed mainstream restaurant owners in Geneva are to including PBM in their menus.

The results indicated that overall, most people (64), with fewer participants being flexitarians (5), vegans (3), and vegetarians (6), preferred an omnivorous diet. The participants, primarily aged between 18 and 24, displayed varied levels of familiarity with plant-based options. However, the main drivers of the PBM unpopularity were taste and texture among both the survey respondents and restaurant owners. Nonetheless, the survey participants expressed curiosity and environmental concerns as primary factors to consider eating PBM. While appreciating the environmental objectives of the movement and the role restaurants play in promoting sustainable eating, restaurant owners voiced conflicting opinions about PBM, highlighting client preferences and the difficulties in implementing such options.

### 5.1 ***The perception of PBM***

In this study, participants believed that the taste and texture of PBM contribute to its unpopularity. Thus, the low sensory attractiveness may affect the broad acceptance of PBM. This aligns with Rubio, Xiang, and Kaplan's (2020) findings, which also established low sensory attractiveness as one of the biggest barriers to inclusion for PBM products. However, they also noted low familiarity as one of the potential barriers. In contrast, the survey results indicated that the participants felt relatively familiar with plant-based food options, as supported by substantial meat substitutes listed in Table 3. Therefore, it is arguable that the low familiarity argument, meaning ignorance of PBM products, may no longer hold strong, as first recorded in the Rubio, Xiang, and Kaplan's study (2020).

Additionally, it is essential to remember that most respondents are omnivorous. According to the recent study by Michel and al. (2021), omnivores have very positive attitudes toward meat and that they mainly associate meat with luxury, status, taste, and good health. Indeed, PBM was hardly ever associated with health benefits (see Table 3). Yet, Rubio, Xiang, and Kaplan (2020) cited a Stanford School of Medicine study encouraging the incorporation of PBM in diet. PBM demonstrated positive effects on

cholesterol, blood pressure and BMI when keeping dietary recommendations that support consuming less red meat and processed meat.

Moreover, price, yielding 45% of responses, appearing as an important factor for PBM unpopularity. While animal meat historically links to luxury, PBM is considered as expensive. Rubio, Xiang, and Kaplan (2020) confirmed that even if the primary sources of proteins input for novel PBM are overall cheap (pea, soy, wheat protein), the addition of taste enhancers, color additives and fats raises the price. The authors also suggested the willingness for consumers enthusiasts to spend extra money for their health. Consequently, the Swiss market adapted well to the growing demand for meat substitutes. In 2020, FOAG recorded a total amount of 117 million in retail sales of meat substitutes. Unfortunately, based on the study results, the latter suggestion may appear non-applicable.

According to the results data, the main incentives to PBM consumption are curiosity and environmental consciousness, as admitted by most participants. These findings align with the previous studies, such as Götze and Brunner (2021), affirming that consumers have been more interested in plant-based protein sources and vegan/vegetarian diets in recent years. The avoidance of animal meat consumption was justified by sustainability awareness or animal welfare. Considering this fact, environmental consciousness may be the primary reason for people to indulge into PBM consumption. The younger pool of participants (18-24 years old), mostly female and omnivorous, matched findings from the Coop study, revealing that women are more motivated to safeguard the environment than men are. This result may be due to women being more empathetic and nurturing by nature.

## **5.2 The perception of PBM in restaurants**

The consideration of PBM integration in Geneva's menus remains uncertain. Despite curiosity, most participants would not consider eating PBM; at most they are willing to try without much enthusiasm. These results acknowledge the affirmation of Jochen Pinkser, senior vice-president of the European Foodservice, who attributed the decline in PBM servings to the format of products being sold (Parravicini 2023). Importantly, the general opinion did not vary regardless of the gender and social situation. The level of wealth, given the employees hypothetically richer than others, and the price of PBM as a reason to unpopularity of PBM show a strong level of relational discrepancy. Although price ranked third, taste and texture strongly appear as the definite reasons for the participants' reluctance to choose menus incorporating PBM.

Furthermore, this uncertainty likely justifies the participants' detachment towards the current state of the PBM offerings in Geneva's menus. Surprisingly, most participants believe that there is a moderate possibility for PBM to become a mainstream choice in the canton of Geneva's menus. This slight optimism may observe the recommended strategy initiative of the state of Geneva to reduce its GHG emissions impact. The participants' outlook supports Geneva state's existing data findings on the subject: a plant-based diet, it says, has three times less of an impact on the climate than a meat-based diet (*Je mange plus souvent végétarien | Ville de Genève - Site officiel*) or it can simply be due to the climate change discussions and apparent rise of PBM products in the retail sector. Additionally, Van Vliet, Kronberg, and Provenza (2020) argue that a carefully chosen plant-based diet can provide similar amounts of protein, iron, and vitamin A at a lower carbon footprint.

### **5.3 The reality of PBM in restaurants**

All restaurant owners emphasized the importance of accommodating their clients' diverse dietary preferences and evolving values by introducing vegan/vegetarian menu options. When discussing PBM, restaurant owners generally held negative views. Although Parravicini (2023) noted considerable improvements in the quality, taste and texture of PBM compared to a few years ago, most respondents described taste and texture as unappealing and having poor taste. However, Respondent B admitted serving PBM deriving mainly from soy and Quorn in reserve of a good taste. Additionally, Parravicini's article concluded that despite the rise of flexitarians in the five biggest European countries (Germany, France, UK, Italy, and Spain), PBM has yet to gain acceptance in restaurants, although Europeans express a willingness to do so. Switzerland, particularly as indicated by the results of this study, appears to be not exempt from this observation, as depicted by the reluctance to choose PBM menu offerings in the restaurants.

Due to their culinary themes, Respondents A and C were disinclined to integrate PBM into their menus. Conversely, Respondents B and D aimed to cater to a broad audience while noting a sustained demand for meat and fish. Especially, respondent B attested a lot of requests for meat and fish and would fear backlash if meat were not offered at all. Similarly, Taufik et al. (2022) affirmed the dominance of meat consumption levels in out-of-home settings, with PBM remaining a niche product.

The inauthenticity of PBM was also linked to its health distrust. However, nutrition-wise, Rubio, Xiang, and Kaplan (2020) argue fair competition between traditional and novel

PBM and ABM in terms of fewer calories intake, less fat and sodium-free for tofu-specific (traditional) and higher protein and B12 intake for Impossible™-specific (novel).

Lastly, all respondents recognized their role in educating consumers about the environmental benefits of plant-based diet. In contrast, FOAG reported major opportunities for the Swiss agriculture to tap into the production of raw materials for PBM. Unfortunately, almost all vegetable raw materials used in the country to produce meat alternatives are imported. The collaboration with local farmers willing to produce these PBM may help restaurant owners foster excitement for their clientele. Indeed, in Europe, only the Nordic countries owns the highest density of PBM companies (Rubio, Xiang, Kaplan 2020) (see Figure 4), with other Swiss brands becoming more popular such as the B-Corp “Planted”.

#### **5.4 The discrepancies**

There is a gap between the perception and the reality of PBM in Geneva’s restaurant menus. Although PBM sparked consumer curiosity and environmental concerns, taste and texture were shown to be the primary causes of its unpopularity. This is consistent with restaurant owners’ perspectives, who typically hold negative views on PBM due to its taste and texture limitations.

Furthermore, there is also a disconnect between customers’ willingness to try PBM and their actual dining selections. While some participants express optimism about the future integration of PBM in mainstream menus, most restaurant owners are reluctant to incorporate PBM in their menu offerings due to low customer demand and skepticism. This implies that PBM’s innovation and its associations with environmental and health advantages may not be enough to overcome taste and texture barriers (low sensory attractiveness).

## 6. Conclusion

This research aimed to bridge and understand the intricacy between perception and reality of PBM from consumers' and mainstream restaurants' owners' perspectives in Geneva. Based on a mixed approach method encompassing both qualitative and quantitative data, it can be concluded that:

- Consumers are not yet ready to alter their animal meat consumption, despite showing curiosity and environmental consciousness towards PBM.
- Consumers show disengagement to the current integration of PBM in Geneva's restaurant menus.
- Geneva's mainstream restaurant owners are skeptical and reluctant to integrate PBM in their menu offerings due to low sensory attractiveness and low customer demand.

### 6.1 **Recommendations**

This study confirms several existing theories regarding factors hindering PBM's wide acceptance, mainly price and sensory appeal. It also casts doubt on the idea that familiarity is still a major barrier, pointing instead to a shift in customer awareness. To better understand the implications of these results, future studies could explore in priority, the effect of PBM menu nudges and, secondly, conduct more research on consumer preference for PBM products specifically assessing taste and texture. This could involve innovative ways to incorporate PBM into food in a way that better appeal to consumers or sensory testing various PBM products. Furthermore, the results serve as a good starting point to replicate similar studies with other novel/unfamiliar foods such as flowers, insects, or cultured meat.

### 6.2 **Limitations**

This research attempted to illustrate the gap between the perception and the reality of PBM in restaurant menus, but it also raises the question about potential solutions to make PBM more attractive beyond addressing low sensory attractiveness. Because of time and budget constraints, further field experiments, such as subtle nudges to increase the selection of PBM menu offerings, could not be explored. Nonetheless, the results show how restaurants owners' attitudes, economic variables, and consumer perceptions interact in complex ways, suggesting that a multifaceted strategy is required to improve PBM acceptance in Geneva's mainstream menus.

### ***6.3 Personal reflections***

After having completed this research study, I was surprised by the results from the younger generations. Indeed, I had expected them to identify as flexitarians or vegetarians, given the current trend towards environmental consciousness. I also thought they would be more open to try PBM in a restaurant setting, as they would save time and not bother cook at home. I enjoyed conversing with the restaurant owners, hearing about their vision for the future of food, especially regarding novel items like insects and learning about the current innovations in other places. Unfortunately, I was perplexed by their reluctance to incorporate PBMs and their seeming lack of engagement towards enhancing the taste or texture using their creative skills. Finally, these observations lead me to question the future of plant-based meat. Is it just a passing trend, as suggested by some restaurant owners? Did it gain popularity solely due to the rise in sustainability conversations, or did it gain popularity because of the pandemic?



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## **Use of Artificial Intelligence-assisted tools**

In the context of this work, the author declares having used Artificial Intelligence-assisted tools for the following purposes:

- Improvements of form (spelling, syntax, reformulation)

Mention of AI tools used: CHATGPT, Quillbot.

- Data collection and interpretation

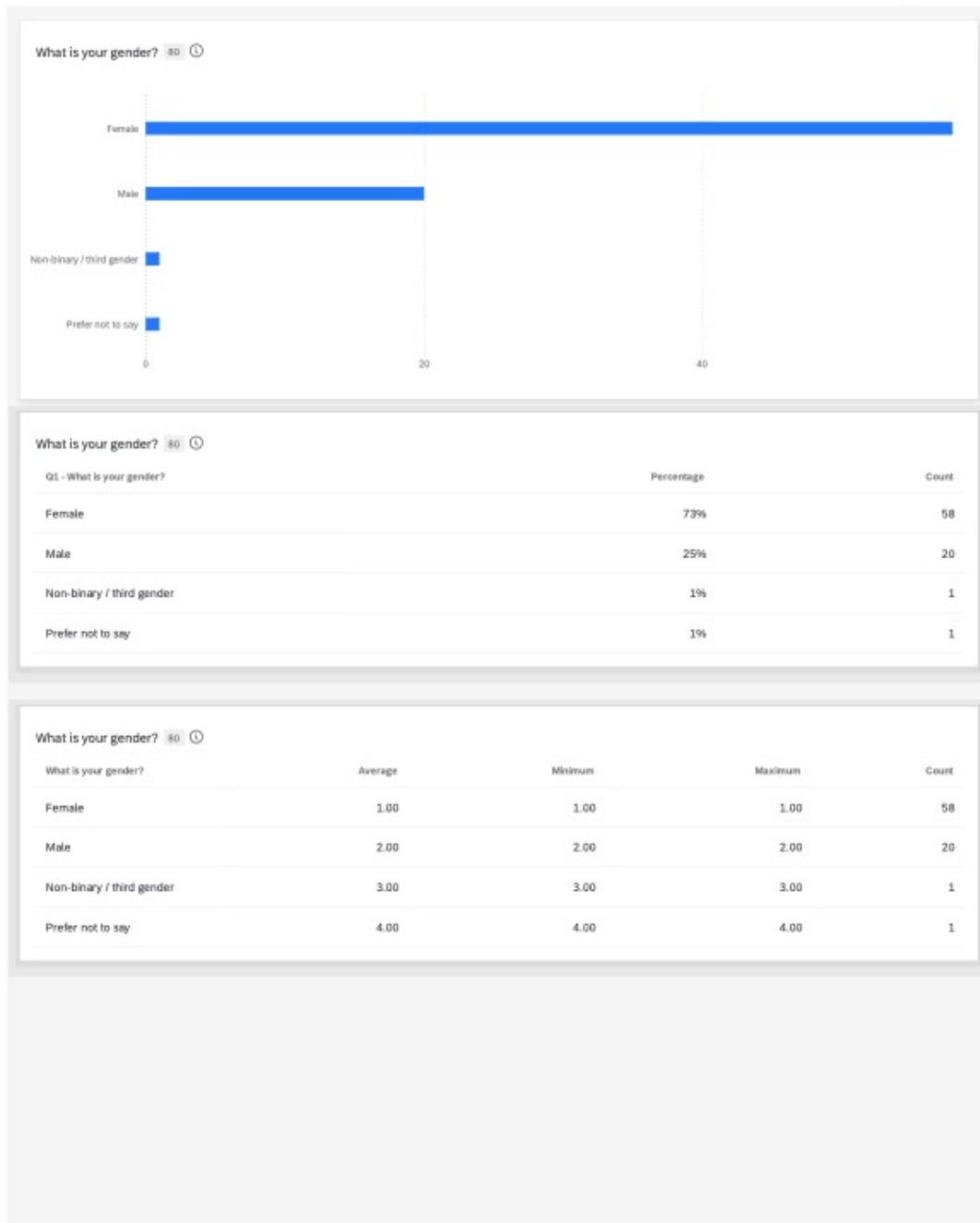
The interviews transcriptions were performed using Turboscribe AI.

## Appendix 1 – Online survey

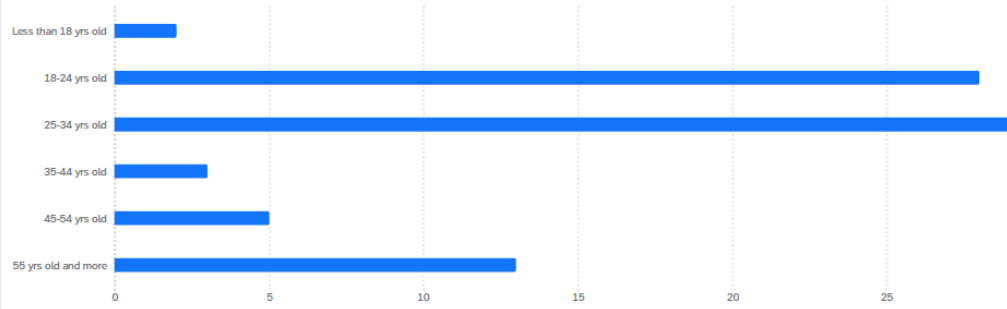
Translations were performed using Qualtrics XM (<https://www.qualtrics.com/uk/>).

### The Perception and The Reality of Plant-Based Meat Consumption in Geneva's Restaurant Industry / Page 1

Responses: 87



What is your age? 80 ⓘ

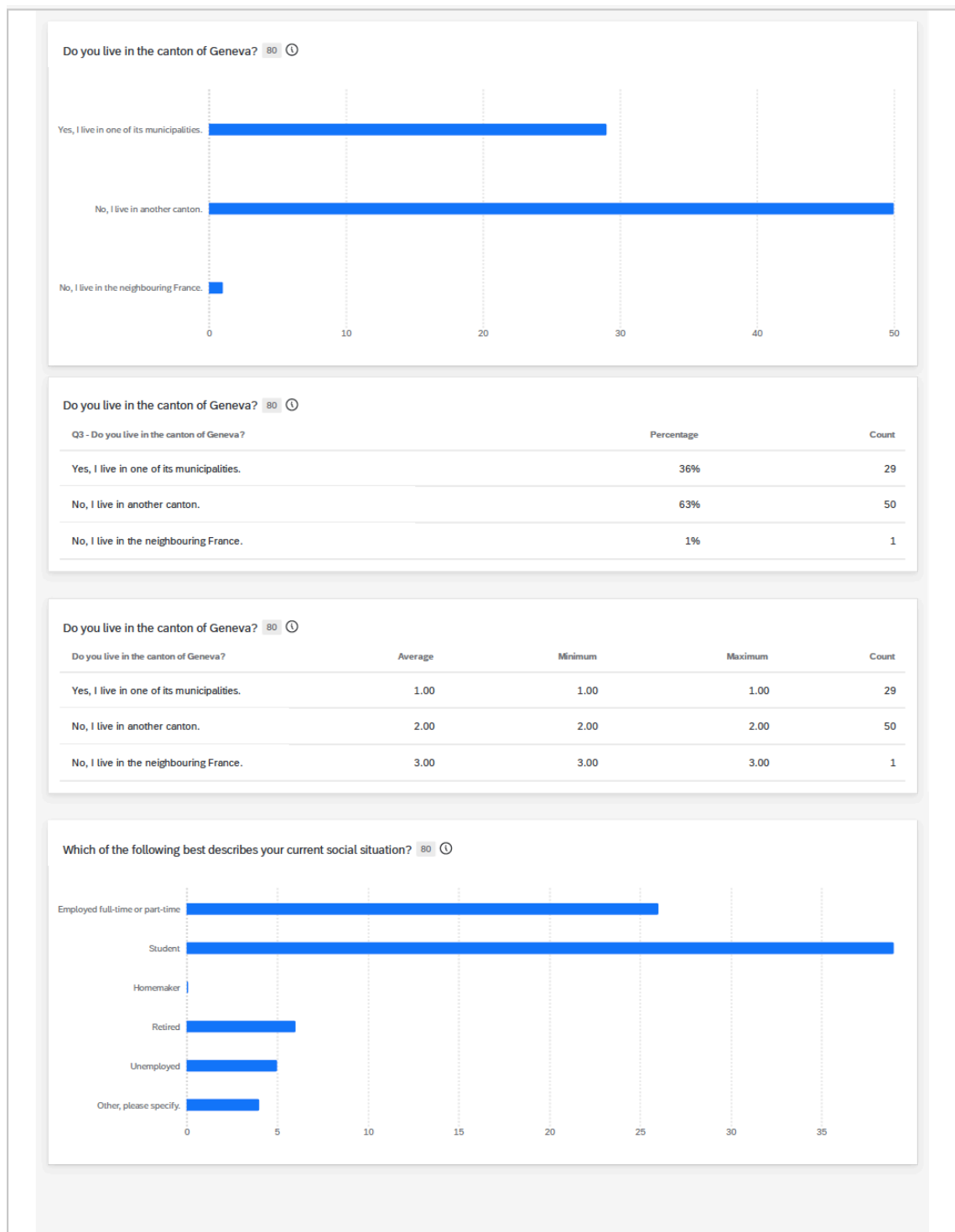


What is your age? 80 ⓘ

Q2 - What is your age?	Percentage	Count
Less than 18 yrs old	3%	2
18-24 yrs old	35%	28
25-34 yrs old	36%	29
35-44 yrs old	4%	3
45-54 yrs old	6%	5
55 yrs old and more	16%	13

What is your age? 80 ⓘ

What is your age?	Average	Minimum	Maximum	Count
Less than 18 yrs old	1.00	1.00	1.00	2
18-24 yrs old	2.00	2.00	2.00	28
25-34 yrs old	3.00	3.00	3.00	29
35-44 yrs old	4.00	4.00	4.00	3
45-54 yrs old	5.00	5.00	5.00	5
55 yrs old and more	6.00	6.00	6.00	13



Which of the following best describes your current social situation? 80 ⓘ

Q3.1 - Which of the following best describes your current social situation? -  
Selected Choice

	Percentage	Count
Employed full-time or part-time	33%	26
Student	49%	39
Homemaker	0%	0
Retired	8%	6
Unemployed	6%	5
Other, please specify.	5%	4

Which of the following best describes your current social situation? 80 ⓘ

Which of the following best describes your  
current social situation?

	Average	Minimum	Maximum	Count
Employed full-time or part-time	1.00	1.00	1.00	26
Student	2.00	2.00	2.00	39
Homemaker	-	-	-	0
Retired	4.00	4.00	4.00	6
Unemployed	5.00	5.00	5.00	5
Other, please specify.	6.00	6.00	6.00	4

Employée dans mon entreprise

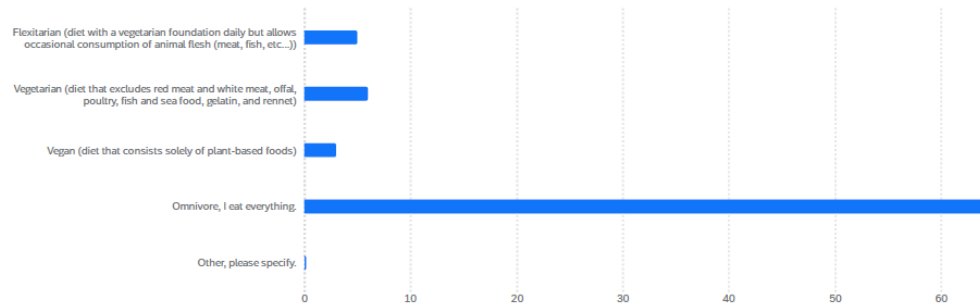
Chef entreprise

Indépendante à 100%

I am a part time student working



What food diet do you follow? 78 ⓘ



What food diet do you follow? 78 ⓘ

Q4 - What food diet do you follow? - Selected Choice	Percentage	Count
Flexitarian (diet with a vegetarian foundation daily but allows occasional consumption of animal flesh (meat, fish, etc...))	6%	5
Vegetarian (diet that excludes red meat and white meat, offal, poultry, fish and sea food, gelatin, and rennet)	8%	6
Vegan (diet that consists solely of plant-based foods)	4%	3
Omnivore, I eat everything.	82%	64
Other, please specify.	0%	0

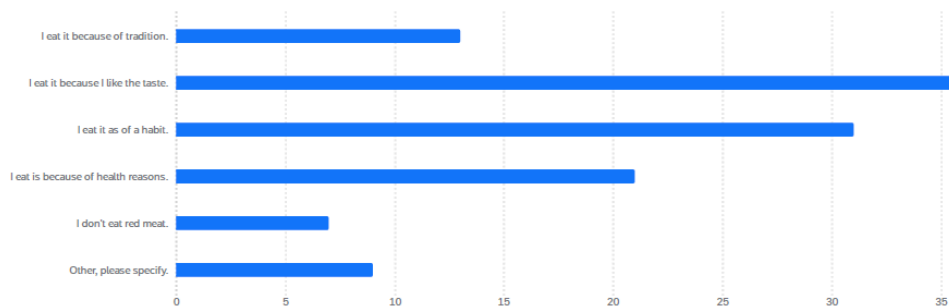
What food diet do you follow? 78 ⓘ

What food diet do you follow?	Average	Minimum	Maximum	Count
Flexitarian (diet with a vegetarian foundation daily but allows occasional consumption of animal flesh (meat, fish, etc...))	1.00	1.00	1.00	5
Vegetarian (diet that excludes red meat and white meat, offal, poultry, fish and sea food, gelatin, and rennet)	2.00	2.00	2.00	6
Vegan (diet that consists solely of plant-based foods)	3.00	3.00	3.00	3
Omnivore, I eat everything.	4.00	4.00	4.00	64
Other, please specify.	-	-	-	0

What food diet do you follow?: Other, please specify. ⓘ

No data found - your filters may be too exclusive!

Generally speaking, what is your perception on meat? Select all that apply. 77 ⓘ



Generally speaking, what is your perception on meat? Select all that apply. 77 ①

Q5 - Generally speaking, what is your perception on meat? Select all that apply. - Selected Choice	Percentage	Count
I eat it because of tradition.	17%	13
I eat it because I like the taste.	49%	38
I eat it as of a habit.	40%	31
I eat it because of health reasons.	27%	21
I don't eat red meat.	9%	7
Other, please specify.	12%	9

J'en mange très peu quand je sens que mon corps en réclame et que j'ai le budget.

I do not eat meat, as I am a vegetarian. I started with not eating red meat and now I am fully vegetarian

J'en mange surtout local/bio sinon je m'en passe

J'essaie de ne pas en manger, mais me laisse aller à en manger quand elle est de qualité

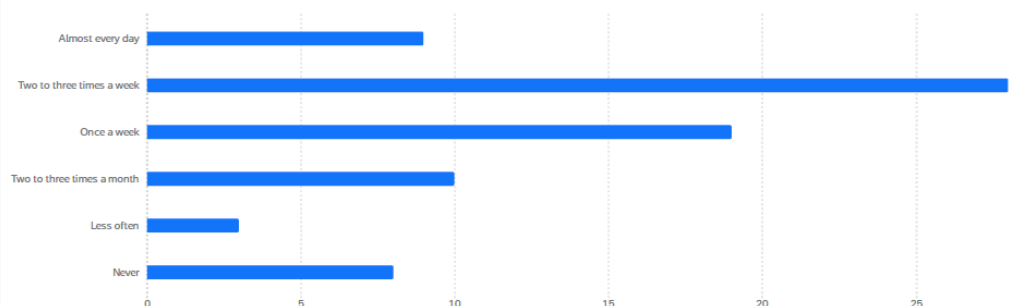
J'en mange parce que j'aime ça

I don't eat any type of meat

Je mange peu de viande, mais beaucoup de poulet

Pour toutes les raisons positives précitées

How often do you consume red meat (beef, veal, lamb, mutton, pork, goat and venison)? 77 ①



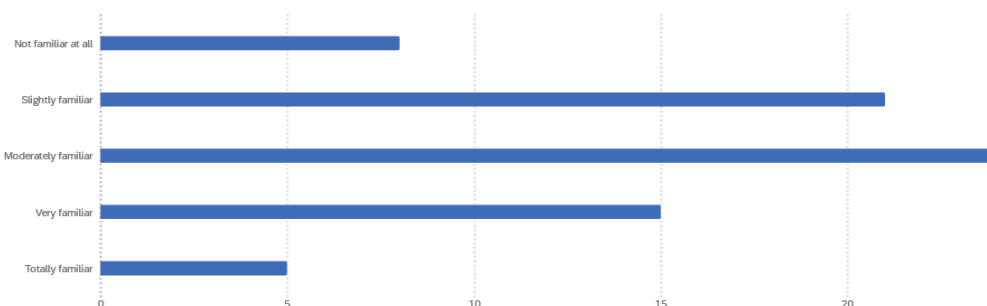
How often do you consume red meat (beef, veal, lamb, mutton, pork, goat and venison)? 77 ⓘ

Q6 - How often do you consume red meat (beef, veal, lamb, mutton, pork, goat and venison)?	Percentage	Count
Almost every day	12%	9
Two to three times a week	36%	28
Once a week	25%	19
Two to three times a month	13%	10
Less often	4%	3
Never	10%	8

How often do you consume red meat (beef, veal, lamb, mutton, pork, goat and venison)? 77 ⓘ

How often do you consume red meat (beef, veal, lamb, mutton, pork, goat and...)	Average	Minimum	Maximum	Count
Almost every day	1.00	1.00	1.00	9
Two to three times a week	2.00	2.00	2.00	28
Once a week	3.00	3.00	3.00	19
Two to three times a month	4.00	4.00	4.00	10
Less often	5.00	5.00	5.00	3
Never	6.00	6.00	6.00	8

To which degree do you feel familiar with plant-based food options? 73 ⓘ



To which degree do you feel familiar with plant-based food options? 73 ⓘ

Q7 - To which degree do you feel familiar with plant-based food options?	Percentage	Count
Not familiar at all	11%	8
Slightly familiar	29%	21
Moderately familiar	33%	24
Very familiar	21%	15
Totally familiar	7%	5

To which degree do you feel familiar with plant-based food options? 73 ⓘ

To which degree do you feel familiar with plant-based food options?	Average	Minimum	Maximum	Count
Not familiar at all	1.00	1.00	1.00	8
Slightly familiar	2.00	2.00	2.00	21
Moderately familiar	3.00	3.00	3.00	24
Very familiar	4.00	4.00	4.00	15
Totally familiar	5.00	5.00	5.00	5

Meat with plant

Pas de la vrai viande

Steak végétal quelconque

Rien

transformation alimenataire dans un but commercial

soja

bon substitut

chimique et transformer

beyond meat (the brand), vegan menu

Soja

Viande artificielle?

Au tofu

Une alternative a la vrai viande

Réplique de viande

Mixte des légumes

Rien

Steak végétarien

Un truc hypertransformé!

Steak de soja

"Meat" made with plant proteins (e.g soy, peas, chickpeas, etc)

chimique

Le corn

Alimentation industrielle

Impossible foods

De la viande sans en être.

Meat of vegetables

À des préparations à base de céréales, légumineuses, cétan..

Berk

Beyond Meat

Fausse viande

Tofu

Substitute to animal

aux nuggest végétales

un faux steak

A meat which is made by plant but has the meat's tast

Faux steack burger

Beyond meat

Beyond Burger

Bio

Steak de quom ou tofu pané

soja

À la viande de Burger King qui sont pour les végétariens ou de la viande qui ressemble à la viande qui a un peu de goût de la viande mais qui ne sont pas de base de viande mais qui sont transformés comme de la viande mais qui sont transformés à base de végétal ou de céréales

A la mal bouffe...

Maïs toffu

Quom

steak bio végétarien

Vegetarian

Steak de viande végétale faite avec mélange de soja et légumes par exemple

berck

steak made with vegetables

vegetarian nuggets

Des galettes ou boulettes

Goût de la viande mais de la viande

pas super bon

je ne sais pas

Aliment végétal dont l'objectif est d'imiter le goût et la texture de la viande.

Ça ne va pas ensemble

Produits transformés « ressemblant » à de la viande, à base de soja, céréales, etc

Une nourriture non naturelle et trafiquée

Tofu

Viande fake

Toutes les alternatives à des produits fabriqués habituellement à base de viande (steak, saucisse, saucisson, nuggets, etc), qui sont produites à base de protéines végétales, légumineuses ou légumes

Viande à base de céréales

Ça ne m'attire pas, si je veux manger végétarien je mange végétarien, les substituts ne m'intéressent pas

Comatur

Meat made with plant

Pas d'intérêt

Lentils

Soja

Touffu

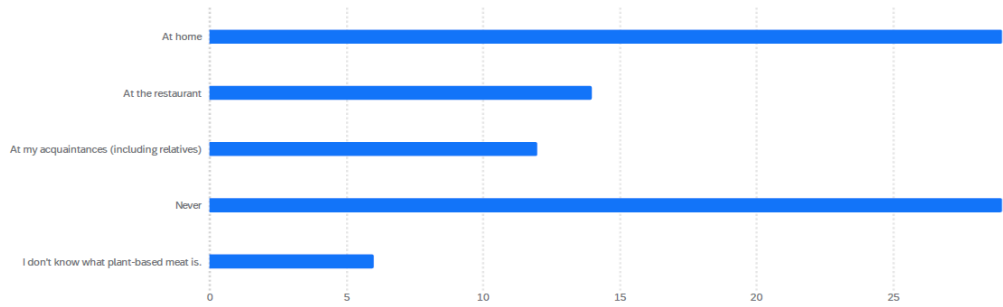
A la marque V-love de la migros et Beyond meat, ou au soja

je sais pas

lab-designed meat resembling taste and texture



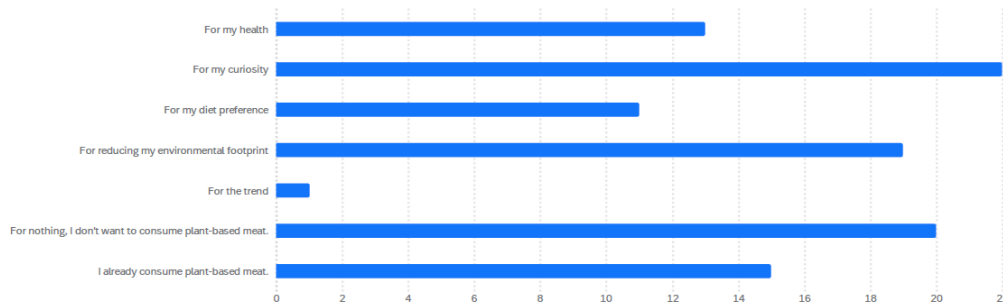
Where do you usually consume plant-based meat? Select all that apply. 73 ⓘ



Where do you usually consume plant-based meat? Select all that apply. 73 ⓘ

Q9 - Where do you usually consume plant-based meat? Select all that apply.	Percentage	Count
At home	40%	29
At the restaurant	19%	14
At my acquaintances (including relatives)	16%	12
Never	40%	29
I don't know what plant-based meat is.	8%	6

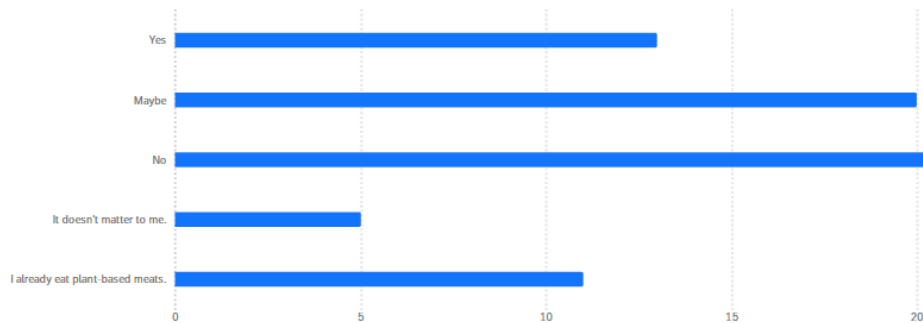
For what reasons would you consider eating plant-based meat? Select all that apply. 72 ⓘ



For what reasons would you consider eating plant-based meat? Select all that apply. 72 ⓘ

Q10 - For what reasons would you consider eating plant-based meat? Select all that apply.	Percentage	Count
For my health	18%	13
For my curiosity	31%	22
For my diet preference	15%	11
For reducing my environmental footprint	26%	19
For the trend	1%	1
For nothing, I don't want to consume plant-based meat.	28%	20
I already consume plant-based meat.	21%	15

If plant-based meat tasted the same as traditional beef, would you eat it more? 73 ⓘ



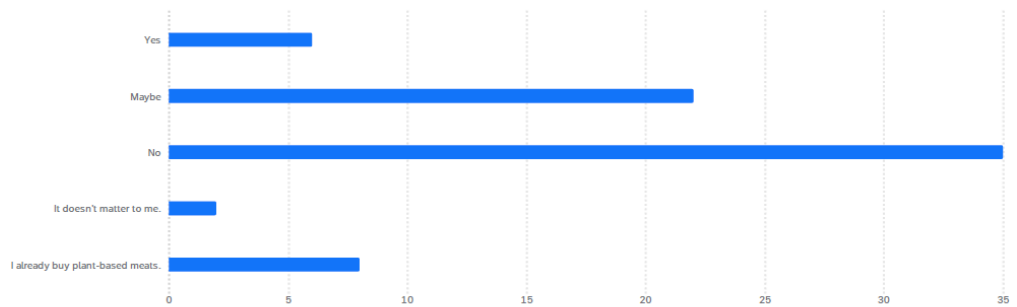
If plant-based meat tasted the same as traditional beef, would you eat it more? 73 ⓘ

Q11 - If plant-based meat tasted the same as traditional beef, would you eat it more?	Percentage	Count
Yes	18%	13
Maybe	27%	20
No	33%	24
It doesn't matter to me.	7%	5
I already eat plant-based meats.	15%	11

If plant-based meat tasted the same as traditional beef, would you eat it more? 73 ⓘ

If plant-based meat tasted the same as traditional beef, would you eat it m...	Average	Minimum	Maximum	Count
Yes	1.00	1.00	1.00	13
Maybe	2.00	2.00	2.00	20
No	3.00	3.00	3.00	24
It doesn't matter to me.	4.00	4.00	4.00	5
I already eat plant-based meats.	5.00	5.00	5.00	11

If plant-based meat cost the same as traditional beef, would you eat it more? 73 ⓘ



If plant-based meat cost the same as traditional beef, would you eat it more? 73 ⓘ

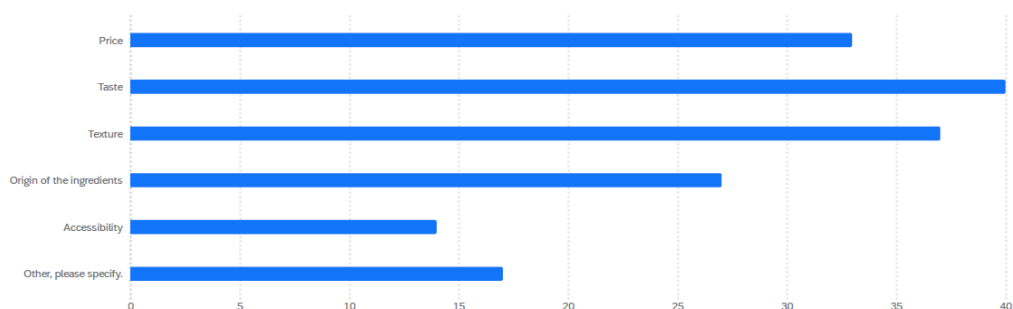
Q12 - If plant-based meat cost the same as traditional beef, would you eat it more?	Percentage	Count
Yes	8%	6
Maybe	30%	22
No	48%	35
It doesn't matter to me.	3%	2
I already buy plant-based meats.	11%	8

If plant-based meat cost the same as traditional beef, would you eat it more? 73 ⓘ

If plant-based meat cost the same as traditional beef, would you eat it mor...	Average	Minimum	Maximum	Count
Yes	1.00	1.00	1.00	6
Maybe	2.00	2.00	2.00	22

If plant-based meat cost the same as traditional beef, would you eat it mor...	Average	Minimum	Maximum	Count
No	3.00	3.00	3.00	35
It doesn't matter to me.	4.00	4.00	4.00	2
I already buy plant-based meats.	5.00	5.00	5.00	8

In your opinion, what makes plant-based meat not mainstream? Select all that apply. 73 ⓘ



In your opinion, what makes plant-based meat not mainstream? Select all that apply. 73 ⓘ

Q13 - In your opinion, what makes plant-based meat not mainstream? Select all that apply. - Selected Choice

	Percentage	Count
Price	45%	33
Taste	55%	40
Texture	51%	37
Origin of the ingredients	37%	27
Accessibility	19%	14
Other, please specify.	23%	17

Désolé d'être si « simple », mais je pense que c'est simplement que si quelqu'un veut manger de la viande il achète de la viande et s'il souhaite consommer un produit végétal il achète un produit végétal sous forme végétale traditionnelle.

beaucoup n'y croit pas à cette conception notamment dans le seul but commercial car on crée un nouveau produit.

reluctance from people (who consume meat) and them not being aware of the fact that there are plant based options that taste really similarly to traditional meat

Ecological footprint

S'éloigne trop d'un aliment simple et naturel autant ne pas manger de la viande

Surtransformation

Plat très, voire trop, élaboré, souvent produit de l'industrie agro-alimentaire

Contient souvent du gluten et je suis intolérante au gluten

Les ingrédients sont beaucoup trop transformés

L'ignorance

Je vois pas l'intérêt

Préjugés, tradition

Peut-être la dénomination, végétal ne se lie pas bien avec le mot viande

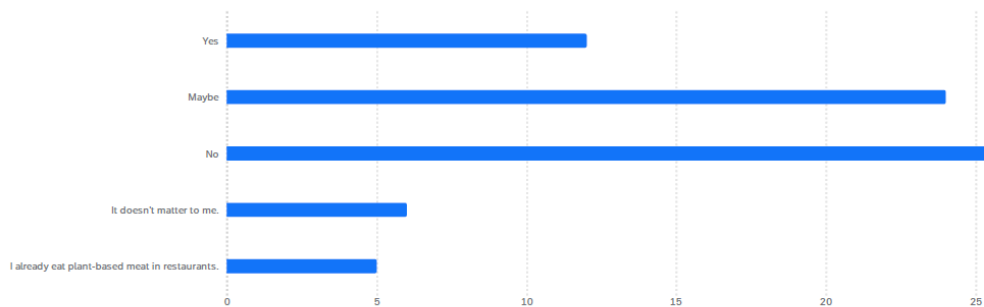
Méconnaissance et préjugés

Je ne pense pas que la viande végétale soit une solution. Manger local et moins de viande est la priorité. Je n'ai pas l'impression que ces fausses viandes qui d'ailleurs sont toujours mauvaises au goût (de mon expérience) soient particulièrement exemplaires dans leur fabrication. À mes yeux c'est une invention de l'industrie agroalimentaire pour les végétariens frustrés.

Manque de connaissances et d'informations

Tradition

Would you consider eating more plant-based meat if it was commonly proposed in restaurants? 73 ⓘ



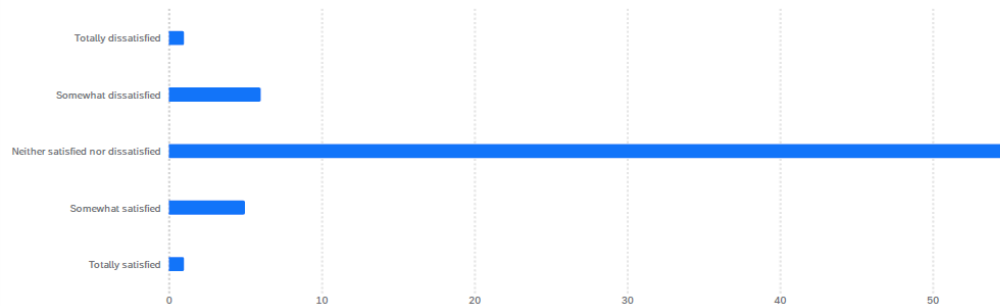
Would you consider eating more plant-based meat if it was commonly proposed in restaurants? 73 ⓘ

Q14 - Would you consider eating more plant-based meat if it was commonly proposed in restaurants?	Percentage	Count
Yes	16%	12
Maybe	33%	24
No	36%	26
It doesn't matter to me.	8%	6
I already eat plant-based meat in restaurants.	7%	5

Would you consider eating more plant-based meat if it was commonly proposed in restaurants? 73 ⓘ

Would you consider eating more plant-based meat if it was commonly proposed...	Average	Minimum	Maximum	Count
Yes	1.00	1.00	1.00	12
Maybe	2.00	2.00	2.00	24
No	3.00	3.00	3.00	26
It doesn't matter to me.	4.00	4.00	4.00	6
I already eat plant-based meat in restaurants.	5.00	5.00	5.00	5

What is your level of satisfaction with the plant-based meat options in today's restaurants menus in the canton of Geneva? 68 ⓘ



What is your level of satisfaction with the plant-based meat options in today's restaurants menus in the canton of Geneva? 68 ⓘ

Q15 - What is your level of satisfaction with the plant-based meat options in today's restaurants menus in the canton of Geneva?	Percentage	Count
Totally dissatisfied	1%	1
Somewhat dissatisfied	9%	6

Q15 - What is your level of satisfaction with the plant-based meat options in today's restaurants menus in the canton of Geneva?

Percentage

Count

Neither satisfied nor dissatisfied

81%

55

Somewhat satisfied

7%

5

Totally satisfied

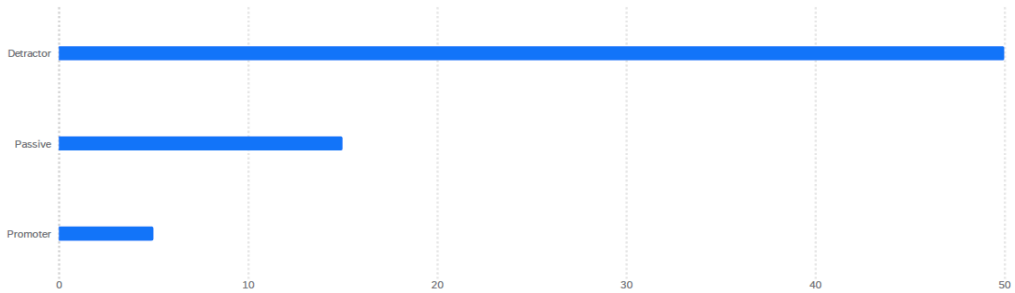
1%

1

What is your level of satisfaction with the plant-based meat options in today's restaurants menus in the canton of Geneva? 68 ⓘ

What is your level of satisfaction with the plant-based meat options in tod...	Average	Minimum	Maximum	Count
Totally dissatisfied	1.00	1.00	1.00	1
Somewhat dissatisfied	2.00	2.00	2.00	6
Neither satisfied nor dissatisfied	3.00	3.00	3.00	55
Somewhat satisfied	4.00	4.00	4.00	5
Totally satisfied	5.00	5.00	5.00	1

On a scale of 1 to 10, in your opinion, how much potential there is for plant-based meat to become a mainstream choice for restaurant menus in the canton of Geneva? 70 ⓘ



On a scale of 1 to 10, in your opinion, how much potential there is for plant-based meat to become a mainstream choice for restaurant menus in the canton of Geneva? 70 ⓘ

Q16_NPS_GROUP - On a scale of 1 to 10, in your opinion, how much potential there is for plant-based meat to become a mainstream choice for restaurant menus in the canton of Geneva? - Group	Percentage	Count
Detractor	71%	50
Passive	21%	15
Promoter	7%	5



## Appendix 2 – Interviews of mainstream restaurants

The four respondents are French-speakers, and the interviews and mails were conducted and sent in French. The interviews transcriptions were validated and reviewed by the supervisor. Initially, translations were performed using CHATGPT, an AI tool. (<https://chat.openai.com/>).

### Mail template

<b>Objet : Invitation – Projet Thèse de Bachelor</b>
<p>Cher/Chère (Nom du Propriétaire du Restaurant ou Nom du Restaurant),</p> <p>Je m'appelle Isabelle Mabiala, une étudiante en 4ème année en International Business Management à l'HEG avec une expérience professionnelle dans le domaine de la restauration. Pour ma thèse de Bachelor, je mène des recherches sur la perception et la réalité autour du thème de l'innovation alimentaire dans l'industrie culinaire.</p> <p>Je vous contacte pour vous demander aimablement de participer à une brève entrevue concernant vos points de vue et opinions sur le sujet. Votre contribution précieuse enrichira considérablement la profondeur et l'étendue de mes recherches.</p> <p>Soyez assuré que le processus d'entrevue sera à la fois organique et confidentiel. Vous n'aurez pas besoin de préparer quoi que ce soit à l'avance et il n'y a pas de bonnes ou mauvaises réponses. La session entière devrait prendre 15-30 mins. À titre de preuve d'authenticité et à des fins de transcription, notre session sera enregistrée numériquement. Toutes vos réponses resteront strictement confidentielles (conformément au protocole et aux exigences de notre université) et ne seront utilisées qu'à des fins académiques.</p> <p>En ce qui concerne vos références, je serais ravi de vous fournir mon bref résumé exécutif après l'achèvement de ma thèse de Bachelor.</p> <p>Votre temps et votre contribution seraient grandement appréciés.</p> <p>Veuillez me faire savoir si vous êtes disponible pour une entrevue dès que possible.</p> <p>Cordialement,</p> <p>Isabelle Mabiala XXX XXX XX XX Université des Sciences Appliquées Genève HES-SO</p>

**Subject: Invitation – Bachelor Thesis Project**

Dear (Restaurant Owner's Name or Restaurant's Name),

I am Isabelle Mabiala, a fourth-year student at HEG in International Business Management with a work background in restauration myself. For my bachelor's thesis, I am conducting research around the perception and the reality around the topic of food innovation in the culinary industry.

I am reaching out to kindly request your participation in a brief interview regarding your insights and opinions on the subject matter. Your valuable input will contribute significantly to the depth and breadth of my research.

Rest assured that the interview process will be both organic and confidential. You will not be required to prepare anything in advance and there are no right or wrong answers. The entire session is expected to take 15-30 mins. As proof of authenticity and transcription purposes, our session will be digitally recorded. All your responses will be kept strictly confidential (as per our university protocol and requirements), and only be used solely for academic purposes.

Regarding your credentials, I will be pleased to provide you with my concise executive summary after my completion of my Bachelor thesis.

Your time and contribution would be immensely appreciated.

Please let me know if you are available for an interview at your earliest convenience.

Warm regards,

Isabelle Mabiala  
XXX XXX XX XX  
University of Applied Sciences Geneva HES-SO

## Interview guide

The interview guide was divided into two parts: the key questions and the sub-questions.

### Part one: key questions

Code	Question	Translation
QP03	<i>Comment percevez-vous le rôle de l'innovation dans l'industrie alimentaire, notamment en ce qui concerne les préférences alimentaires ? (ex. imprimante 3D, viandes alternatives, ...)</i>	How do you perceive the role of innovation in the food industry, especially in relation to dietary preferences? (e.g., 3D printing, meat alternatives, ...)
QP04	<i>A votre avis, quelle est l'importance pour les restaurants de s'aligner sur les valeurs évolutives des consommateurs ?</i>	In your opinion, how important it is for restaurants to align with evolving consumer values?
QP06	<i>Comment interprétez-vous l'évolution des attitudes des consommateurs à l'égard des alternatives à base de plantes ?</i>	How do you interpret changing consumer attitudes towards plant-based alternatives?
QP07	<i>Si je vous dis 'viande à base de plantes', à quoi pensez-vous en premier ?</i>	If I say to you 'plant-based meat', what comes to your mind first?
QP09	<i>Envisageriez-vous d'intégrer des options de viande à base de plantes dans votre menu, pourquoi ou pourquoi pas ?</i>	Would you consider integrating in your menu more plant-based meat options, why or why not?

### Part two: sub-questions

Code	Question	Translation
QP01	<i>Racontez-moi le concept et le thème de votre restaurant ?</i>	Can you share a bit about the concept and theme of your restaurant?
QP02	<i>Racontez-moi un peu votre parcours et vos débuts dans l'industrie de la restauration ?</i>	Can you share a bit of your background and beginnings in the restaurant industry?
QP05	<i>En tant que propriétaire de restaurant, comment abordez-vous la satisfaction des différentes préférences alimentaires, y compris les choix végétaliens et végétariens ?</i>	As a restaurant owner, how do you approach catering to different dietary preferences, including vegan and vegetarian choices?
QP08	<i>Vos perceptions des options à base de plantes ont-elles évolué avec le temps, et si oui de quelle manière ?</i>	Have your perceptions of plant-based options evolved over time, and if so, in what ways?
QP10	<i>D'après votre expérience, que pensez-vous qui stimule la popularité croissante des alternatives à base de plantes dans l'industrie de la restauration ?</i>	From your experience, what do you believe drives the growing popularity of plant-based alternatives in the restaurant industry?
QP11	<i>Avez-vous rencontré des résistances ou des scepticismes de la part des clients ou du personnel concernant les plats à bases de plantes ?</i>	Have you encountered any resistance or skepticism from customers or staff regarding plant-based menu items?
QP12	<i>Voyez-vous une corrélation entre l'offre d'options à base de plantes et la réduction environnementale dans les opérations de votre restaurant ?</i>	Do you see a correlation between offering plant-based options and reducing environmental impact in your restaurant operations?

QP13	<i>Quel rôle pensez-vous que les restaurants jouent dans l'éducation des consommateurs sur les avantages environnementaux de l'alimentation à base de plantes ?</i>	What role do you think restaurants play in educating consumers about the environmental benefits of plant-based eating?
QP14	<i>Comment percevez-vous l'importance stratégique d'offrir des options à base de plantes pour rester compétitif et répondre aux demandes des clients ?</i>	How do you perceive the strategic importance of offering plant-based options in staying competitive and meeting customer demands?
QP15	<i>Quels défis, le cas échéant, avez-vous rencontrés dans l'intégration de plats à base de plantes dans votre menu ou votre modèle commercial ?</i>	What challenges, if any, have you encountered in integrating plant-based items into your menu or business model?
QP16	<i>Dans l'ensemble, quels sont, selon vous, les principaux avantages et défis associés à l'intégration d'options à base de plantes dans votre restaurant ?</i>	Overall, what do you perceive as the primary benefits and challenges associated with incorporating plant-based options into your restaurant?

## Interview transcription – Respondent A

Code	Questions & Responses	Translation
	Voilà, donc parfait, alors je vais commencer, tout d'abord, est ce que vous pourriez un petit peu m'expliquer le thème, le concept de votre restaurant, et un peu votre parcours, vos débuts dans la restauration ?	<i>So, perfect, then I'll start, first of all, could you explain a little bit about the theme, the concept of your restaurant, and a bit about your background, your beginnings in the restaurant industry?</i>
QP01A	On voulait présenter les repas indonésiens, parce que je vois ici, il n'y a pas encore de restaurant indonésien. Et puis, bon, il y a beaucoup de restaurants asiatiques, chinois, japonais, thaï, c'est vraiment connu, mais pas indonésien, alors c'est ça. Le thème c'est juste pour présenter les repas indonésiens.	<i>We wanted to showcase Indonesian cuisine because I noticed there isn't an Indonesian restaurant here yet. Well, there are plenty of Asian restaurants, Chinese, Japanese, Thai, which are well-known, but not Indonesian, so that's it. The theme is simply to present Indonesian meals.</i>
	D'accord, ok. Et puis, est-ce que vous pourriez me raconter un petit peu votre parcours, vos débuts dans l'industrie de la restauration ? Est-ce que vous avez toujours travaillé dans la restauration ?	<i>Alright, sure. And could you tell me a bit about your journey, your beginnings in the restaurant industry? Have you always worked in the restaurant field?"</i>
QP02A	Avant c'était juste faire un petit traiteur, des fois je fais aussi des stands, là où il y a la fête. Je fais aussi un peu de catering, s'il y a des anniversaires. Les mariages, je fais aussi.	<i>Before, it was just doing a small catering service, sometimes I also set up stands at events. I also do a bit of catering for birthdays. I also cater weddings.</i>
	Ok, d'accord. Et puis, comment vous percevez, vous, le rôle de l'innovation dans l'industrie alimentaire ? Est-ce que ça vous parle ? Où c'est quelque chose qui ne vous dit rien du tout ?	<i>Okay, got it. And how do you perceive the role of innovation in the food industry? Does it resonate with you, or is it something that doesn't interest you at all?</i>
QP03A	Non.	<i>No.</i>
	Parce que par exemple, quand on parle de l'innovation alimentaire, il y a par exemple l'imprimante 3D. Donc en fait, ils peuvent créer des fois des viandes. Ou des fois ce qu'ils font aussi c'est de la viande fait en laboratoire, vous savez. Donc ce genre d'innovation, est-ce que vous en avez déjà entendu parler ?	<i>Because, for example, when we talk about food innovation, there's, for instance, the 3D printer. So basically, they can sometimes create meats. Or sometimes what they also do is lab-grown meat, you know. So, this kind of innovation, have you heard about it before?</i>
QP03A	Non, pas vraiment. Je veux vraiment faire du classique.	<i>No, not really. I really want to stick to the classics.</i>
	Et puis, à votre avis, quelle est l'importance pour les restaurants de s'aligner sur les valeurs évolutives des consommateurs ? Au niveau de leurs préférences alimentaires aussi. Est-ce que pour vous c'est important ?	<i>And then, in your opinion, how important is it for restaurants to align with the evolving values of consumers? Especially regarding their dietary preferences. Is it important to you?</i>
QP04A	Oui, c'est vraiment important. Surtout pour les produits locaux comme les légumes. On prend les légumes locaux de saison des fois. Mais pour les épices, bien sûr que je prends quand même. Parce que c'est indonésien, je prends les épices de loin, comme thaïs et Indonésie. Les légumes généraux, je prends les locaux,	<i>Yes, it's really important. Especially for local products like vegetables. We sometimes use seasonal local vegetables. But for spices, of course, I still use them. Because it's Indonesian, I use spices from afar, like Thai and Indonesian. General vegetables, I take the local ones from Geneva.</i>

	de Genève.	
	Alors vous achetez les produits locaux, donc tout ce qui est légume au marché. Et au niveau des épices thaïes et indonésiennes, est-ce que vous arrivez à les trouver ici ? Vous les faites venir de ?	<i>So, you buy local products, like vegetables, at the market. And as for Thai and Indonesian spices, do you manage to find them here? Do you have them imported from elsewhere?</i>
	Non, non pas trop indonésiennes. C'est trop cher. Pour ça, ben je cherche là où il y a le marché, par exemple. Parce que des fois, il y a aussi les épices comme citronnelle, gingembre, piment, c'est ça. Et je prends depuis l'étranger.	<i>No, not really Indonesian ones. They're too expensive. For that, well, I look where there's a market, for example. Because sometimes, there are spices like lemongrass, ginger, chili, things like that. And I get those from abroad.</i>
	C'est important pour vous ce que les gens recherchent aussi, leurs préférences alimentaires ? Comment interprétez-vous l'évolution des attitudes des consommateurs à l'égard de tout ce qui est végétal, végétarien ? Est-ce que vous en prenez compte dans votre menu par exemple ?	<i>Is it important to you what people are looking for, their dietary preferences? How do you interpret the evolving attitudes of consumers towards everything plant-based, vegetarian? Do you take that into account in your menu, for example?</i>
QP06A	Oui, je fais des menus normaux, et puis il y a aussi végétariens, même végétans. Parce qu'on a aussi le tofu. Des fois des personnes ont des réactions allergiques. Mais il y a aussi beaucoup de gens qui prennent le tofu. Comme le tempeh, maintenant c'est le nouveau menu pour végétarien ou végétan, oui.	<i>Yes, I offer regular menus, and there are also vegetarian and even vegan options. Because we also have tofu. Sometimes people have allergic reactions. But there are also many people who choose tofu. Like tempeh, now it's the new menu for vegetarians or vegans, yes.</i>
	Vous intégrez du tofu, d'accord ok. Si je vous dis « viande à base de plantes » à quoi pensez-vous en premier ?	<i>You incorporate tofu, okay. If I say 'plant-based meat,' what comes to your mind first?</i>
QP07A	Je ne comprends pas vraiment. Mais je prends de la viande suisse. Viande de bœuf.	<i>I don't really understand. But I use Swiss meat. Beef.</i>
	Envisageriez-vous d'intégrer des options de viande à base de plantes dans votre menu, donc viande à base de plantes, on entend tout ce qui est fait également à base de soja, Vous voyez, ces types de viandes.	<i>Would you consider integrating plant-based meat options into your menu, so plant-based meat, which also includes anything made from soy, You see, those kinds of meats.</i>
QP09A	Ah, non. Je ne fais pas pour le moment.	<i>Ah, no. I don't do it at the moment.</i>
	Est-ce que vous envisagez de le faire dans le futur ?	<i>Are you considering doing it in the future?</i>
	Non, je reste avec tofu, le tofu classique ou quelque chose à base de soja ou légume. Je fais végétarien.	<i>No, I stick with tofu, classic tofu or something made from soy or vegetables. I do vegetarian.</i>
	D'après votre expérience, que pensez-vous qui stimule la popularité croissante des alternatives à base de plantes, ou les végétariens ? C'est une mode, je ne sais pas si vous avez remarqué, où tout le monde veut manger végétarien, végétalien. Pourquoi est-ce que vous pensez que c'est quelque chose qui se fait de plus en plus ?	<i>From your experience, what do you think drives the increasing popularity of plant-based alternatives or the vegetarians? It's a trend, I don't know if you've noticed, where everyone wants to eat vegetarian, vegan. Why do you think it's something that is becoming more prevalent?</i>

QP10A	Oui, parce que beaucoup de gens deviennent végétariens, qui mangent veggie. C'est pourquoi je prépare aussi des menus végétariens.	<i>Yes, because many people are becoming vegetarians, eating veggie. That's why I also prepare vegetarian menus.</i>
	Est-ce qu'avec votre équipe, vous avez rencontré des résistances, est-ce que les gens ne sont pas trop pour intégrer des plats à bases de plantes dans votre restaurant ? Les serveurs, serveuses, ou les personnes qui cuisinent chez vous. Quel est votre avis par rapport à ça ? Est-ce que votre équipe vous a fait des commentaires ? Par exemple, « je n'ai pas envie de faire ça » ou « ça ne s'aligne pas avec des plats indonésiens » Ou vous voulez faire classique ?	<i>Have you encountered resistance within your team? Are people not too keen on incorporating plant-based dishes into your restaurant? The servers, cooks, or the people who cook for you. What is your opinion on this? Has your team given you any feedback? For example, "I don't want to do that" or "It doesn't align with Indonesian dishes" Or do you want to stick to classics ?</i>
QP11A	Non, pour le moment on ne dit rien. Je ne sais pas, peut-être qu'on trouvera une viande végétarienne, quelque chose comme ça. Ça dépend aussi c'est quoi, c'est fait à base de quoi. Est-ce que c'est bon ? Est-ce que c'est bien pour la santé ? Mais, je vois aussi à la Coop, à la Migros, il y a de la viande végétarienne, n'est-ce pas ? Mais je n'ai jamais appris ce qu'il y a dedans, je ne connais pas vraiment.  Une fois, j'avais pris quelque chose comme une viande, mais ce n'est pas de la viande, alors je trouve ça un peu bizarre. Le goût est comme du carton, alors c'est pour ça que je ne prends pas et je ne sais pas si c'est bien pour la santé aussi. Bon en tout cas, je n'ai pas vraiment cherché, parce qu'avec la restauration, vous savez, je suis toujours occupée, il y a toujours quelque chose à s'occuper. Alors pour l'instant je n'ai pas cherché de menus avec les viandes végétariennes.	<i>No, at the moment we don't say anything. I don't know, maybe we'll find a vegetarian meat, something like that. It also depends on what it's made of. Is it good? Is it healthy? But I also see at Coop, at Migros, there is vegetarian meat, right? But I never learned what's in it, I don't really know.  Once, I had something like meat, but it's not meat, so I find it a bit strange. The taste is like cardboard, so that's why I don't take it and I don't know if it's good for health either. Well anyway, I haven't really looked into it, because with the restaurant, you know, I'm always busy, there's always something to take care of. So for now, I haven't looked into menus with vegetarian meats.</i>
	Mais, comme vous dites, vous avez vu ça, à la Coop. Vous voyez que ça se vend, mais ce que j'ai retenu en tout cas, c'est tout ce qui est de l'origine des ingrédients. Ça ne vous dit rien, parce que vous ne savez pas d'où ça vient.	<i>But, as you say, you've seen it at Coop. You see that it sells, but what I've remembered in any case is all about the origin of the ingredients. It doesn't tell you anything, because you don't know where it comes from.</i>
	Oui.	<i>Yes.</i>
	Quel rôle pensez-vous que les restaurants jouent dans l'éducation des consommateurs sur les avantages environnementaux de l'alimentation à base de plantes ? Est-ce que vous pensez que les restaurants devraient plus s'impliquer, en règle générale ? Ou alors que les consommateurs ?	<i>What role do you think restaurants play in educating consumers about the environmental benefits of plant-based eating? Do you think restaurants should be more involved, generally speaking? Or is it more up to the consumers?</i>
QP13A	Je crois qu'il faut être ensemble.	<i>I believe we should be together. How to</i>

	Comment expliquer. Moi ou le consommateur. Ça m'intéresse aussi.	<i>explain it. Me or the consumer. It interests me too.</i>
	Vous disiez que vous preniez des légumes locaux. Votre empreinte écologique est aussi concernée, vu que vous achetez des produits locaux de Genève. Ça vous est cher, donc vous voulez quand même fournir des efforts, si j'ai bien compris.	<i>You mentioned that you use local vegetables. Your ecological footprint is also a concern since you buy local products from Geneva. It's important to you, so you still want to make efforts, if I understand correctly.</i>
	Oui. Mon mari est suisse aussi. Et utiliser des produits le plus naturel possible.	<i>Yes. My husband is Swiss too. And using products as natural as possible.</i>
	Est-ce que vos perceptions des options à base de plantes ont évolué avec le temps ? Ou cela a évolué parce que vous avez vu ça dans les magasins ? Est-ce que votre vision de ces viandes-là a évolué ?	<i>Has your perception of plant-based options evolved over time? Or has it evolved because you've seen them in store? Has your view of these meats evolved?</i>
	Non, pour le moment je n'ai pas encore des idées. Je vais garder les classiques comme ça.	<i>No, for now, I don't have any ideas yet. I'll stick with the classics like this.</i>
	Comment percevez-vous l'importance stratégique d'offrir des options à base de plantes pour rester compétitif et répondre aux demandes des clients ? Est-ce que vous recevez même des demandes de vos clients pour que le menu soit plus végétarien ?	<i>How do you perceive the strategic importance of offering plant-based options in staying competitive and meeting customer demands? Do you even receive requests from your customers for the menu to be more vegetarian?</i>
QP14A	Non, parce qu'on a écrit, on peut faire végétarien ou végan ou normal.	<i>No, because we have written, we can do vegetarian, vegan or regular.</i>
	Est-ce que vous pensez que ces menus se vendent beaucoup plus facilement ?	<i>Do you think these menus sell much more easily?</i>
	Non, ça se vend assez peu.	<i>No, it sells quite little.</i>
	Dans l'ensemble, quels sont, selon vous, les principaux avantages et défis associés à l'intégration d'options à base de plantes dans votre restaurant ?	<i>Overall, what do you perceive as the primary benefits and challenges associated with incorporating plant-based options into your restaurant?</i>
QP16A	Oui bien sûr, quelque chose qui vient de l'étranger, tout ça, pour moi ce n'est peut-être pas nature-nature. Même les conservateurs, je ne sais pas. Peut-être les gingembres ça va, je ne sais pas. Parce que même les gingembres sont trop gros, alors que normalement, naturellement, ils sont petits.	<i>Yes, of course, something that comes from abroad, all that, to me, maybe it's not so natural. Even the preservatives, I don't know. Maybe ginger is okay, I'm not sure. Because even the ginger is too big, when normally, naturally, they are small.</i>
	Eh bien, écoutez, j'ai terminé avec mes questions, du coup ça a été très rapide. Aussi, je pense que la raison pour laquelle ça a été rapide est que vous cherchez quand même avoir des produits locaux, parce que ça vous intéresse aussi, mais vous voulez vraiment rester dans le schéma classique et offrir des plats authentiques qui viennent d'Indonésie. Ça ne vous intéresse pas forcément de prendre ces viandes ou ces produits à base de soja ou tout ce qui est comme des galettes. Dites-moi si je me trompe.	<i>Well, listen, I'm done with my questions, so it's been very quick. Also, I think the reason it's been quick is that you still seek to have local products because that interests you too, but you really want to stick to the classic scheme and offer authentic dishes that come from Indonesia. You're not necessarily interested in taking these meats or soy-based products or anything like patties. Correct me if I'm wrong.</i>
	Oui, c'est ça. Pour le moment, on fait de la cuisine classique avec viande, poulet, tout	<i>Yes, that's right. At the moment, we do classic cuisine with meat, chicken, all that,</i>



	ça, et les légumes locaux.	<i>and local vegetables.</i>
	Y a-t-il autre chose que vous aimeriez ajouter ?	<i>Is there anything more you would like to add?</i>
QP17A	C'est tout bon.	<i>That's all good.</i>
	Je vous remercie d'avoir participer à cette interview et pour toutes vos réponses.	<i>Thank you for participating in this interview and for all your answers.</i>

## Interview transcription – Respondent B

The respondent B preferred to be addressed informally.

Code	Questions & Responses	Translation
	Parfait, alors on commence, j'ai une première question pour toi, est-ce que tu pourrais me raconter d'abord un peu le thème et le concept de la buvette?	<i>Perfect, so let's begin. I have a first question for you: could you first tell me a bit about the theme and concept of the bar?</i>
QP01B	<p>Alors, c'est vraiment une buvette de plage, mais qui fait de la restauration, et c'est assez particulier parce qu'on fonctionne comme personne, comme aucun autre restaurant, comme aucune autre buvette. Puis, il y a tellement de choses à dire. Ben, on a l'hiver et l'été parce qu'on est très tributaire du temps.</p> <p>En hiver, on a la disposition qui est là, donc il y a le sauna, puis il y a aussi la cabane à fondue qui est fermée et chauffée pour que les gens puissent manger à l'intérieur. Et en été, on enlève tout et c'est que des espaces en plein air avec des couverts des deux côtés si jamais il pleut. Il y a moins d'espace quand même pour manger. Et forcément, on fait la fondue toute l'année, mais on en fait moins en été qu'en hiver. La carte de visite, c'est quand même le plat du jour à midi qui est toujours très très frais et qui change toujours. C'est hyper sain.</p> <p>Et puis, en fait, une des grandes valeurs qui est traitée sur le site, autant à la retourne pour le sauna et les entrées que pour nous, le restaurant, c'est d'avoir des prix le plus populaires possible, de rester le plus bas possible. Avec l'inflation, on a quand même dû augmenter pas mal de trucs, mais on essaye toujours d'avoir une fourchette de prix pour que tout le monde puisse avoir accès à la nourriture et que tout le monde puisse venir boire un verre ou manger. Des prix qui soient plus élevés, mais toujours avoir des prix assez bas pour que tout le monde puisse venir. Ça, c'est vraiment une priorité.</p>	<p><i>So, it's really a beach bar, but one that also serves food, and it's quite unique because we operate differently from anyone else, unlike any other restaurant, unlike any other beach bar. And there's so much to say. Well, we have both winter and summer because we are very weather-dependent.</i></p> <p><i>In winter, we have the layout as it is, so there's the sauna, and there's also the fondue hut which is closed and heated so that people can eat inside. And in summer, we remove everything and it's all outdoor spaces with covers on both sides in case it rains. There's less space for dining though. And of course, we serve fondue all year round, but we serve less in summer than in winter. The flagship, however, is still the daily special at noon, which is always very fresh and always changing. It's super healthy.</i></p> <p><i>And then, in fact, one of the main values that is emphasized on the site, both for the sauna and the entrances as for us, the restaurant, is to have prices as popular as possible, to remain as low as possible. With inflation, we still had to increase quite a few things, but we always try to have a price range so that everyone can have access to food and so that everyone can come have a drink or eat. Prices that are higher, but still have prices low enough so that everyone can come. That's really a priority.</i></p>

	C'est sympa. Et puis, est-ce que tu pourrais me raconter un peu ton parcours et tes débuts dans l'industrie de la restauration ? Est-ce que tu as toujours fait de la restauration ?	<i>That's nice. And then, could you tell me about your background and your beginnings in the restaurant industry? Have you always been in the restaurant business?</i>
QP02B	<p>Alors, moi, j'ai toujours fait de la restauration, mais moi, j'étais pas très scolaire. Donc, j'ai commencé assez vite à travailler là, en tant que serveuse. Et puis, j'ai fait 15-18 ans de service. Et puis après, on m'a proposé de prendre un peu plus de responsabilités.</p> <p>Ce que j'ai fait. Et puis, il y a pas très longtemps, là, on est rentré dans la Sarl parce qu'il y a un des gérants qui est sorti parce qu'il était à la retraite. Et puis, il y a trois employés qui étaient comme moi, qui étaient à la plonge, qui ont fait très longtemps de la fondue, qui étaient très longtemps responsables aussi.</p> <p>Une autre fille qui a commencé pratiquement en même temps que moi, qui était aussi très longtemps dans le service et qui a gradé aussi un peu. Et maintenant, on est quatre gérants. Et puis, on vient tous, ouais, d'en bas, en fait.</p> <p>Les quatre gérants, on a commencé soit comme serveurs, soit comme plongeurs. Et puis, on a déjà bien appris comment l'entreprise fonctionnait parce que c'est très particulier. Et puis après, petit à petit, à être responsable et puis à devenir gérant.</p>	<p><i>So, I've always been in the restaurant business, but I wasn't very academic. So, I started working there quite early as a waitress. And then, I did 15-18 years of service. And then, I was offered to take on more responsibilities.</i></p> <p><i>Which I did. And then, not long ago, we entered the LLC because one of the managers left because he retired. And then, there were three employees like me, who were in the dishwashing, who had been doing fondue for a long time, who had also been responsible for a long time.</i></p> <p><i>Another girl who started almost at the same time as me, who had also been in the service for a long time and who also progressed a bit. And now, we are four managers. And we all come, yeah, from the bottom, actually.</i></p> <p><i>The four managers, we started as either waiters or dishwashers. And then, we already learned quite well how the company worked because it's very particular. And then gradually, becoming responsible and then becoming a manager.</i></p>
	D'accord, ok. Comment perçois-tu le rôle de l'innovation dans l'industrie alimentaire ?	<i>Alright, okay. How do you perceive the role of innovation in the food industry?</i>
	L'innovation dans l'industrie alimentaire ?	<i>Innovation in the food industry?</i>
	Si je te donne un exemple, je ne sais pas si tu sais, mais il y a l'imprimante 3D. Donc, ils peuvent créer des produits en faisant de l'imprimante 3D. Ou il y a les viandes alternatives, bien sûr. Les viandes qui sont faites dans les laboratoires. Donc, ce genre d'innovation alimentaire.	<i>If I give you an example, I don't know if you're aware, but there's the 3D printer. So, they can create products using the 3D printer. Or there are alternative meats, of course. Meats that are made in laboratories. So, these kinds of food innovation.</i>
QP03B	Je parle à titre personnel, mais je pense que les autres gérants diraient la même chose. Ce n'est pas du tout dans nos valeurs. Nous, on reste vraiment dans ce qui est le plus simple possible, le plus basique possible, le plus proche de la nature possible aussi. Avant, on ne faisait pas du tout de plat végétarien.	<p><i>I'm speaking personally, but I think the other managers would say the same thing.</i></p> <p><i>It's not at all in our values. We really stick to what is as simple as possible, as basic as possible, as close to nature as possible as well. Before, we didn't do any vegetarian dishes at all.</i></p>

	<p>Maintenant, on en fait parce qu'il y a eu beaucoup de demandes. On passe de plus en plus. Tous les aliments qu'on peut avoir en bio, on les prend en bio. On réduit un maximum les quantités de viande. On ne fait jamais plus que 120 grammes. On aime bien avoir 110 ou 120 grammes de viande et de poisson.</p> <p>Vraiment, on se bat avec les cuisiniers. On se bat avec les bouchers parce que c'est hyper dur de leur faire changer de mentalité. Et ils disent qu'ils ne peuvent pas le faire.</p> <p>C'est plutôt ce genre de choses-là que nous, on essaye de jouer. Mais après, d'avoir des aliments qui sont complètement fabriqués par l'homme, moi, je n'y fais pas du tout confiance, vu comment l'industrie elle essaie toujours de tout tourner. Et pour finir, on a toujours de la merde dans nos assiettes.</p> <p>Il n'y a qu'à voir aussi les trucs qu'ils proposent pour les végétariens ou les végétaliens. Ce n'est pas forcément très bon nutritivement. On essaie de rester dans le naturel un maximum. Et dans la fraîcheur aussi. On met vraiment des produits hyper frais.</p>	<p><i>Now, we do because there have been a lot of requests. We're moving more and more towards that. All the foods we can get organic, we get organic. We minimize the amounts of meat as much as possible. We never serve more than 120 grams. We prefer to have 110 or 120 grams of meat and fish.</i></p> <p><i>Really, we struggle with the cooks. We struggle with the butchers because it's really hard to change their mentality. And they say they can't do it.</i></p> <p><i>It's more these kinds of things that we try to focus on. But then, to have foods that are completely manufactured by humans, I don't trust it at all, considering how the industry always tries to manipulate everything. And in the end, we always end up with crap on our plates.</i></p> <p><i>Just look at the stuff they offer for vegetarians or vegans. It's not necessarily very nutritionally good. We try to stick to natural as much as possible. And to freshness too. We really use hyper-fresh products.</i></p>
	Tu as mentionné le fait que vous aviez beaucoup de demandes pour tout ce qui était végétarien ou végétalien. Est-ce que tu arriverais à me dire à peu près depuis combien de temps ?	<i>You mentioned that you had a lot of requests for vegetarian or vegan options. Could you give me an idea of roughly how long?</i>
	Franchement, je ne me rappelle plus. Mais les plats végétariens, ça doit faire quand même en tout cas 3-4 ans, je pense. Et végétalien, on n'a rien. On a la soupe et puis on va avoir une salade qui est vraiment sans fromage. Mais sinon, il y a un peu de jus et du fromage.	<i>Honestly, I don't remember exactly. But vegetarian dishes, it must have been at least 3-4 years, I think. As for vegan, we don't have anything. We have soup, and then we'll have a salad that's truly without cheese. But otherwise, there's a bit of juice and cheese.</i>
	Pour toi, quelle est l'importance pour les restaurants de s'aligner sur les valeurs évolutives des consommateurs ? Tu as effectivement mentionné le fait que maintenant, vous proposez des plats aussi végétariens ou végétaliens. J'imagine que c'est une valeur assez importante pour vous.	<i>For you, what is the importance for restaurants to align with the evolving values of consumers? You did mention the fact that now you also offer vegetarian or vegan dishes. I imagine that's a fairly important value for you.</i>
QP04B	C'est clair que nous, on est là pour le client, que ce soit à l'accueil ou dans ce qu'on propose à manger.	<i>It's clear that we're here for the customer, whether it's in the welcome or in what we offer to eat.</i>

	<p>Nous, on a envie que les gens soient bien nourris et puis qu'ils mangent les choses qu'ils aiment. Donc après, c'est difficile aussi. Mais après, on est très à l'écoute et puis on essaie de s'aligner au maximum.</p> <p>Et il y a aussi un côté hyper éducatif. On a un rôle presque éducatif parce que maintenant, de moins en moins, parce que les gens connaissent de plus en plus Restaurant B, mais avant, on avait beaucoup de demandes de frites pour les enfants. Ou bien, « Ah mais vous n'avez rien pour les enfants ».</p> <p>Et en fait, chez nous, le plat enfant, c'est le plat du jour, mais en version plus petite et moins chère. Parce que les enfants, en fait, ils mangent la même chose. Donc on a aussi un peu un rôle presque de proposer.</p> <p>On a décidé d'arrêter le coca. Parce que les gens, si on a du coca moi, la première, j'en bois. Donc en fait, c'est à nous de décider qu'est-ce que vont manger les gens aussi. Donc être à l'écoute du client et de ses attentes. Et d'aller dans un sens qui est constructif, intelligent et sain pour la population.</p>	<p><i>We want people to be well-fed and to eat the things they like. So afterward, it's also difficult. But afterward, we're very attentive and we try to align ourselves as much as possible. And there's also a highly educational aspect. We have an almost educational role because now, less and less, because people know more and more Restaurant B, but before, we had a lot of requests for fries for children. Or, "Oh, but you have nothing for children."</i></p> <p><i>And in fact, for us, the children's dish is the dish of the day, but in a smaller and cheaper version. Because children, in fact, they eat the same thing. So, we also have a little bit of a role almost to propose.</i></p> <p><i>We decided to stop serving Coke. Because if we have Coke, I, first, will drink it. So, in fact, it's up to us to decide what people will eat too. So, listening to the customer and their expectations. And going in a direction that is constructive, intelligent, and healthy for the population.</i></p>
	Comment tu interprètes l'évolution des attitudes des consommateurs à l'égard des alternatives à base de plantes ?	<i>How do you interpret changing consumer attitudes towards plant-based alternatives?</i>
QP06B	Depuis qu'on a mis le végétarien en place, c'est vrai qu'avant, on ne faisait pas du tout des produits qu'on prenait. Mais maintenant, plus de Quorn, plus d'escalopes végétariennes. C'est clair qu'on va chercher dans les produits qui sont faits à base de plantes.	<i>Since we implemented the vegetarian option, it's true that before, we didn't make any of the products we used. But now, more Quorn, more vegetarian cutlets. It's clear that we're looking into products made from plants.</i>
	Si je te dis 'viande à base de plantes', qu'est-ce qui te vient à l'esprit en premier ?	<i>If I say 'plant-based meat,' what comes to your mind first?</i>
QP07B	<p>J'ai un ami qui fait une boucherie végétale. Moi, ça me fait penser à toutes ces imitations de viande. Voilà. Et moi, je trouve ça assez bizarre de vouloir... Je pense que l'être humain est OK de se dire qu'on va manger moins de viande.</p> <p>Mais du coup, ils n'ont pas besoin d'avoir l'impression de manger de la viande qui est de la fausse viande. Plutôt, on doit manger moins de viande ou on mangera plus de plantes. Comment on le fait ? Ou alors, on mange des insectes. Je ne sais pas.</p>	<p><i>I have a friend who runs a vegetable butcher shop. For me, it makes me think of all these meat imitations. That's it. And I find it quite strange to want... I think humans are okay with the idea of eating less meat.</i></p> <p><i>But then, they don't need to feel like they're eating fake meat. Rather, we should eat less meat or eat more plants. How do we do it? Or we eat insects. I don't know.</i></p> <p><i>Let's be clear, not that we're trying to hide behind something fake. I feel like it's not advancing sincerely. To pretend to eat meat. It's a bit weird.</i></p>

	Que ce soit clair, pas qu'on essaye de se cacher derrière un faux truc. J'ai l'impression que ce n'est pas avancer sincèrement. De se dire qu'on fait semblant de manger de la viande. C'est un peu bizarre.	
	Est-ce que vous envisageriez d'intégrer ces options de viande à base de plantes ? Si vous aviez de la demande par rapport à ça, vous seriez prêts à le faire ? Ou vous resterez dans votre lignée qui est que nous, on reste végétariens ?	<i>Would you consider incorporating these plant-based meat options? If you had demand for it, would you be willing to do it? Or would you stick to your line that we remain vegetarian?</i>
QP09B	En fait, il y a quand même beaucoup de demandes de viande et de poisson. Si on ne propose pas du tout de viande, je pense qu'on aurait aussi beaucoup de remarques.  On a envie de servir un maximum de gens malgré le petit espace, mais d'avoir une diversité qui puisse contenter un maximum de gens. Je pense que d'être catégorique dans un sens, non, nous ce n'est pas du tout notre but.	<i>In fact, there are still a lot of requests for meat and fish. If we don't offer any meat at all, I think we would also get a lot of comments.  We want to serve as many people as possible despite the limited space, but to have a diversity that can satisfy as many people as possible. I think being categorical in one direction, no, that's not at all our goal.</i>
	Oui, je comprends mieux. D'après ton expérience, qu'est-ce que tu penses qui stimule la popularité croissante de toutes ces alternatives de viande à base de plantes, dans tout ce qui est de l'industrie de la restauration ?	<i>Yes, I understand better. From your experience, what do you think is driving the growing popularity of all these plant-based meat alternatives in the restaurant industry?</i>
QP10B	Parce que je pense qu'il y a un marché derrière. Je pense qu'il y a de plus en plus de gens qui justement mangent moins de viande et qui veulent manger autre chose et qui commencent à se nourrir autrement. Et du coup, forcément que l'industrie, elle se dit qu'il y a un marché et qu'il y a des sous à se faire. Donc, à mon avis, c'est que pour ça qu'elle est là.  A mon avis, ce n'est pas un intérêt de vouloir... Parce que bon, se nourrir de plantes, les sols sont aussi hyper appauvris. Je ne sais pas si écologiquement, c'est vraiment aussi une solution de nourrir 9 milliards de personnes avec des plantes.	<i>Because I think there's a market behind it. I think there are more and more people who are eating less meat and who want to eat something else and who are starting to nourish themselves differently. And so, inevitably, the industry thinks there's a market and money to be made. So, in my opinion, that's why it's there.  In my opinion, it's not an interest in wanting... Because, well, to feed on plants, the soils are also very depleted. I don't know if ecologically, it's really a solution to feed 9 billion people with plants.</i>
	Est-ce que vous voyez une corrélation entre l'offre d'options à base de plantes et la réduction environnementale dans les opérations de tout le restaurant ? Donc, est-ce que vous voyez une corrélation entre tout ce qui est de l'offre de ces viandes à base de plantes et le fait d'avoir une réduction environnementale dans toutes les opérations que vous faites dans le	<i>Do you see a correlation between offering plant-based options and environmental reduction in all restaurant operations? Meaning, do you see a correlation between offering these plant-based meats and reducing environmental impact in all the operations you do in the restaurant?</i>

	restaurant ?	
QP12B	Moi, franchement, je n'ai pas l'impression. Parce que comme je te l'ai dit avant, franchement, je pense que de surexploiter les sols pour créer ces viandes-là, ça demande beaucoup d'eau, ça demande aussi beaucoup de chimie. Et pour moi, ce n'est pas forcément une solution. Vraiment, je ne pense pas.	<i>Frankly, I don't feel like there is. Because as I told you before, honestly, I think that overexploiting the soil to create these meats, it requires a lot of water, it also requires a lot of chemicals. And for me, it's not necessarily a solution. Really, I don't think so.</i>
	Par rapport au rôle éducatif que tu parlais dans la restauration. Est-ce que tu penses que vous avez aussi un rôle d'éducation dans tout ce qui sont des avantages environnementaux de l'alimentation à base de plantes ?	<i>In regard to the educational role you mentioned in the restaurant. Do you think you also have a role in educating about the environmental benefits of plant-based food?</i>
QP13B	<p>Clairement, on a vraiment notre rôle à jouer. C'est nous qui choisissons nos fournisseurs. C'est nous qui choisissons ce qu'on vend. C'est nous qui choisissons ce qu'on propose aux consommateurs. Le consommateur, s'il n'y a pas de coca, il prendra un jus de pomme, de l'Henniez et puis ça ne va pas lui changer considérablement sa vie.</p> <p>Il y en a quelques-uns au début qui ont râlé. Mais on voit qu'on a vraiment notre rôle à jouer parce qu'on fait découvrir des produits aux gens. Et puis, c'est clair que nous, on peut faire travailler aussi des entreprises locales, des petites entreprises.</p> <p>Tout ce qu'on peut faire à ce niveau-là, on le fait. Et puis, comme je disais aussi, au niveau des quantités de viande, de poisson, c'est aussi à nous de discuter avec les clients. Ils disent : « Attendez, j'ai un tout petit bout de viande ».</p> <p>« Ben oui », c'est aussi à nous de leur expliquer, on met plus de légumes, on met plus de féculents, mais la viande, on n'a pas besoin d'en manger 250 grammes le matin, le midi et le soir. Donc, dans ce sens-là, oui.</p>	<p><i>Clearly, we have our role to play. It's us who choose our suppliers. It's us who choose what we sell. It's us who choose what we offer to consumers. If there's no Coke, the consumer will take an apple juice, an Henniez, and it won't significantly change their life.</i></p> <p><i>There were a few at the beginning who complained. But we see that we really have our role to play because we introduce products to people. And it's clear that we can also support local businesses, small businesses.</i></p> <p><i>Everything we can do at that level, we do it. And as I was saying, at the level of the quantities of meat, fish, it's also up to us to discuss with the customers. They say: "Wait, I have a tiny piece of meat".</i></p> <p><i>"Well yes", it's also up to us to explain to them, we put more vegetables, we put more starches, but we don't need to eat 250 grams of meat in the morning, at noon, and in the evening. So, in that sense, yes.</i></p>
	Est-ce que toi ou bien le restaurant en général, est-ce que vous avez rencontré des défis par rapport à cette intégration de plats à base de plantes ou pas forcément ?	<i>Have you or the restaurant in general encountered challenges regarding the integration of plant-based dishes or not necessarily?</i>
QP11.1B	Non, pas énormément. Si, au début, oui, parce qu'il fallait quand même trouver les fournisseurs, puis chercher un peu, parce que c'est plutôt les cuisiniers qui se sont en occupés. Et	<i>No, not significantly. Yes, initially, because we still had to find suppliers, and search a bit, because it was mostly the chefs who took care of it. And these</i>

	<p>puis, c'est des défis qui sont assez faciles à réaliser parce que c'est quand même dans l'air du temps.</p> <p>Il y a de plus en plus d'entreprises qui proposent ce genre de produits. Donc, ça allait assez vite. Et puis, c'est aussi assez chouette pour les cuisiniers parce que ça leur fait travailler d'autres produits, ça peut les faire chercher des nouveaux plats. C'est une bonne chose.</p>	<p><i>challenges were quite easy to overcome because it's still in the air of time.</i></p> <p><i>There are more and more companies offering these kinds of products. So, it went quite quickly. And it's also quite nice for the chefs because it makes them work with other products, it can make them search for new dishes. It's a good thing.</i></p>
	<p>Pour toi, quels sont les principaux avantages et les défis que vous rencontrez ? Enfin, les défis, tu en as parlé, mais peut-être tout ce qui est des avantages ? Tu as vu des avantages d'avoir intégré ça ?</p>	<p><i>For you, what are the main advantages and challenges you encounter? Well, you mentioned the challenges, but perhaps in terms of advantages? Have you seen any benefits from having integrated this?</i></p>
QP11.2B	<p>L'avantage, c'est que justement, on touche une clientèle qui est plus grande quand même, on satisfait plus de gens. Ça amène de la variété, ça, c'est clair.</p> <p>Avantage aussi, justement, au niveau de la curiosité, de la recherche des cuisiniers et tout aussi. Et puis, c'est de mettre en avant aussi des produits que les gens n'ont pas forcément l'habitude de manger aussi ou des manières de cuisiner certains produits que tout d'un coup, vous leur donnez envie peut-être de le faire chez eux. Ça, c'est clair que c'est les bonnes choses.</p>	<p><i>The advantage is that we reach a larger clientele, satisfying more people. It brings variety, that's for sure.</i></p> <p><i>Another advantage is precisely in terms of curiosity, the chefs' research, and so on. And it's also about highlighting products that people may not be used to eating or ways of cooking certain products that suddenly make them want to try it at home. These are definitely good things.</i></p>
	<p>Tu avais dit que vous faisiez aussi de l'escalope végétarienne, donc vous vendez quand même de la viande à base de plantes. Mais est-ce que vous avez une préférence de quel type de légumes/plantes ça vient ? Par exemple, est-ce que vous préférez ceux qui viennent de soja ou bien vraiment galettes de légumes ?</p>	<p><i>You mentioned that you also make vegetarian cutlets, so you still sell plant-based meat. But do you have a preference for the type of vegetables/plants it comes from? For example, do you prefer those made from soy or really vegetable patties?</i></p>
	<p>Il y en a qui sont meilleurs que d'autres au goût surtout. Donc nous, on a quand même envie que ça soit bon prioritairement. Donc après, que ce soit du soja, que ce soit du Quorn, que ce soient des légumes, que ce soit juste une quiche aux légumes. Après, c'est aussi des choses qu'on peut faire à la maison.</p> <p>On ne prend pas forcément que des produits qui sont déjà préparés. Mais en fait, on essaie de varier. On n'a pas une préférence. Ça va vraiment être par rapport au goût, à la qualité du produit. Il n'y a pas un produit qu'on préfère à l'autre. Puis on aime bien varier aussi.</p>	<p><i>Some taste better than others. So, for us, we still want it to taste good primarily. So, whether it's soy, Quorn, vegetables, or just a vegetable quiche. These are also things that can be made at home.</i></p> <p><i>We don't necessarily only take products that are already prepared. But in fact, we try to vary. We don't have a preference. It really depends on the taste, the quality of the product. There's no one product we prefer over another. And we like to vary as well.</i></p> <p><i>You shouldn't have tofu every day for vegetarians. That's not the goal either. There are really a lot of things that can be done. So, you have to taste all of it.</i></p>



	Il ne faut pas avoir du tofu chaque jour pour les végétariens. Ce n'est pas le but non plus. Il y a vraiment beaucoup de choses qui se font. Donc, il faut goûter tout ça.	
	Au niveau des fournisseurs, tu avais dit que c'était compliqué de se fournir ce genre de choses. Je pense également en termes de quantité, non ?	<i>In terms of suppliers, you mentioned that it was difficult to source these kinds of things. I also think in terms of quantity, right?</i>
	Justement, ça dépend avec quelles entreprises on travaille. C'est pour ça que c'est difficile des fois avec des petites entreprises. Parce que nous, on fait des grosses quantités. Grosses quantités tous les jours, toute la semaine, matin, midi et soir. Ça n'a pas été si dur de trouver des entreprises.	<i>Exactly, it depends on which companies we work with. That's why it's sometimes difficult with small businesses. Because we produce large quantities. Large quantities every day, all week, morning, noon, and night. It hasn't been so hard to find companies.</i>
	Ce sont des entreprises locales de Genève ou de la Suisse ?	<i>Are these local companies from Geneva or from Switzerland?</i>
	Oui, principalement à Genève. Il y a peut-être une qui est à Vaud. Je crois que c'est principalement à Genève. Après, c'est quand même des produits qui ne viennent pas forcément de Genève.	<i>Yes, mainly in Geneva. There might be one in Vaud. I think it's mainly in Geneva. However, these are products that don't necessarily come from Geneva.</i>
	Vous goûtez tous vos plats ?	<i>Do you taste all your dishes?</i>
	Oui, bien sûr. Les cuisiniers, ils ont une grande liberté. On se met d'accord ensemble. Nous, on mange là tout le temps. On se rend bien compte si c'est bon. Après, les clients nous font beaucoup de retours aussi. Ils sont cools. Ils n'hésitent pas à venir nous dire s'il y a des choses qui ne vont pas.	<i>Yes, of course. The chefs have a lot of freedom. We agree on it together. We eat there all the time. We realize if it's good. Then, the customers give us a lot of feedback too. They're cool. They don't hesitate to come and tell us if there are things that are not right.</i>
	Donc, si un client venait vous dire que la viande était bof, vous feriez l'effort aussi d'évaluer ?	<i>So, if a customer came to tell you that the meat was meh, would you also make the effort to evaluate?</i>
	Oui, bien sûr, de discuter, de savoir pourquoi ça s'est passé et de faire en sorte que ça ne se reproduise pas.	<i>Yes, of course, to discuss, to understand why it happened, and to ensure that it doesn't happen again.</i>
	Et puis pour finir, est-ce que vous avez des recommandations à faire pour les restaurants par rapport à ce thème-là, des viandes végétales ou des recommandations pour mon travail ?	<i>And finally, do you have any recommendations for restaurants regarding this theme, plant-based meats, or recommendations for my work?</i>
QP17B	Nous, on aimerait bien qu'il y ait plus d'endroits comme nous à Genève qui proposent des produits frais avec un service simple et à des prix abordables. Ça dépend, mais il y a quand même beaucoup de restaurants à Genève, énormément de restaurants qui ont des énormes cartes avec plein de produits qui sont déjà tout préparés. Et c'est hyper cher et ce n'est pas bon gustativement. Ce n'est pas bon pour le corps. Et puis après, on est presque déprimés.	<i>We would like to see more places like us in Geneva that offer fresh products with simple service and affordable prices. It depends, but there are still many restaurants in Geneva, a lot of restaurants that have huge menus with lots of pre-prepared products. And it's very expensive and not good in terms of taste. It's not good for the body. And then we're almost depressed.</i>  <i>The only recommendation I would have for restaurateurs is to be there really, to love their job and to be there for people.</i>

	<p>La seule recommandation que j'aurais pour les restaurateurs, c'est d'être là vraiment, d'aimer leur métier et d'être là pour les gens. D'aimer et d'avoir envie de bien nourrir les gens et d'être là pour la population.</p> <p>De ne pas faire ce métier pour essayer de faire des sous, mais vraiment d'essayer de faire ce métier par amour de ce métier, de la nourriture et des gens. Parce que nous, c'est vraiment le centre de notre travail et c'est vraiment la ligne qu'on suit.</p>	<p><i>To love and want to feed people well and to be there for the community.</i></p> <p><i>Not to do this job to try to make money, but really to try to do this job out of love for this job, for food, and for people.</i></p> <p><i>Because for us, it's really the core of our work and it's really the line we follow.</i></p>
	Merci beaucoup, Répondent B.	<i>Thank you very much, Respondent B.</i>
	Avec plaisir.	<i>With pleasure.</i>

## Interview transcription – Respondent C

Code	Questions & Responses	Translation
	Racontez-moi un petit peu le concept de votre restaurant, vous en avez déjà parlé juste avant le commencement de l'enregistrement, mais si vous pouvez répéter ce que vous faites.	<i>Tell me a little about the concept of your restaurant. You already mentioned it just before we started recording, but if you could repeat what you do.</i>
QP01C	Alors, nous sommes un petit bouchon lyonnais, on a 30 places à l'intérieur et 20 places à l'extérieur, et on cuisine des plats mijotés. Notre restaurant s'appelle Restaurant C, et ça fait référence à la cuisine lyonnaise. Donc, des plats qui mijotent longuement dans des casseroles, on fait tout nous-mêmes, tout est fait maison. Jus de bœuf, souris d'agneau, des tartares, des coqs au vin, des choses comme ça.	<i>So, we are a small Lyon-style bistro, we have 30 seats indoors and 20 seats outdoors, and we cook slow-cooked dishes. Our restaurant is called Restaurant C, which refers to Lyonnaise cuisine. So, dishes that simmer for a long time in pots, we make everything ourselves, everything is homemade. Beef juice, lamb shanks, tartars, coq au vin, things like that.</i>
	D'accord. Racontez-moi un peu votre parcours et vos débuts dans l'industrie de la restauration.	<i>Alright Tell me a bit about your background and your beginnings in the restaurant industry.</i>
QP02C	Moi, j'ai fait psychologie du travail, à Neuchâtel, donc les ressources humaines. J'ai travaillé jusqu'à mes 40 ans dans les RH, et un jour, j'ai ouvert mon restaurant, parce que c'était finalement ce que je voulais faire depuis toujours, et mes parents voulaient que j'aille à l'université et pas à l'école hôtelière, parce qu'à l'époque, il n'y avait pas toutes ces passerelles.	<i>I studied occupational psychology at Neuchâtel, so human resources. I worked in HR until I was 40, and one day, I opened my restaurant because it was ultimately what I always wanted to do. My parents wanted me to go to university and not to hospitality school because at the time, there weren't all these pathways.</i>
	Du coup, on va aller dans le vif du sujet. Donc, comment est-ce que vous percevez le rôle de l'innovation dans l'industrie alimentaire ?	<i>So, let's get to the heart of the matter. How do you perceive the role of innovation in the food industry?</i>
QP03C	Alors, comment j'aperçois ? Je suis assez partagée, parce que je vois qu'on utilise de plus en plus de sauterelles, de criquets qui pourraient remplacer à terme la viande.  Il y a des belles innovations comme ça où je me dis, tiens, pourquoi on n'y a pas pensé avant, ça pourrait être bien. Et puis, ce que je vois aussi, qui me fait plus de soucis, c'est qu'en fait, les gens perdent le goût. Et innovation, ça ne veut pas dire forcément avancer.  Moi, j'aimerais plutôt revenir à des	<i>So, how do I perceive it? I'm quite divided because I see that we are increasingly using locusts and crickets that could eventually replace meat.</i>  <i>There are some great innovations like that where I think, why didn't we think of this before, it could be good. And then, what I also see, which worries me more, is that people are losing the taste. And innovation doesn't necessarily mean progress.</i>  <i>I would rather go back to decades where we cooked with real raw products. When there are new products coming out on the market,</i>

	<p>dizaines d'années où on cuisinait justement des vrais produits bruts. Là, quand il y a des nouveautés qui sortent sur le marché, la plupart du temps, ce n'est pas acceptable. C'est soit bourré de pesticides, soit d'édulcorants.</p> <p>Donc, je ne sais pas comment définir l'innovation culinaire, mais elle ne va pas toujours dans le bon sens. Les gens perdent le goût aussi à cause des produits industriels et préfabriqués.</p>	<p><i>most of the time, it's not acceptable. It's either full of pesticides or sweeteners.</i></p> <p><i>So, I don't know how to define culinary innovation, but it doesn't always go in the right direction. People also lose the taste because of industrial and prefabricated products.</i></p>
	<p>A votre avis, quelle est l'importance pour les restaurants en général de s'aligner sur les valeurs évolutives des consommateurs ?</p>	<p><i>In your opinion, how important it is for restaurants to align with evolving consumer values?</i></p>
QP04C	<p>C'est soit ça, soit on meurt. Quand on ouvre un restaurant il faut faire une étude de marché, plus ou moins de l'intérêt, dans quel quartier, quel est la demande du client.</p> <p>Moi ce que je vois, c'est deux, trois principes. C'est que les gens n'ont plus le temps de manger, donc il leur faut du rapide. Et ils sont de plus en plus attachés au tout fait quoi, au tout maison, je trouve. Voilà, il y a un truc de conscience en ce moment qui est assez intéressant.</p> <p>Maintenant, en termes d'innovation culinaire, ils sont peu informés de comment les choses se préparent. Ils ne savent plus cuisiner, plus personne n'attend. Ils ne comprennent pas qu'ils doivent attendre au restaurant une demi-heure avant qu'un plat arrive sur la table. Pour eux, c'est de réchauffer, aller, sors-moi ta barquette et puis on réchauffe tout. Ce n'est pas du tout ça. Donc, on se bat un peu, nous, la contre.</p>	<p><i>It's either that, or we perish. When opening a restaurant, you need to conduct a market study, more or less to gauge interest, in which neighborhood, what the customer demand is.</i></p> <p><i>What I see are two or three principles. People no longer have time to eat, so they need fast food. And they are increasingly attached to ready-made, homemade, I find. There's something about consciousness at the moment that's quite interesting.</i></p> <p><i>Now, in terms of culinary innovation, they are poorly informed about how things are prepared. They don't know how to cook anymore, no one waits. They don't understand that they have to wait at the restaurant for half an hour before a dish arrives at the table. For them, it's reheating, come on, bring out your tray and then we warm everything up. It's not like that at all. So, we're fighting a little, us, the counter.</i></p>
	<p>En tant que propriétaire de restaurant, du coup, comment est-ce que vous abordez la satisfaction de tout ce qui est des différentes préférences alimentaires, y compris les végétaliens, les végétariens ?</p>	<p><i>As a restaurant owner, how do you approach catering to different dietary preferences, including vegans and vegetarians?</i></p>
QP05C	<p>Alors, nous, on est clairement affichés comme un bouchon lyonnais. On a un plat à la carte végétarien, mais ce n'est pas notre spécificité. Et ça, on est très clair là-dessus. Par contre, le plat qu'on prend, il est travaillé. C'est-à-dire que ce ne sont pas des bouts de garniture qu'on met</p>	<p><i>So, we clearly advertise ourselves as a typical Lyon bouchon. We have a vegetarian dish on the menu, but it's not our specialty. And we're very clear about that. However, the dish we offer is carefully crafted. It's not just a few garnishes thrown on a plate and reheated, you see. It's a complete, vegetarian offering.</i></p>

	<p>sur une assiette et puis qu'on réchauffe, vous voyez. C'est une vraie proposition entière, végétarienne.</p> <p>Donc, nous, on accepte bien sûr tout le monde. Je trouve qu'il y a des modes en ce moment, tout le monde est allergique au lactose, au gluten et tout ça. Et ce n'est pas vrai. C'est plus une mode ou parce qu'ils n'ont pas envie de manger ce genre d'aliments. Et on va dire oui, on est allergique.</p> <p>Après, les vrais allergiques, ils appellent avant. Ils se renseignent pendant. On sent que c'est vraiment important pour eux. Mais il y a des fausses allergiques, tout le monde s'invente des allergiques en ce moment. Ce n'est pas possible quoi.</p>	<p><i>So, of course, we welcome everyone. I find that there are trends at the moment, everyone is lactose intolerant, gluten intolerant, and so on. And that's not true. It's more of a trend or because they don't want to eat those kinds of foods. And they'll say yes, they're allergic.</i></p> <p><i>Now, real allergy sufferers, they call ahead. They inquire during. You can tell it's really important to them. But there are fake allergies, everyone's inventing allergies these days. It's not possible, really.</i></p>
	<p>Et puis, comment vous l'interprétez ? Vous avez un petit peu touché ce point-là. Mais comment est-ce que vous interprétez l'évolution des attitudes des consommateurs, mais cette fois-ci à l'égard des alternatives à base de plantes ? Je sais que vous avez mentionné au tout début de notre conversation, tout ce qui était des insectes. Donc oui, c'est une sorte d'innovation alimentaire. Mais là, si on parle des alternatives à base de plantes, comment vous interprétez cette évolution ?</p>	<p><i>And then, how do you interpret it? You touched on this point a bit. But how do you interpret the evolving attitudes of consumers, but this time towards plant-based alternatives? I know you mentioned at the very beginning of our conversation, everything related to insects. So yes, it's a kind of food innovation. But now, if we're talking about plant-based alternatives, how do you interpret this evolution?</i></p>
QP06C	<p>C'est comme pour tout, la société est en marche. Il faudra bien que par rapport au climat, à des enjeux économiques, on change notre façon de manger. Ça il n'y a aucun souci, avec des produits courts, avec plus de légumes et moins de viande.</p> <p>Je rentre dans un débat plus politisé. Mais en tout cas, le changement sera lent, ça c'est sûr. Parce que nous, dès qu'on met des plats du jour végétaliens comme ça, tout de suite, elle est où la proposition de la viande et du poisson ? Je pense qu'ensuite, il y a encore beaucoup de pouvoir d'achat, enfin je dis ça avec des pincettes, parce qu'il y a aussi de la pauvreté et une inflation qui est là.</p> <p>Mais pour l'instant, ce n'est pas dans les préoccupations de remplacer la viande. À moins qu'on soit politisé ou conscient de cette cause-là, pour l'instant, je ne me vois pas faire un</p>	<p><i>It's like with everything else, society is moving forward. We'll have to change our way of eating in relation to climate issues, economic challenges, and so on. There's no problem with that, with using local products, more vegetables, and less meat.</i></p> <p><i>I'm getting into a more politicized debate here. But in any case, change will be slow, that's for sure. Because as soon as we put vegan daily specials like that, right away, people ask, 'Where's the meat and fish option?' I think there's still a lot of purchasing power, well, I say that cautiously, because there's also poverty and inflation.</i></p> <p><i>But for now, replacing meat is not a priority. Unless someone is politically motivated or aware of this cause, for now, I don't see myself offering a daily special with crickets next week. It will be a niche market that might try it out, but it won't be a big hit, that's for sure.</i></p>

	plat du jour avec des criquets la semaine prochaine. Ça va être une niche qui va prendre ça pour essayer, mais on ne va pas faire un carton avec ça, ça c'est sûr.	
	Si je vous dis 'viande à base de plantes', à quoi pensez-vous en premier ?	<i>If I say to you 'plant-based meat' what comes to your mind first?</i>
QP07C	Elle n'a pas de goût du tout. J'ai déjà testé personnellement plein de choses. Là, il faut qu'ils fassent un effort au niveau du goût. Parce qu'en général, soit ça ressemble à du plastique, soit c'est non. Malheureusement, en terme de technologie justement culinaire, on veut remplacer du steak haché par du végétal, c'est très bien, mais ça manque de goût tout ça, et de texture. Pour séduire une nouvelle clientèle à ça, il faudrait travailler les produits, et ça, ça ne passe que par du tout fait maison. Mais pour l'instant, l'offre industrielle, je trouve ça pas bon du tout.	<i>It has no taste at all. I've personally tried many things. They really need to make an effort in terms of taste. Because generally, either it tastes like plastic, or it's just not there. Unfortunately, in terms of culinary technology, we want to replace minced steak with plant-based alternatives, which is great, but it all lacks flavour and texture. To attract a new clientele to this, the products need to be worked on, and that only comes with homemade preparation. But for now, the industrial offer, I find it very unappetizing.</i>
	Vos perceptions des options à base de plantes ont-elles évolué avec le temps, et si oui, de quelle manière ?	<i>Have your perceptions of plant-based options evolved over time, and if so, in what ways?</i>
	Est-ce que vous pouvez préciser ce que vous appelez « à base de plantes » ? Parce que c'est des légumes, c'est quoi ? C'est des aromatiques, c'est quoi ?	<i>Can you specify what you mean by "plant-based"? Because is it vegetables, what is it? Is it herbs, what is it?</i>
	En règle générale, tout ce qui est options à base de plantes. On a parlé tout à l'heure de viande, donc ça peut être viande à base de plantes, ça peut être de tofu, tempeh, tout ce qui est des substituts de viande.	<i>Generally, anything that's plant-based options. We talked earlier about meat, so it could be plant-based meat, it could be tofu, tempeh, anything that's meat substitutes.</i>
QP08C	Alors pour moi, je n'aime pas quand le substitut ressemble à l'original. Par exemple, les steaks végétaux, je trouve ça complètement illusoire. Donc soit on appelle ça autrement, vous voyez, mais pas steak végétal. Pour moi, il y a une confusion à l'heure actuelle. D'ailleurs, c'est un pourparleur, ça devrait être interdit.  On appelle ça galette de légumes, à ce moment-là, on met des légumes frais dedans sans aucun conservateur et pesticide. Dans l'idéal, vous voyez ? Alors en soit, oui, mais tout ce qui ressemble à la de la fausse viande, du faux poisson, du faux je-sais-pas-quoi, moi, ça me fait pas, vous voyez ?	<i>For me, I don't like it when the substitute looks like the original. For example, vegetable steaks, I find that completely illusory. So, either we call it something else, you see, but not vegetable steak. For me, there's confusion at the moment. In fact, it's misleading; it should be banned.</i>  <i>We should call it vegetable patties, then we put fresh vegetables in it without any preservatives or pesticides. Ideally, you see? So yes, but anything that looks like fake meat, fake fish, fake whatever, doesn't sit well with me, you see?</i>  <i>Because you can make a real burger with grilled vegetables, but you take real vegetables, grill them, then make a burger.</i>

	Parce qu'on peut faire un vrai burger avec des légumes grillés, mais vous prenez des vrais légumes, vous les grillez, puis vous faites un burger. Vous mettez du tofu si vous voulez dedans, mais pas le steak qui perd tout le monde, là.	<i>You put tofu in it if you want, but not the steak that confuses everyone.</i>
	Envisageriez-vous d'intégrer des options de viande à base de plantes dans votre menu, pourquoi ou pourquoi pas ?	<i>Would you consider integrating in your menu more plant-based meat options, why or why not?</i>
QP09C	<p>Non, pas à l'heure actuelle. Les gens ne sont pas prêts. Quand on est un bouchon lyonnais, vous voyez, c'est trop connessé, vous allez me dire. On sent le canaille, on mange, alors du coup il n'y a pas que de la viande, mais il y a beaucoup de plats en sauce, des choses comme ça, on est loin du végétarien.</p> <p>Soit, vous prenez des légumes en sauce avec des accompagnements, mais on fait tout maison, avec épices, des choses comme ça. Mais chez nous, c'est quand même la viande qui prime, avec des circuits courts, mais avec de la viande, oui.</p>	<p><i>No, not at the moment. People aren't ready. When you're a traditional Lyonnais bistro, you see, it's too snobbish, you might say. You feel the rogue, you eat, so there's not just meat, but there are a lot of saucy dishes, things like that, we're far from vegetarian.</i></p> <p><i>Either you take vegetables in sauce with accompaniments, but we make everything in-house, with spices, things like that. But for us, meat still takes precedence, with local sourcing, but with meat, yes.</i></p>
	D'après votre expérience, que pensez-vous qui stimule la popularité croissante des alternatives à base de plantes dans l'industrie de la restauration ?	<i>From your experience, what do you believe drives the growing popularity of plant-based alternatives in the restaurant industry?</i>
QP10C	<p>Le climat. C'est très en vogue. C'est aussi très bobo. À Genève, manger végétarien, c'est très bobo.</p> <p>Je pense qu'à terme, on va tous griller des sauterelles, dans 15 ans, ce sera la norme. Mais je pense que le mouvement est en marche, ce sera long. Par contre, moi, je veux bien faire moins de viande. Je pense que c'est une excellente chose de manger moins de viande par semaine, une ou deux fois au max. par semaine. Mais il faut que le goût soit là.</p> <p>Parce que tous les restaurants végétariens que j'ai faits, moi, je n'ai pas le même plaisir. Mais voilà. Donc, il faut travailler sur le goût, sur les saveurs.</p> <p>Utiliser des herbes fraîches, je ne sais pas, des bouillons Knorr, vous voyez.</p>	<p><i>The climate. It's very trendy. It's also very bourgeois-bohemian. In Geneva, eating vegetarian is very bourgeois-bohemian.</i></p> <p><i>I think ultimately, we'll all be grilling grasshoppers, in 15 years, it will be the norm. But I think the movement is underway, it will take time. On the other hand, I'm willing to eat less meat. I think it's an excellent thing to eat less meat per week, once or twice at most. But the taste must be there.</i></p> <p><i>Because all the vegetarian restaurants I've been to, I don't get the same pleasure. But there you go. So, we need to work on taste, on flavours. Using fresh herbs, I don't know, Knorr bouillons, you see.</i></p>
	Est-ce que vous avez rencontré des résistances, du scepticisme de la part des clients ou du personnel par	<i>Have you encountered any resistance or skepticism from customers or staff regarding plant-based dishes?</i>

	rapport à des plats à base de plantes ?	
QP11C	C'est-à-dire qu'on n'en fait pas. Voilà, nous, je vous dis, on fait un crumble à la courge, La courge on la reçoit entière, on la travaille de manière à faire un bon crumble et puis tout le monde est content. C'est-à-dire, il n'y a pas de produits cachés, vous voyez, de steaks végétaux, on ne sait pas ce que c'est, on ne sait pas ce qu'il y a dedans. On ne travaille pas du tout dans cette optique-là.	<i>We don't make them. We, I'm telling you, we make a pumpkin crumble. We receive the whole pumpkin, work it to make a good crumble, and everyone is happy. I mean, there are no hidden products, you see, like veggie steaks, we don't know what they are, we don't know what's in them. We don't work at all in that way.</i>
	Voyez-vous une corrélation entre l'offre d'options à base de plantes et la réduction environnementale dans les opérations de votre restaurant ?	<i>Do you see a correlation between offering plant-based options and reducing environmental impact in your restaurant operations?</i>
QP12C	No.	No.
	Quel rôle pensez-vous que les restaurants jouent dans l'éducation des consommateurs sur les avantages environnementaux de l'alimentation à base de plantes ?	<i>What role do you think restaurants play in educating consumers about the environmental benefits of plant-based eating?</i>
QP13C	<p>Si vous avez un restaurant végétarien, vous aurez un public acquis à la clé. Il va venir, vous voyez ?</p> <p>C'est comme chez nous, on n'a pas trop de végétariens. Alors, si on en a un ou deux, comme ça, bah oui, on a fait des plats végétariens. Mais je pense que la difficulté, c'est de toucher des publics non-cibles, vous voyez ? Parce que ceux qui viennent chez nous, ils savent très bien qu'ils vont manger de la viande en sauce.</p> <p>Il y a beaucoup d'abats, des choses comme ça. Alors, en fait, les abats, ça peut être aussi très écologiques puisque ça revient à la mode, et ce sont des produits pas chers et au lieu de les gaspiller, les jeter, on les cuisine. Donc ça, ça peut être aussi une forme d'écologie.</p> <p>Mais, je sais qu'à terme, nous, dans dix ans, on fera je ne sais pas, du boulgour, du millet, on travaillera d'autres produits terroirs. On va devoir un petit peu s'acclimater. Comme il y a dix ans en arrière, on travaillait tout ce qui venait au beurre, bah maintenant, les gens n'en veulent plus. Donc oui, c'est en marche. Mais je pense que voilà, il faut essayer de conscientiser les gens à manger différemment sans toucher aux porte-monnaie et sans leur faire peur, quoi.</p>	<p><i>If you have a vegetarian restaurant, you'll have a ready-made audience. They will come, you see?</i></p> <p><i>It's like with us, we don't have too many vegetarians. So, if we have one or two, like that, well yes, we've made vegetarian dishes. But I think the challenge is reaching non-target audiences, you see? Because those who come to us know very well that they're going to eat meat in sauce.</i></p> <p><i>There are a lot of offal dishes, things like that. So, in fact, offal can also be very ecological since it's coming back into fashion, and they're inexpensive products, and instead of wasting them, throwing them away, we cook them. So that can also be a form of ecology.</i></p> <p><i>But I know that in the long run, in ten years, we'll be doing I don't know, bulgur, millet, we'll be working with other local products. We'll have to adapt a little bit. Just like ten years ago, we used to work with everything that came with butter, well now, people don't want that anymore. So yes, it's in progress. But I think we need to try to make people aware of eating differently without affecting their wallets and without scaring them, you know.</i></p>



	Comment percevez-vous l'importance stratégique d'offrir des options à base de plantes pour rester compétitif et répondre à la demande des clients ?	<i>How do you perceive the strategic importance of offering plant-based options in staying competitive and meeting customer demands?</i>
QP14C	Pour l'instant, aucune. Non, vraiment. On est plein midi et soir, les gens viennent pour ça, chez nous.	<i>For now, none. No, really. We're full at lunch and dinner, people come for that, to us.</i>
	Ce n'est donc pas votre priorité et ça ne s'aligne pas avec votre concept, votre restaurant, votre gastronomie, quoi.	<i>So, it's not your priority and it doesn't align with your concept, your restaurant, your gastronomy, you know.</i>
	Déjà, on fait des circuits courts. On n'achète la plupart de nos légumes en GRTA. Si ça vous parle, ce label. Donc, on fait déjà pas mal. On fait tout maison, ce qui ne se fait plus à Genève, honnêtement. On est encore deux, trois à être survivants et à y croire, mais bientôt, on fera comme tous les autres. On ira chez Aligro acheter du congelé et personne ni verra rien, parce que les gens sont habitués à ça. Donc, c'est affreux.	<i>Already, we engage in short supply chains. Most of our vegetables are sourced from GRTA. If you're familiar with that label. So, we're already doing quite a lot. We make everything in-house, which isn't common anymore in Geneva, honestly. There are only two or three of us left who are survivors and believe in it, but soon, we'll follow suit like everyone else. We'll go to Aligro to buy frozen goods, and no one will notice because people are used to it. So, it's awful.</i>
	Est-ce que vous pourriez m'expliquer ce que c'est que ce label ? Je n'ai pas bien entendu, excusez-moi.	<i>Could you explain to me what this label is? I didn't quite hear you, excuse me.</i>
	C'est Genève Terroir. En fait, c'est un label qui favorise les produits locaux. C'est GRTA, Genève-Region-Terre-Arrière. Et puis on est labelisé fait maison, voilà. En fait, la vraie cuisine est faite à base de viande, ça c'est sûr. Enfin, pour l'instant.	<i>It's Geneva Terroir. Basically, it's a label that promotes local products. It's GRTA, Geneva-Region-Terre-Arrière. And we are labeled homemade, you see. Actually, real cooking is done with meat, that's for sure. Well, for now.</i>
	Je ne sais pas si je peux quand même vous poser cette question. Si vous ne voulez pas y répondre, il n'y a pas de problème.  Quel défi, dans le cas échéant, vous avez rencontré dans l'intégration de plats à base de plantes dans votre menu ou votre modèle commercial ? Votre modèle gastronomique, disons.	<i>I don't know if I can still ask you this question. If you don't want to answer, that's okay.  What challenge, if any, did you encounter in integrating plant-based dishes into your menu or your business model? Your culinary model, let's say.</i>
QP15C	On est proche du néant. On n'en a pas à part un plat végétarien. C'est pas du tout une conception pour l'instant, ce n'est pas un souci.	<i>We're close to nothing. We don't have any except for one vegetarian dish. It's not really a consideration at the moment, it's not a concern.</i>
QP16C	Dans l'ensemble, quels sont, selon vous, les principaux avantages et défis associés à l'intégration d'options à base de plantes dans votre restaurant ou pour l'industrie en général ?	<i>Overall, what do you see as the main benefits and challenges associated with integrating plant-based options into your restaurant or for the industry in general?</i>
	Les défis, c'est qu'il faudrait qu'on change notre pratique, notre raison sociale d'exister, parce que tout le monde l'identifie comme un bouchon lyonnais. Donc, un bouchon végétarien, ça sera compliqué.	<i>The challenges are that we would need to change our practice, our raison d'être, because everyone identifies us as a Lyonnais bouchon. So, a vegetarian bouchon, that would be complicated.</i>

	<p>Peut-être que ça arrivera dans longtemps, mais pour l'instant, ça n'existe pas. C'est antinomique. Pour nous, encore une fois, c'est de faire du tout maison et pas du congelé, quoi, que ce soit n'importe quelle cuisine.</p> <p>En fait, pour nous, ce qui est important, c'est d'exister en tant que restaurateurs qui font de la cuisine. Vous voyez ? Et qu'importe le plat. Après, on a déjà un plat végétarien, on travaille en circuit, on recycle tout.</p> <p>Nous, on est pas mal exemplaires dans ce qu'on fait, hormis qu'on travaille avec de la viande. On souligne qu'on fait attention aux déchets. On ne va pas utiliser des produits non écologiques. Enfin, vous voyez, on trie tout. Enfin, on est pas mal, quand même.</p> <p>Ce que vous appelez plantes, nous, on appelle ça légumes. On utilise des légumes et pas des plantes. Et, voilà, il n'y a pas de substituts à la viande, parce qu'on trouve ça pas bon.</p>	<p><i>Perhaps it will happen someday, but for now, it doesn't exist. It's contradictory. For us, once again, it's about doing everything homemade and not using frozen, no matter what cuisine it is.</i></p> <p><i>Actually, what's important for us is to exist as restaurateurs who cook. You see? And regardless of the dish. Moreover, we already have a vegetarian dish, we work with local produce, we recycle everything.</i></p> <p><i>We're quite exemplary in what we do, except that we work with meat. We emphasize that we pay attention to waste. We don't use non-ecological products. We sort everything. Well, we're quite good in that regard.</i></p> <p><i>What you call plants, we call vegetables. We use vegetables, not plants. And, well, there are no meat substitutes because we find them unappetizing.</i></p>
	<p>Du coup pour rebondir à ce que vous avez dit en dernier sur le goût, vous en avez beaucoup parlé, en tout cas, de ce que j'ai noté. C'est vraiment cette histoire de goût et puis même l'appellation qui vous dérange. Le fait d'appeler ça steak, alors que pour vous, ça ne représente pas un steak. Ce n'est pas traditionnellement comme la viande qu'on connaît.</p> <p>Est-ce que vous pensez que si, dans le futur, ces viandes ou l'industrie qui produit ce type de viande s'améliorerait au niveau du goût de la texture, est-ce que ça changerait votre opinion sur même l'appellation ? Si le goût et la texture s'amélioreraient, est-ce que pour vous, ça serait une possibilité de l'intégrer dans votre menu ?</p>	<p><i>So, to pick up on what you said last about taste, you've talked a lot about it, at least from what I've noted. It's really about this taste issue and even the labeling that bothers you. Calling it steak, when for you, it doesn't represent a steak. It's not traditionally like the meat we know.</i></p> <p><i>Do you think that if, in the future, these meats or the industry that produces this type of meat were to improve in terms of taste and texture, would that change your opinion even on the labeling? If the taste and texture were to improve, would it be a possibility for you to integrate it into your menu?</i></p>
	<p>Bien sûr. Mais moi, je mange souvent des steaks végétariens à titre personnel.</p> <p>J'ai un serveur qui est végétarien, donc on va changer un peu ce qu'on propose aux clients. Mais sérieusement, ce n'est pas au point encore. Non, je ne trouve pas et puis,</p>	<p><i>Sure. But personally, I often eat vegetarian steaks.</i></p> <p><i>I have a waiter who is vegetarian, so we're going to change a bit of what we offer to customers. But seriously, it's not there yet. No, I don't find it, and besides, it's relatively expensive compared to what's in it.</i></p>

	<p>c'est relativement cher, comparé à ce qu'il y a dedans.</p> <p>Moi, je préfère manger une fois par semaine une bonne viande rouge que d'acheter tous les jours un substitut de je ne sais pas quoi. Moi, ça ne me rassasie pas, en fait. Il n'y a pas de goût en bouche, vous voyez ? Et puis, même les ingrédients, on ne sait pas trop, c'est un peu nébuleux tout ça. C'est comme une copie conforme, mais pas aboutie. On veut imiter les steaks, mais voilà.</p> <p>Et puis le chocolat vegan, je ne sais pas si vous avez goûté ça, mais c'est dégueulasse. Moi l'adepte du chocolat, mais au secours ! Alors faut pas manger du chocolat si on est vegan, faut oublier.</p> <p>Moi je dis qu'ils prennent leurs petits insectes. Là je parle en dichotomie, mais, moi je n'aime pas Moi, je n'aime pas quand on copie et qu'on copie faux.</p> <p>Quand c'est déstructuré ou recopié, je ne sais pas quoi. Appelons une chose, une chose. Un steak, ça renvoie à l'animal, vous voyez ? Appelons une galette de je ne sais pas quoi, une galette végétarienne, bah oui ! Ouais, enfin, il faut appeler un chat à un chat et travailler sur les goûts.</p> <p>Parce que malheureusement, quand on mange ce genre de produits, pour l'instant, c'est plus ou moins industriel. On a tendance à rajouter du sel et du poivre et des sauces préfabriquées parce que ce n'est pas bon. Exhausteur de goût, ça il y en a partout. Pas que pour ça, oui.</p>	<p><i>I prefer to eat a good red meat once a week than to buy a substitute of I don't know what every day. It doesn't satisfy me, actually. There's no taste in the mouth, you see? And even the ingredients, we're not sure, it's a bit nebulous all this. It's like a copy, but not complete. We want to imitate steaks, but there you go.</i></p> <p><i>And then vegan chocolate, I don't know if you've tasted that, but it's disgusting. Me, the chocolate lover, but help! So, don't eat chocolate if you're vegan, forget it.</i></p> <p><i>I say they should take their little insects. Here I'm talking dichotomously, but I don't like it. I don't like when we copy, and we copy wrong. When it's deconstructed or copied, I don't know what. Let's call a thing what it is. A steak, it refers to the animal, you see?</i></p> <p><i>Let's call a patty of I don't know what, a vegetarian patty, well yes! Yeah, well, you have to call a spade a spade and work on the tastes.</i></p> <p><i>Because unfortunately, when we eat this kind of products, for now, it's more or less industrial. We tend to add salt and pepper and pre-made sauces because it's not good. There are flavor enhancers everywhere. Not just for that, yes.</i></p>
	<p>Du coup, j'ai fini avec mes questions. Je voulais juste vous demander si vous aviez des recommandations pour des futures recherches de ce genre ou si vous voudriez ajouter quelque chose pour terminer ? Quelques derniers mots de votre côté ?</p>	<p><i>So, I'm done with my questions. I just wanted to ask if you had any recommendations for future research of this kind or if you'd like to add anything to wrap up? Any final words from your side?</i></p>
QP17C	<p>Mon serveur, il dit toujours, parce qu'il mange ce genre de produits, l'offre est très réduite.</p> <p>Donc comment faire ? Pour avoir des steaks de grillon, où je ne sais pas, j'ai fait exprès d'appeler ça steak de grillon.</p>	<p><i>My server always says, because he eats this kind of products, the offer is very limited. So, how do we do it? To have cricket steaks, or I don't know, I deliberately called it cricket steak.</i></p>

	<p>En fait, il faudrait que ça sorte au niveau marketing de la niche bio, bobo, écolo, qui votent à gauche, vous voyez. Moi, j'aimerais que le marketing soit plus présent et surtout, où est-ce qu'on peut acheter des bons produits de qualité, pas forcément industriel, les points de vente et puis qui est l'offre en fait, ou des nouvelles recettes. Avec des grillons, qu'est-ce qu'on peut faire avec des grillons ? Parce que moi j'en ai aucune idée, à part les cuire à la poêle.</p>	<p><i>Actually, it should come out of the niche marketing of organic, bohemian, eco-friendly, left-voting people, you see. I would like marketing to be more present and especially, where can we buy good quality products, not necessarily industrial, the points of sale and then what is the offer actually, or new recipes. With crickets, what can we do with crickets? Because I have no idea, apart from frying them in a pan.</i></p>
	<p>Et donc pareil pour les viandes à base de plantes ? Seriez-vous presque, limite plus ouverte que pour des soi-disantes viandes ?</p>	<p><i>And so, the same goes for plant-based meats? Would you be almost, if not more, open than for so-called meats?</i></p>
	<p>J'ai goûté des œillets et des insectes. C'est hyper intéressant. J'ai goûté au Mexique, j'ai tout goûté au Mexique. Franchement, moi ça m'a plu, parce que je trouve très novateur. Je ne m'y connais pas, mais il y a autant de protéines, dans je ne sais pas, dans un certain nombre, une poignée d'insectes que sur un kilo de bœuf et je trouve ça très intéressant justement.</p>	<p><i>I've tasted carnations and insects. It's super interesting. I tried them in Mexico, I tried everything in Mexico. Honestly, I liked it because I find it very innovative. I'm not an expert, but there are as many proteins in, I don't know, in a certain amount, a handful of insects as in a kilo of beef, and I find that very interesting indeed.</i></p>
	<p>Merci beaucoup d'avoir pris ce temps. C'était très intéressant de vous écouter.</p>	<p><i>Thank you very much for taking the time. It was very interesting to listen to you.</i></p>
	<p>De rien, avec plaisir. Bonne chance !</p>	<p><i>You're welcome, with pleasure. Good luck!</i></p>

## Interview transcription – Respondent D

Code	Questions & Responses	Translation
	Racontez-moi le concept et le thème de votre restaurant ?	<i>Can you share the concept and theme of your restaurant?</i>
QP01D	<p>Alors, Restaurant D, c'est une auberge qui est traditionnelle. On a repris ce qui fonctionnait avant, c'est franco-suisse. Je suis française d'origine, j'ai grandi en Suisse, et puis on a voulu garder ce que les gens aimaient.</p> <p>Donc, notre principe, c'est les perches, le pâté en croûte qui est fait maison, et puis le tartare de bœuf. Après, moi, j'aime bien, depuis que j'ai repris les fourneaux depuis deux ans, changer régulièrement ma carte. Donc, j'apporte aussi quelques plats classiques et puis des plats un peu plus exotiques.</p>	<p><i>So, Restaurant D is a traditional inn. We've taken what worked before, it's Franco-Swiss. I'm originally French, I grew up in Switzerland, and we wanted to keep what people liked.</i></p> <p><i>So, our principle is perch, homemade pâté en croûte, and beef tartare. Also, since I took over the kitchen two years ago, I like to regularly change my menu. So, I also offer some classic dishes and some more exotic ones.</i></p>
	Est-ce que vous pourriez me raconter un peu votre parcours ? Est-ce que vous avez toujours travaillé dans la restauration ?	<i>Could you tell me a bit about your background? Have you always worked in the restaurant industry?</i>
QP02D	<p>Oui. Alors, en fait, moi, je voulais être journaliste.</p> <p>Je suis partie en Angleterre pour apprendre la langue. Je suis tombée dans une famille de cuisiniers. Elle, elle était traiteur, lui, il était professeur. Et donc, au bout d'un an que je travaillais chez eux, je me suis tellement bien adaptée qu'on a décidé, j'ai décidé de rester et de finir mes études et de rentrer dans la cuisine. C'est comme ça que je suis tombée dans la soupe.</p> <p>J'ai fait toutes mes études culinaires là-bas. Je suis restée cinq ans. Malheureusement, en Angleterre, ils cherchaient des Français de formation francophone et pas anglophone. Donc, j'avais beaucoup de mal à trouver. Je cherchais des relais château.</p> <p>Je suis cuisinière gastronomique. Donc, je cherchais des relais château avec une cuisine un peu plus élégante. Et après avoir été sur plusieurs listes d'attente comme chez les Roux, comme hôtel Hyde Park Corner et autres, j'ai décidé de rentrer en France et j'ai posé mon CV.</p>	<p><i>Yes. Well, actually, I wanted to be a journalist.</i></p> <p><i>I went to England to learn the language. I ended up with a family of cooks. She was a caterer, he was a teacher. So, after a year of working with them, I adapted so well that we decided, I decided to stay and finish my studies and enter the kitchen. That's how I fell into cooking.</i></p> <p><i>I did all my culinary studies there. I stayed for five years. Unfortunately, in England, they were looking for French-trained chefs who spoke French, not English. So, I had a hard time finding a job. I was looking for Relais &amp; Châteaux establishments.</i></p> <p><i>I'm a gourmet chef. So, I was looking for Relais &amp; Châteaux with a more elegant cuisine. And after being on several waiting lists, like at the Roux's, Hyde Park Hotel, Corner, and</i></p>

<p>Et Marc Veyrat m'a répondu assez rapidement. Donc, je suis rentrée chez lui très rapidement. Là, j'ai travaillé six mois chez lui et c'était un peu compliqué.</p> <p>C'est un chef qui est très dur, qui n'est pas très respectueux. Donc, je n'ai pas voulu continuer là-bas.</p> <p>Et j'ai décidé d'essayer ma chance en Suisse. Et puis ensuite, en Suisse, j'ai essayé de rentrer dans plusieurs grands hôtels. À l'époque, ils m'ont refusé parce que j'étais une femme.</p> <p>Même le Hilton à l'époque. Ils m'ont dit qu'ils avaient eu des problèmes avec les femmes. Je leur ai répondu, dites-moi que vous n'avez jamais eu de problème avec les hommes et on en reparle.</p> <p>Et donc, ils ont envoyé un mot d'excuse, mais je n'ai pas eu le poste. Donc, j'ai décidé de tenter ma chance sur l'autre rive. J'ai été au parc des Eaux-Vives. Là, je suis tombée sur un meilleur ouvrier de France qui m'a parlé humainement. Et c'était Claude Legras qui m'a dit qu'il avait deux amis qui ouvraient un restaurant, qui cherchaient du monde. Donc, je suis rentrée au Lion d'or, comme ça, chez les chefs Dupont et Byrne. J'ai fait l'ouverture.</p> <p>Un an après, ils ont ouvert la Closerie à Cologny, un restaurant semi gastro-italien. Et je suis restée cinq ans et j'ai été leur second.</p> <p>Ensuite, je me suis mariée. J'ai voulu avoir des horaires continus. Donc, je suis rentrée dans une société, Eldora, qui était anciennement DSR, pour avoir les horaires continus et les congés les week-ends. J'ai travaillé à l'OMP et à la Place des Nations. Et en fait, ils sont venus me chercher pour une place très particulière.</p> <p>C'était un cercle privé qui s'appelle le Cercle de la Terrasse. Là, c'est un club de gentlemen comme on connaît en Angleterre. Il y en a à Genève.</p> <p>Il y en a partout dans le monde, mais il y en a un à Genève. Et c'était celui-là. Et là, ils m'ont laissée tenter ma chance en salle. Et je suis restée 15 ans la directrice du Cercle de la Terrasse.</p> <p>Donc, j'avais arrêté la cuisine. Ensuite,</p>	<p><i>others, I decided to return to France and submit my CV. And Marc Veyrat replied quite quickly. So, I joined his team very soon after. I worked there for six months, and it was a bit complicated.</i></p> <p><i>It was a bit complicated. He's a very tough chef, not very respectful. So, I didn't want to continue there.</i></p> <p><i>And I decided to try my luck in Switzerland. Then, in Switzerland, I tried to get into several luxury hotels. At the time, they refused me because I was a woman.</i></p> <p><i>Even the Hilton at the time. They said they had had problems with women. I replied, "Tell me you've never had problems with men and then we'll talk."</i></p> <p><i>So, they sent an apology, but I didn't get the job. So, I decided to try my luck on the other side. I went to Parc des Eaux-Vives. There, I met a Meilleur Ouvrier de France who spoke to me as a human being. It was Claude Legras who told me he had two friends opening a restaurant, looking for staff. So, I joined the Lion d'Or, under the chefs Dupont et Byrne. I was there for the opening.</i></p> <p><i>A year later, they opened La Closerie à Cologny, a semi-gastro Italian restaurant. And I stayed for five years and became their second chef.</i></p> <p><i>Then, I got married. I wanted regular hours. So, I joined a company, Eldora, which was formerly DSR, to have continuous hours and weekend off. I worked at OMP and Place des Nations. And they actually came looking for me for a very particular position.</i></p> <p><i>It was a private club called the Terrasse Club. It's a gentlemen's club as known in England. There are some in Geneva.</i></p> <p><i>There are some all over the world, but there's one in</i></p>
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	<p>au bout de 15 ans, un petit peu ras-le-bol, j'ai voulu passer à autre chose.</p> <p>J'ai voulu faire une expérience en Afrique. J'avais l'occasion de partir en Afrique. Je suis partie en Tanzanie un an. Et là, je suis partie. J'étais l'assistante de direction de The Plantation Lodge en Tanzanie, près du Ngorongoro Crater. Et je suis restée un an.</p> <p>C'était un peu compliqué aussi pour une femme seule avec un animal. J'avais un chat à l'époque. Je voyageais avec.</p> <p>Et puis, j'étais là conçue pour mettre en place une équipe Food &amp; Beverage. Donc, j'engageais et je licenciçais. Ce n'était pas le super rôle pour une blanche européenne. Et donc, finalement, au bout d'un an, ça a été une expérience dans tous les sens du terme, bon, mauvais, mais c'était une expérience. Je suis rentrée.</p> <p>Et là, j'ai des amis qui m'ont un peu poussée pour reprendre quelque chose. J'ai aidé une amie à ouvrir un concept qui était nouveau. C'était le plus grand humidor d'Europe. Donc, c'est un magasin de cigares. Je me suis spécialisée dans les cigares aussi. Et une fois que j'ai fini de me spécialiser, au bout d'un an, moi, les ordures boutiques, ce n'était pas mon truc. Donc, je me suis décidée d'ouvrir quelque chose.</p> <p>Et c'est comme ça que j'ai ouvert Restaurant D en 2018.</p>	<p><i>Geneva. And that was it. And they allowed me to try my hand in the dining room. And I stayed 15 years as the director of the Terrasse Club. So, I had stopped cooking. Then, after 15 years, feeling a bit fed up, I wanted to do something else.</i></p> <p><i>I wanted to have an experience in Africa. I had the opportunity to go to Africa. I went to Tanzania for a year. There, I was the assistant manager of The Plantation Lodge in Tanzania, near the Ngorongoro Crater. And I stayed for a year.</i></p> <p><i>It was a bit complicated also for a single woman with a pet. I had a cat at the time. I traveled with him. And I was there to set up a Food &amp; Beverage team. So, I hired and fired. It wasn't the best role for a white European woman. So, eventually, after a year, it was an experience in every sense of the term, good, bad, but it was an experience. I came back.</i></p> <p><i>And then, I had friends who pushed me a bit to start something. I helped a friend open a new concept. It was Europe's largest humidor. So, it's a cigar store. I also specialized in cigars. And once I finished specializing, after a year, I realized high-end shops weren't my thing. So, I decided to open something myself.</i></p> <p><i>And that's how I opened Restaurant D in 2018.</i></p>
	Wow ! Et bien, quel parcours, en tout cas, très intéressant. Et puis, comment vous percevez le rôle de l'innovation dans l'industrie alimentaire ?	<i>Wow! Well, what a journey, very interesting indeed. And how do you perceive the role of innovation in the food industry ?</i>
QP03D	<p>On est en plein dedans. On est en pleine révolution. En tout cas, les restaurants, on doit vraiment se remettre en question.</p> <p>Mais on ne pourra jamais le faire sans l'aide de l'État. Augmenter les salaires, c'est magnifique. Mais les charges</p>	<p><i>We are right in the middle of it. We are in the midst of a revolution. In any case, restaurants really need to question themselves.</i></p> <p><i>But we will never be able to do it without the help of the State. Raising salaries is wonderful. But the costs are rising too.</i></p>

	<p>augmentent aussi. Et les plats du jour, non. Donc, c'est bien d'augmenter le coût de la vie pour les employés. Mais les patrons, ils sont toujours à la ramasse.</p> <p>Donc, oui, on aimerait bien avoir plus d'employés. On aimerait bien pouvoir les payer mieux. Mais malheureusement, on n'est tellement pas suivi dans les charges. Et puis, depuis la pandémie, ça ne remonte pas.</p>	<p><i>And the daily specials, no. So, it's good to increase the cost of living for employees. But the owners are always struggling.</i></p> <p><i>So yes, we would love to have more employees. We would love to be able to pay them better. But unfortunately, we are not supported enough with the costs. And then, since the pandemic, it hasn't picked up.</i></p>
	<p>Et puis, au niveau de tout ce qui est gastronomique, les plats, est-ce que vous pensez que ça a sa place, l'innovation a sa place ? Ou par rapport à, justement, le thème de votre restaurant, qui est très gastronomique, qui est très basé franco-suisse, ce mélange, justement. Est-ce que vous voyez l'innovation possible ?</p>	<p><i>And then, regarding everything gastronomic, the dishes, do you think that innovation has its place? Or in relation to, precisely, the theme of your restaurant, which is very gastronomic, which is very based on Franco-Swiss cuisine, this mix, precisely. Do you see innovation as possible?</i></p>
	<p>Avec mon mari, on est tous les deux chefs.</p> <p>Donc, on aime bien aussi faire des bons restaurants qui sont innovants. En Espagne, ils sont très forts. Ils sont très forts dans l'innovation. C'est eux qui ont fait la cuisine moléculaire. Là, il y a un chef qui cuisine tout ce qu'il a autour de chez lui dans un étang, que ce soit les animaux, que ce soit les plantes, quoi que ce soit. Et c'est une expérience.</p> <p>Sur du long terme, faire tout le temps la même chose, ça, ce n'est pas ma politique à moi. J'ai du mal. Je sais que les grands chefs, en général, gardent leur carte quand même pas mal de temps.</p> <p>Et l'innove, quand ils font des bouquins. La gastronomie, aujourd'hui, les gens ont beaucoup moins d'argent. Ils ne sont pas moins curieux parce qu'ils sont toujours aussi curieux, puisqu'il y a toutes ces émissions qui font que leur curiosité est attisée. Mais justement, ces émissions nous desservent aussi.</p> <p>Parce que déjà, ça ne relate pas à la réalité du travail. Ce n'est pas de passer à la télé, de faire des concours, de s'exercer pour une chose pendant 36 heures. C'est que tous les jours, on doit faire des choses et puis donner satisfaction à nos clients, quoi qu'il</p>	<p><i>With my husband, we are both chefs.</i></p> <p><i>So, we also like to make good restaurants that are innovative. In Spain, they are very strong. They are very strong in innovation. They are the ones who created molecular cuisine. There is a chef who cooks everything he has around him in a pond, whether it's animals, plants, whatever. And it's an experience.</i></p> <p><i>In the long term, always doing the same thing, that's not my policy. I find it difficult. I know that top chefs generally keep their menu for quite some time. And they innovate when they write books. Gastronomy today, people have much less money. They are not less curious because they are still as curious, thanks to all these shows that stimulate their curiosity. But precisely, these shows also work against us.</i></p> <p><i>Because, first of all, they do not reflect the reality of the work. It's not about being on TV, participating in contests, practicing one thing for 36 hours. It's that every day, we have to do things and satisfy our customers, no matter what happens in our private or professional lives. What undermines gastronomy a bit are the prices. There will always be an audience for that.</i></p>



	<p>advienne, quoi qu'il arrive dans nos vies privées ou professionnelles.</p> <p>Ce qui dessert un peu la gastronomie, c'est les prix. Il y aura toujours un public pour ça.</p> <p>Nous, on a fait le Geranium, il n'y a pas longtemps, à Copenhague. Il a été élu meilleur restaurant deux années de suite. Pour moi, ça a été une super expérience. C'est peut-être un des seuls que j'ai faits aujourd'hui, où j'aimerais retourner avec mes enfants.</p>	<p><i>We did Geranium not long ago in Copenhagen. It was voted the best restaurant two years in a row. For me, it was a great experience. It's perhaps one of the only ones I've done today that I would like to return with my children.</i></p>
	Et c'était quel type d'innovation ?	<i>And what type of innovation was it?</i>
	<p>Pas de viande. Que des légumes et du poisson. Mais très peu de poisson.</p> <p>Et on a fait tout le repas sans alcool, avec des mélanges de jus. Ils ont fait comme des cocktails. C'était impressionnant.</p> <p>C'est le Geranium, ça s'appelle. C'est pas loin du Noma, qui avait été élu aussi plusieurs fois meilleur restaurant et qui avait eu un problème d'empoisonnement.</p> <p>Mais à Copenhague, ça fait 10 ans, 20 ans qu'ils ont décidé d'être les meilleurs et en 20 ans, ils ont pris l'ascenseur. Ils ont signé une charte entre eux. Ils étaient nuls, mais vraiment mauvais de chez mauvais. Et ils ont tous signé une charte. Et maintenant, il y a deux restaurants élus meilleurs restaurants de l'année en même pas 10 ans. Donc, quand on veut.</p>	<p><i>No meat. Only vegetables and fish. But very little fish.</i></p> <p><i>And we had the whole meal without alcohol, with juice blends. They made them like cocktails. It was impressive.</i></p> <p><i>It's called Geranium. It's not far from Noma, which was also voted the best restaurant several times and had a poisoning problem.</i></p> <p><i>But in Copenhagen, for 10 or 20 years, they have decided to be the best, and in 20 years, they have taken the elevator up. They signed a charter among themselves. They were terrible, really bad. And they all signed a charter. And now there are two restaurants voted best restaurants of the year in less than 10 years. So, when you want to.</i></p>
	A votre avis, quelle est l'importance pour les restaurants en général, que ce soit le vôtre ou les autres, de s'aligner sur les valeurs évolutives des consommateurs ?	<i>In your opinion, how important is it for restaurants in general, whether yours or others, to align with the evolving values of consumers?</i>
QP04D	<p>Alors, pas s'aligner, mais en tout cas être au courant de ce qui se fait.</p> <p>Pour toujours être dans la course. Parce que c'est comme dans tous les boulots. Nous, on fait beaucoup de restaurants pour cette curiosité culinaire. Parce qu'il y a quand même vraiment des gens qui ont des idées incroyables. Des fois, c'est tout bête, c'est tout con. Et on s'inspire dans notre cuisine avec.</p> <p>Moi, par exemple, ça faisait 20 ans que j'avais arrêté de cuisiner. Quand j'ai repris l'établissement, je ne cuisinais pas. Ça fait que deux ans que j'ai repris les fourneaux.</p>	<p><i>Well, not to align, but at least to be aware of what is being done.</i></p> <p><i>To always stay in the race. Because it's like in any job. We visit a lot of restaurants out of culinary curiosity. Because there are really people with incredible ideas. Sometimes it's very simple, very basic. And we draw inspiration from it for our own cooking.</i></p> <p><i>For example, I had stopped cooking for 20 years. When I took over the establishment, I wasn't cooking. It's only been two years since I returned to the stove.</i></p>

	<p>Et j'ai pris des cours intensifs avec mon mari, qui, lui, n'a jamais quitté la cuisine. Ça fait 30 ans, pour tout ce qui était les nouvelles innovations.</p> <p>On nous a beaucoup simplifié quand même la vie. Toutes les cuissons à basse température. Tous les fours ont énormément évolué. Le matériel a énormément évolué.</p> <p>C'est pour ça qu'aujourd'hui, je peux le faire... On est deux, on devrait être au moins quatre pour tout ce qu'on sort. Mais voilà, c'est l'innovation qui fait que... Les viandes sortent toutes de la même cuisson. Les volailles. Je fais la chasse.</p> <p>Je fais la cuisson à basse température.</p> <p>Les cuissons, elles sont toujours les mêmes. Quand on me dit, il y en a une qui est trop cuite et une pas assez cuite, ce n'est juste pas possible. C'est de la mauvaise foi.</p> <p>Autrement, ça veut dire que... Enfin, c'est vraiment... J'ai un système... Alors, l'erreur est humaine. Dimanche, par exemple, j'avoue, les thons, je les ai trop cuits. Je me suis calée sur mes deux premiers clients qui étaient contents. Et en fait, eux, ils aimaient un peu plus cuits que les autres. Donc là, oui, c'est rare que je me plante sur mes cuissons. C'est rare que je me plante sur mes cuissons. Ça ne m'est jamais arrivé. Mais je reconnais que, oui, je me suis plantée.</p>	<p><i>And I took intensive courses with my husband, who has never left the kitchen, it's been 30 years, for all the new innovations.</i></p> <p><i>Our lives have been greatly simplified. All the low-temperature cooking. All the ovens have evolved tremendously. The equipment has evolved tremendously.</i></p> <p><i>That's why today I can do it... There are two of us, but we should be at least four for all the dishes we produce. But there you go, it's innovation that makes it possible... The meats all come out cooked the same way. The poultry. I hunt. I cook at low temperatures.</i></p> <p><i>The cooking is always the same. When someone tells me one is overcooked and one is undercooked, it's just not possible. It's bad faith.</i></p> <p><i>Otherwise, it means... Well, it's really... I have a system... So, human error is possible. On Sunday, for example, I admit, I overcooked the tuna. I calibrated it based on my first two customers who were happy. And actually, they liked it a bit more cooked than the others. So yes, it's rare that I mess up the cooking. It's rare that I mess up the cooking. It never happens. But I recognize that, yes, I messed up.</i></p>
	<p>En tant que propriétaire de restaurant, comment abordez-vous la satisfaction des différentes préférences alimentaires, y compris végétariens, végétaliens ?</p>	<p><i>As a restaurant owner, how do you approach satisfying different dietary preferences, including vegetarians and vegans?</i></p>
QP05D	<p>Alors, on essaye de faire notre carte avec. Je viens de sortir un livre aussi avec d'autres chefs où, dedans, je propose aussi un tofu. Enfin, une recette pour les végétariens, avec des légumes grillés et autres, qui change de l'assiette de légumes.</p> <p>C'est compliqué. C'est surtout les sans-glutens. Moi, je suis une pizzeria aussi. Et si c'est un Céliaque, ce n'est juste pas possible chez nous. Nous, ce ne serait pas possible. Parce que, malheureusement, la farine, elle est partout chez nous. Donc, s'il est 100% Céliaque, je leur dis qu'on ne peut pas</p>	<p><i>So, we're trying to make our menu with it. I just released a book as well with other chefs where, inside, I also propose a tofu. Well, a recipe for vegetarians, with grilled vegetables and others, which changes from the vegetable plate.</i></p> <p><i>It's complicated. It's especially for those who are gluten-free. I also run a pizzeria. And if it's a celiac, it's just not possible for us. It wouldn't be possible for us. Because, unfortunately, flour is everywhere with us. So, if they're 100% celiac, I tell them we can't serve you. Food intolerances are really difficult. It's complicated. For us, it's really</i></p>

	vous servir. Les intolérances alimentaires, c'est vraiment difficile. C'est compliqué. Pour nous, c'est vraiment compliqué. Mais on s'adapte.	<i>complicated. But we adapt.</i>
	Si je vous dis 'viande à base de plantes', qu'est-ce qui vous vient à l'esprit ?	<i>If I say 'plant-based meat' to you, what comes to mind?</i>
QP07D	<p>J'avais une ancienne amie, il y a quelques années, au moment que j'ouvrais ici, qui était totalement végétarienne, voire végétalienne. Et pour Noël, elle a été scandalisée que je propose du foie gras. Alors, elle m'a amené une boîte de faux foie gras.</p> <p>Et c'est comme le faux sucre. À un moment donné, à part si c'est un problème de santé, c'est soit on mange le vrai, soit... Un faux foie gras, ce n'est pas un foie gras. Point barre.</p> <p>Si c'est un truc à base de soja ou je ne sais quoi, ce n'est pas du foie gras. Je suis désolée. On ne peut pas appeler ça du faux foie gras. Ce n'est pas du foie gras. C'est autre chose. Si en plus, vous êtes végétarien, c'est le genre de choses qui vous révulsent, normalement. Donc, normalement, ça ne devrait même pas leur traverser l'esprit de vouloir un faux foie gras.</p> <p>Après, à voir, maintenant, je crois qu'il n'y a pas longtemps, ça vient d'être interdit de justement appeler ce genre de choses faux foie gras, faux... Qui rappellent des viandes ou des poissons.</p> <p>On est végétarien, on est végétarien. C'est tout. C'est un steak de légumes. Oui d'accord. C'est un steak de légumes, je veux bien. Ce n'est pas un faux steak haché de viande, mais aux légumes. Non, c'est complètement aberrant. Personnellement, je trouve ça aberrant.</p> <p>Et si on doit prendre du coca, autant prendre le vrai coca, que ces trucs bourrés de faux sucres qui sont très mauvais pour la santé. On voit bien le résultat aux Etats-Unis. À un moment donné, on va arrêter de ... Je ne suis pas normale, mais je veux être normale. Je ne suis pas normale, je ne mange pas la viande.</p> <p>Moi, ma sœur, elle ne mange pas de viande. Elle ne mange pas de poisson. Elle ne va pas commencer à aller acheter quelque chose qui ressemble à</p>	<p><i>I had an old friend, a few years ago, around the time I was opening here, who was completely vegetarian, even vegan. And for Christmas, she was scandalized that I offered foie gras. So, she brought me a box of faux foie gras.</i></p> <p><i>And it's like fake sugar. At some point, unless it's a health issue, it's either we eat the real thing, or... Faux foie gras is not foie gras. Period.</i></p> <p><i>If it's something made from soy or whatever, it's not foie gras. I'm sorry. You can't call that faux foie gras. It's not foie gras. It's something else. If you're vegetarian, it's the kind of thing that should repulse you, normally. So, normally, it shouldn't even cross their minds to want faux foie gras.</i></p> <p><i>Now, I think recently, it's just been banned to call these kinds of things faux foie gras, faux... That resemble meats or fishes.</i></p> <p><i>If you're vegetarian, you're vegetarian. That's it. It's a vegetable steak. Yes, okay. It's a vegetable steak, I agree. It's not a fake meat minced steak, but with vegetables. No, it's completely absurd. Personally, I find it absurd.</i></p> <p><i>And if we have to drink Coca-Cola, might as well drink the real Coca-Cola, than these things full of fake sugars which are very bad for health. We can clearly see the result in the United States. At some point, we'll stop... I'm not normal, but I want to be normal. I'm not normal, I don't eat meat.</i></p> <p><i>Me, my sister, she doesn't eat meat. She doesn't eat fish. She's not going to start buying something that looks like meat, that's why I'm telling you, for her, it disgusts her. Foie gras, it disgusts her. A piece of ham, when she was little, was like a surgical operation. There was no fat. I think it's either you eat it, or you don't.</i></p> <p><i>But when you don't eat it, there's no point in trying to find an alternative to</i></p>

	<p>une viande, c'est pour ça que je vous dis, pour elle, ça la révolte. Le foie gras, ça la révolte. Un morceau de jambon, quand elle était petite, c'était une opération chirurgicale. Il n'y avait pas de gras. Je pense que c'est soit on mange, soit on ne mange pas.</p> <p>Mais quand on ne mange pas, ça ne sert à rien d'essayer de trouver une alternative à quelque chose qu'on n'aime pas. Je ne vois pas l'intérêt. Personnellement, je ne comprends pas.</p>	<p><i>something you don't like. I don't see the point. Personally, I don't understand.</i></p>
	<p>D'accord, OK. Donc, il y a une incompréhension sur le fait d'appeler ça quelque chose qui n'est pas la réalité. Et puis, de ce que vous aviez goûté, ça ne donne pas grand-chose ?</p>	<p><i>Alright, OK. So, there's a misunderstanding about calling it something that isn't reality. And from what you've tasted, it doesn't amount to much?</i></p>
	<p>Non, ça n'en est pas. Pourquoi l'appeler quelque chose qui ne l'est pas ? Les œufs de lompe, c'est complètement différent du caviar. Ça n'a rien à voir. On ne peut pas faire passer des œufs de lompe pour du caviar. C'est complètement ridicule.</p>	<p><i>No, it's not. Why call it something it's not? Lumpfish eggs are completely different from caviar. They have nothing to do with each other. You can't pass off lumpfish eggs as caviar. It's completely ridiculous.</i></p>
	<p>Vos perceptions du coup des options à base de plantes, est-ce qu'elles ont évolué avec le temps ? Si oui, de quelle manière ?</p>	<p><i>Have your perceptions of plant-based options changed over time? If so, how?</i></p>
QP08D	<p>Je suis de formation de Marc Veyrat.</p> <p>Marc Veyrat, c'est un spécialiste des plantes. Donc, depuis le début, je travaille beaucoup avec les plantes. Et j'ai travaillé en collaboration avec son herboriste qui s'appelait Couplan à l'époque.</p> <p>Quand j'étais chez Marc Veyrat, il était en train d'écrire un livre sur toutes ces plantes qu'on trouve dans la nature, donc à la montagne. Et moi, j'allais avec lui. Donc, oui, moi, les plantes sont très importantes dans ma cuisine.</p>	<p><i>I trained under Marc Veyrat.</i></p> <p><i>Marc Veyrat is a specialist in plants. So, since the beginning, I've been working a lot with plants. And I worked in collaboration with his herbalist, Couplan, at the time.</i></p> <p><i>When I was with Marc Veyrat, he was writing a book on all these plants found in nature, in the mountains. And I went with him. So, yes, plants are very important in my cuisine.</i></p>
	<p>Et puis, est-ce que du coup, durant ce temps de formation ou maintenant, vous vous imaginez faire du coup des galettes de légumes ou utiliser en tout cas ces plantes ou ces légumes pour faire, par exemple, des alternatives comme des galettes, des choses comme ça ?</p>	<p><i>And then, during this training period or now, do you imagine making vegetable patties or using these plants or vegetables to make, for example, alternatives like patties, things like that?</i></p>
	<p>Oui, on le fait déjà vu que je fais un millefeuille au tofu, par exemple, qui est une alternative à la lasagne.</p> <p>On est obligé de faire des alternatives,</p>	<p><i>Yes, we already do that since I make a tofu millefeuille, for example, which is an alternative to lasagna.</i></p> <p><i>We are obliged to provide alternatives,</i></p>

	<p>mais on appelle ça une lasagne de légumes. On ne peut pas appeler ça une lasagne de viande, mais aux légumes. Il y a la transparence des choses.</p> <p>Aujourd'hui, on nous fait la chasse d'être transparent, que nos filets de perche du Léman sont bien du Léman, que notre tartare de bœuf, il est bien suisse, que le poulet, il est bien d'ici ou d'ailleurs. Mais on doit être transparent. On ne peut pas sortir un truc de dire que c'est du foie gras alors que ça ne l'est pas.</p> <p>Il faut être aussi honnête et franc et transparent avec le client. C'est eux qui nous demandent cette transparence. Donc, pourquoi nous amener ces fakes ? Une galette de légumes, c'est une galette de légumes. Elle peut être aux pois chiches comme elle peut être aux légumes grillés. Mais il faut appeler un chat, un chat.</p>	<p><i>but we call it a vegetable lasagna. We can't call it a meat lasagna, but with vegetables. There's transparency in things.</i></p> <p><i>Today, we are being hunted to be transparent, that our perch fillets from Lake Geneva are indeed from Lake Geneva, that our beef tartare is Swiss, that the chicken is from here or elsewhere. But we must be transparent. We can't come out and say it's foie gras when it's not.</i></p> <p><i>We must also be honest and frank and transparent with the customer. They are the ones asking for this transparency. So why bring us these fakes? A vegetable patty is a vegetable patty. It can be made with chickpeas, or it can be made with grilled vegetables. But let's call a spade a spade.</i></p>
	Est-ce que vous envisageriez d'intégrer des options à base de plantes dans votre menu ? Pourquoi ? Pourquoi pas ?	<i>Would you consider incorporating plant-based options into your menu? Why? Why no ?</i>
	<p>Oui, bien sûr. Je le fais déjà. On travaille avec la ferme de l'Ortie. C'est des jeunes qui sont complètement demeter, nature, bio. Ils nous livrent en vélo, pour dire à quel point, du mesclun maison, des betteraves, de la ciboulette. Ils nous font découvrir plein de nouvelles plantes aussi. Ça fait deux mois maintenant que je travaille avec eux.</p> <p>Le Pak choi, on cultive du Pak choi. On peut vraiment sans problème travailler avec ça.</p>	<p><i>Yes, of course. I already do it. We work with La Ferme de l'Ortie. They are young people who are completely biodynamic, natural, organic. They deliver to us by bike, to show how committed they are, with homemade mesclun, beets, chives. They also introduce us to many new plants. I've been working with them for two months now.</i></p> <p><i>Pak choi, we grow Pak choi. We can really work with that without any problem.</i></p>
	Mais pas tout ce qui est fausse viande ? Par exemple, vous ne verrez pas aller à la Coop, à la Migros, je ne sais pas, quelle enseigne. Et puis, aller chercher de la fausse viande. Et vous, essayez de trouver ou améliorer le goût, ou je ne sais pas, travailler ce produit-là.	<i>But not everything that is fake meat? For example, you wouldn't go to Coop, Migros, I don't know, any store, and look for fake meat. And you, try to find or improve the taste, or I don't know, work with that product.</i>
	<p>Pas si c'est appelé fausse viande, pas si c'est appelé faux foie gras. Je ne vois pas l'intérêt.</p> <p>À ce moment-là, tu m'apportes une terrine avec légumes. Tu me dis que c'est un plat de fête. Essaie de me sortir comme si c'était un plat de fête. Moi, je ne peux pas manger de foie gras.</p> <p>Mais voilà, au moins que mes invités puissent avoir une alternative au foie gras, qu'ils n'aient pas l'impression de</p>	<p><i>Not if it's called fake meat, not if it's called faux foie gras. I don't see the point.</i></p> <p><i>At that point, you bring me a vegetable terrine. You tell me it's a festive dish. Try to present it as if it's a festive dish. I can't eat foie gras.</i></p> <p><i>But at least my guests can have an alternative to foie gras, so they don't feel like they're missing out. Yes, at that moment, I can do something. I can</i></p>

	<p>manquer. Oui, là, à ce moment-là, je peux faire quelque chose. Je peux innover quelque chose. Je peux réfléchir à quelque chose. Mais pas me dire, ah ben non je ne mange pas de foie gras, mais j'ai du faux foie gras si tu veux. Non, ce n'est pas du faux foie gras. Ça n'en est pas. C'est autre chose.</p>	<p><i>innovate something. I can think of something. But don't tell me, oh no, I don't eat foie gras, but I have faux foie gras if you want. No, it's not faux foie gras. It isn't. It's something else.</i></p>
	<p>Et puis, d'après vous, qu'est-ce que vous pensez qui stimule cette popularité de toutes ces alternatives à base de plantes dans la restauration ?</p>	<p><i>And then, in your opinion, what do you think is driving the popularity of all these plant-based alternatives in the restaurant industry?</i></p>
QP10D	<p>Les écolos. Après, les plantes, ça a toujours existé dans la cuisine. Ce n'est pas une invention d'aujourd'hui. Marc Veyrat, on a fait son cheval de bataille depuis des années et des années. Avant lui, il y avait d'autres chefs aussi.</p> <p>Ce n'est pas d'aujourd'hui qu'on travaille les plantes. D'ailleurs, on a oublié qu'on avait autant de plantes autour de nous qu'on pouvait cuisiner, qui poussent naturellement. On les cultive aujourd'hui, donc, ce n'est pas une nouveauté d'avoir des plantes dans sa nourriture. Bien au contraire, on a des fleurs aussi. On mange des roses. Il y a des roses qui se mangent. C'est fait pour.</p> <p>Par contre, il y a d'autres plantes qui sont hyper dangereuses. Par exemple, le laurier, en ce moment, je fais hyper attention. Ces lauriers-là sont hyper dangereux. La macération de ces lauriers, c'est un empoisonnement. Alors qu'on a le laurier qu'on cuisine. C'est là qu'il faut avoir les connaissances.</p>	<p><i>The environmentalists. After all, plants have always existed in cooking. It's not a recent invention. Marc Veyrat made it his crusade for years and years. Before him, there were other chefs too.</i></p> <p><i>Working with plants is not something new. In fact, we've forgotten how many plants around us can be cooked, which grow naturally. Today, we cultivate them, so, it's not new to have plants in food. Quite the opposite, we also have flowers. We eat roses. There are roses that are meant to be eaten.</i></p> <p><i>However, there are other plants that are extremely dangerous. For example, bay leaves—I'm very careful with them. Some bay leaves are extremely dangerous. Macerating these bay leaves can cause poisoning. Whereas we have bay leaves that we cook with. That's where knowledge is crucial.</i></p>
	<p>Est-ce que vous voyez une corrélation entre l'option à base de plantes et la réduction environnementale dans vos opérations ? Ou est-ce que ça n'a aucun impact ? Est-ce que vous voyez peut-être l'impact dans vos opérations ?</p>	<p><i>Do you see a correlation between plant-based options and environmental reduction in your operations? Or does it have no impact? Do you perhaps see the impact in your operations?</i></p>
QP12D	<p>Alors moi, je suis ambassadeur du terroir.</p> <p>Ambassadeur du terroir, ça veut dire que je ne travaille que les produits locaux. Zéro transport. Les pommes de terre, elles poussent derrière. Et mon fournisseur, il est à l'entrée du village. Le porc, le porc de Jussy, il est au château du Crest.</p> <p>Donc moi, je suis un des seuls, peut-être, ambassadeur du terroir, c'est pour ça qu'on a une émission, où je suis vraiment au zéro kilomètre. La ferme du Monniati, elle est à la sortie de Jussy. J'ai le tofu de chez lui. Il a de l'agneau</p>	<p><i>Well, I am an ambassador of local produce. Being an ambassador of local produce means I only work with local products. Zero transportation. The potatoes grow right behind us. And my supplier is at the entrance of the village. The pork, from Jussy, is at the Château du Crest.</i></p> <p><i>So, I am one of the few, maybe, ambassadors of local produce, which is why we have a show, where I truly work with zero kilometers. The Monniati farm is at the exit of Jussy. I get tofu from them. They also have lamb if I want. I've never worked without lamb, by the way. I</i></p>

	<p>aussi, si je veux. Je n'ai jamais travaillé son agneau d'ailleurs. Il faudrait que je le fasse une fois. Mais il a de l'agneau aussi. La ferme de L'Ortie, ils sont à Meinier. Ils viennent en vélo.</p> <p>Donc oui, ça a un impact et je fais attention à ça. Des fois, j'ai eu des fournisseurs qui arrivaient de Lausanne. Parce que, par exemple, le poisson arrive, la criée arrive sur Lausanne, donc le temps de la descente, tout.</p> <p>Moi, j'essaie de travailler les produits locaux, donc les perches, les ombles, la féra, pour essayer de limiter ça. Et je trouve aussi que les transporteurs exagèrent aussi, nos fournisseurs, dans le sens qu'ils nous appliquent 200 balles de transport. Ils me l'appliquent à moi, à XXX, alors qu'ils ont fait la même chose. Ne me dites pas que ça fait 1000 balles de venir ici, et qu'on le divise par 3. C'est un forfait pour tout le monde. Donc là, je trouve ça un peu limite.</p>	<p><i>should try it once. But they also have lamb. The L'Ortie farm is in Meinier. They come by bike.</i></p> <p><i>So yes, it has an impact and I pay attention to that. Sometimes, I've had suppliers coming from Lausanne. Because, for example, the fish market arrives in Lausanne, so by the time it travels down, everything.</i></p> <p><i>I try to work with local products, like perch, arctic char, fera, to limit this. And I also find that transporters, our suppliers, are exaggerating. They charge us 200 francs for transportation. They charge me, XXX, even though they did the same trip. Don't tell me it costs 1000 francs to come here, and we divide it by 3. It's a flat rate for everyone. So, I find that a bit excessive.</i></p>
	<p>Est-ce que vous faites venir des produits de France, par exemple ? Ou vraiment vous essayez de rester local ?</p>	<p><i>Do you bring in products from France, for example? Or do you really try to stay local?</i></p>
	<p>Les produits de France, ce serait que par mes partenaires. Je ne peux pas me servir directement en France. On n'a pas le droit, nous. Donc, c'est que par mes fournisseurs. Donc oui, j'ai eu du poulet de Bresse. J'ai la volaille jaune, en ce moment, de France. J'ai le poisson. Le poisson, je ne peux pas en avoir à Genève. Ce n'est pas la sole ou la rascasse ou tout ça. Donc oui.</p> <p>Mais j'avoue que ce n'est pas non plus la première chose que je regarde. Tout ce qui est Philippines, tout ça, je ne prends pas. C'est beaucoup trop loin. Tout ce qui est d'Asie, tout ça, je ne prends pas. Parce que là, c'est impossible que ce soit frais. Là, pour le coup, il y a du transport. Et c'est moins cher pour nous. Parce que c'est des cargos. C'est pour ça aussi que ça fonctionne toujours autant. Un producteur ici va me coûter plus cher qu'un producteur qui vient des Philippines. Parce que ce sont les cargos, c'est la quantité.</p>	<p><i>Products from France would only come through my partners. I can't source directly from France; we're not allowed to. So, it's only through my suppliers. So yes, I've had Bresse chicken. I currently have yellow poultry from France. I also get fish. I can't get certain fish in Geneva, like sole or scorpion fish. So yes.</i></p> <p><i>But I admit it's not the first thing I look at. I don't take anything from the Philippines, for instance. It's way too far. I don't take anything from Asia either because it's impossible for it to be fresh. In those cases, there's a lot of transportation involved. And it's cheaper for us because it's shipped by cargo. That's why it still works so well. A local producer will cost me more than a producer from the Philippines because it's shipped by cargo, and it's all about quantity.</i></p>
	<p>Quel rôle vous pensez que les restaurants, ils jouent dans l'éducation des consommateurs sur les avantages environnementaux, sur l'alimentation à base de plantes, de légumes ?</p>	<p><i>What role do you think restaurants play in educating consumers about the environmental benefits of plant-based diets and vegetables?</i></p>

QP13D	<p>Alors, les ambassadeurs du terroir, c'est vraiment la maison du terroir qui est à Choulex, je crois. Ils mettent vraiment ça en avant. C'est eux qui ont sélectionné les ambassadeurs du terroir pour être représentatif du zéro kilomètre, de l'écologie, de produire localement.</p> <p>En plus, en Suisse, ils s'autoprotègent. Par exemple, les fraises, il y a une période où on ne peut pas les prendre de l'étranger. Les cultures, elles sont vraiment autoprotégées.</p> <p>Nous, on respecte les saisons. Quand c'est la chasse, c'est la chasse, c'est le chou, ce sont les marrons, c'est tout ça. Par exemple, les gens sont très drôles parce qu'à Pâques, j'ai proposé de la morille, de la feuille de morille. « Mais ce n'est pas la saison ». « Excuse-moi, mais si, c'est la saison ». Sauf que ce n'est pas la pleine saison, mais c'est déjà la saison.</p> <p>Et les gens, des fois, ils sont trop bizarres. Ils vont manger des cerises au mois d'août, mais la saison des cerises, c'est au mois de juin. Il y a plein de gens qui ne le savent pas. « Ah, vous n'avez pas de cerises ? Pourtant, c'est la pleine saison ». Mais non, c'est au mois de juin.</p> <p>Les gens sont très donneurs de leçons, mais ils ne sont pas toujours très documentés.</p>	<p><i>So, the ambassadors of local produce, it's really the Maison du Terroir in Choulex, I believe. They really emphasize that. It's them who have selected the ambassadors of local produce to be representative of zero kilometers, ecology, and local production.</i></p> <p><i>Moreover, in Switzerland, they self-protect. For example, strawberries, there's a period when you can't get them from abroad. The crops are really self-protected.</i></p> <p><i>We respect the seasons. When it's hunting season, it's hunting season, it's cabbage, it's chestnuts, it's all that. For example, people are very funny because at Easter, I offered morel mushrooms, the morel leaf. But it's not the season. Excuse me, but it is the season. Except it's not the peak season, but it's already the season.</i></p> <p><i>And sometimes people are too strange. They'll eat cherries in August, but cherry season is in June. There are plenty of people who don't know that. "Oh, you don't have cherries? But it's peak season." No, it's in June.</i></p> <p><i>People are very preachy, but they're not always well-informed.</i></p>
	<p>Est-ce que vous avez rencontré des résistances ou du scepticisme de la part de vos clients, ou même de votre personnel, sur les plats à base de plantes ? Est-ce qu'ils vous ont fait des remarques ? Par exemple, il faudrait rajouter plus de plats végétariens ?</p>	<p><i>Have you encountered any resistance or skepticism from your customers, or even from your staff, regarding plant-based dishes? Have they made any comments? For example, suggesting adding more vegetarian dishes?</i></p>
QP11D	<p>Oui, dès que je suis arrivée. Oui, bien sûr. En 2018, il n'y avait rien. Moi, je fais en plus les pâtes et les risottos, donc j'ai toujours du végétarien. Et puis, quand j'étais à l'OMPI, à la Place des Nations, on avait un végétarien à faire tous les jours différent.</p> <p>Moi, je m'étais pas mal documentée aussi. Parce qu'il y a beaucoup de choses qu'on peut faire. Je peux très bien faire un risotto. L'année dernière, on faisait un risotto à la tomate séchée et aux poulpes grillées. Sans poulpe grillée, je peux faire le risotto. Non, mais je peux le faire sans.</p>	<p><i>Yes, as soon as I arrived. Yes, of course. In 2018, there was nothing. I also make pasta and risottos, so I always have something vegetarian. And when I was at WIPO, at the Place des Nations, we had a different vegetarian option every day to prepare.</i></p> <p><i>I also did a lot of research. Because there are many things you can do. I can easily make a risotto. Last year, we made a sun-dried tomato and grilled octopus risotto. Without grilled octopus, I can still make the risotto. No, but I can make it without.</i></p>



	<p>Il faut toujours trouver des alternatives. Des fois, sur ma carte, je mets aussi, entre parenthèses, végétarien. Parce que ça peut être végétarien si on ne met pas des choses qu'on rajoute à la fin. Il suffit qu'une salade ait des lardons et c'est plus végétarien. Donc, entre parenthèses, sans lardons, c'est végétarien.</p>	<p><i>You always have to find alternatives. Sometimes on my menu, I also put, in parentheses, vegetarian. Because it can be vegetarian if we don't add certain things at the end. Just having bacon in a salad makes it not vegetarian anymore. So, in parentheses, without bacon, it's vegetarian.</i></p>
	<p>Comment vous percevez l'importance stratégique d'offrir ces options pour rester compétitif et répondre à ces demandes ?</p>	<p><i>How do you perceive the strategic importance of offering these options to remain competitive and meet these demands?</i></p>
QP14D	<p>Justement, de rester compétitif. Et puis, de sans cesse renouveler notre clientèle.</p> <p>La clientèle vieillit. Nous, par exemple, depuis la pandémie, on n'a jamais revu la clientèle qu'on avait du dimanche midi. Et c'étaient des anciens Alors, ils ne sont pas tous morts. C'est juste qu'ils ont pris d'autres habitudes et ils ont pris d'autres restaurants. Les gens s'habituent.</p> <p>J'ai été fermée six mois. Pour récupérer les gens qui ont pris des habitudes ailleurs, c'est compliqué. Et quand on est fermé pendant la pandémie, qu'on ne peut pas sortir à des kilomètres restreints, les gens prennent des habitudes, surtout les personnes âgées. Nous, on avait des personnes âgées qui venaient du Lignon. Ils prenaient le bus. C'était leur sortie de la journée, de la semaine, même deux fois par semaine. Ils prenaient leur bus. Le bus s'arrêtait là. On ne les voit plus, ces gens.</p> <p>Parce qu'ils ont peut-être découvert des restaurants autour d'eux qui étaient aussi très sympas, qu'ils n'avaient pas besoin de faire autant de kils. Il y a une fois, un monsieur qui est venu et il m'a dit : « Je ne comprends pas votre politique de clientèle, ce que vous visez ».</p> <p>Moi, je vise tout. Je vise le plus grand nombre. Dans le business, c'est ça, normalement.</p> <p>J'ai des mamans qui n'étaient pas enceintes, qui ont été enceintes, qui ont eu leur bébé. J'ai eu des grands-mères de 102 ans, 104 ans, qu'on a fêté leur anniversaire. J'ai vraiment un large public.</p> <p>J'ai un public paysan. Parce que j'ai</p>	<p><i>Exactly, staying competitive and constantly renewing our clientele. The clientele is aging. For example, since the pandemic, we haven't seen the clientele we used to have on Sunday afternoons. And they were elderly. So, they haven't all passed away. It's just that they've developed other habits and started going to other restaurants. People get used to things.</i></p> <p><i>I was closed for six months. It's difficult to win back people who have developed habits elsewhere. And when you're closed during the pandemic, unable to travel far, people develop habits, especially the elderly. We had elderly people coming from Lignon. They took the bus. It was their outing of the day, even twice a week. They took their bus. The bus stopped there. We don't see those people anymore.</i></p> <p><i>Maybe they discovered restaurants around them that were also very nice, so they didn't need to travel as far. Once, a gentleman came and said to me: "I don't understand your customer policy, what you're targeting."</i></p> <p><i>I target everyone. I target the widest audience. That's what it should be in business.</i></p> <p><i>I have moms who weren't pregnant, who got pregnant, who had their baby. I've had grandmothers who were 102, 104 years old, whose birthdays we celebrated. I really have a wide audience.</i></p> <p><i>I have a rural audience. Because I worked for 15 years in a very select establishment, I also have a very select audience. So, they want things that are a bit more expensive or of better quality.</i></p>

	<p>travaillé 15 ans dans un établissement très sélect, j'ai aussi un public très sélect. Donc, ils veulent des choses aussi un peu plus chères ou de meilleure qualité.</p> <p>Je ne sais pas comment dire. J'ai des suggestions, j'ai une base. Et après, j'ai des suggestions qui peuvent aller de 25 francs, une suggestion de la semaine, en ce moment, j'ai un tajine. Et je peux proposer un L-Bone à 52 francs et je le vends. Je peux même vendre une sole à 75 francs, les gens ils l'achètent. J'ai le public pour ça.</p>	<p><i>I don't know how to explain it. I have suggestions, I have a base. And then, I have suggestions that can range from 25 francs, a weekly suggestion, right now I have a tajine. And I can offer an L-Bone for 52 francs, and it sells. I can even sell a sole for 75 francs, people buy it. I have the audience for that.</i></p>
	<p>Est-ce que vous avez même des « écolos » ? Est-ce que vous pensez qui sont très 'niches' ?</p>	<p><i>Do you have an "eco-conscious" audience? Do you think they are very 'niche'?</i></p>
	<p>Je n'aurai pas un groupe d'écolo. Mais je ne pourrais pas dire que ce sont des écolos, parce que c'est plus un parti politique. Nous on l'école d'horticulture de Lullier, ce sont aussi des gens qui sont très proches de la nature. Oui, on les a. En plus, je fais des pizzas, je suis tout public.</p>	<p><i>I wouldn't say I have a group of eco-conscious customers. But I can't say they are eco-conscious because it's more of a political party. We have the Lullier horticultural school, they're also people who are very close to nature. Yes, we have them. Plus, I make pizzas, so I cater everyone.</i></p>
	<p>Est-ce que vous avez rencontré des défis à intégrer ces plats dans votre menu ?</p>	<p><i>Have you encountered any challenges in integrating these dishes into your menu?</i></p>
QP15D	No.	No.
	<p>Est-ce que vous voyez des avantages d'intégrer ces options à base de plantes, de légumes, végétarien, végétalien, ce type d'options ? Parce que vous n'avez pas trop de défis vous m'avez dit.</p>	<p><i>Do you see any benefits to integrating these plant-based, vegetarian, and vegan options, given that you haven't encountered too many challenges, as you have mentioned.</i></p>
QP16D	<p>Oui, parce que j'ai des gens du village qui sont végétariens. Donc, ils viennent me voir, ils viennent manger. Ils me prennent des plats à l'emporter.</p> <p>J'ai même un monsieur qui a un régime alimentaire très très strict. J'ai une dame qui s'est fait opérée, elle m'a appelé ce matin pour me dire : « Est-ce que tu peux me faire une soupe de courgettes ? Il faut que je la mange froide. », « Il faut que je mange de la purée froide. ». Je suis très ouverte en plus c'est moi qui suis en cuisine maintenant donc c'est encore plus facile, je n'ai pas à me dire : « Oh non, le chef va encore râler... ». Je le fais vraiment de bon cœur et ben voilà elle va pouvoir venir. Ils sont quatre. Ça me fait des clients en plus, sinon ils ne seraient pas venus.</p> <p>Alors, je n'accepte pas tout et n'importe quoi non plus. Mais, voilà, il y a des</p>	<p><i>Yes, because I have people from the village who are vegetarians. So, they come to see me, they come to eat. They even take takeaway dishes.</i></p> <p><i>I have a gentleman with a very strict diet. I have a lady who had surgery, she called me this morning to ask, "Can you make me a zucchini soup? I need to eat it cold," "I need to eat cold mashed potatoes." I'm very open, and since I'm the one in the kitchen now, it's even easier. I don't have to think, "Oh no, the chef is going to complain again..." I do it with a good heart, and well, she will be able to come. They are four people. That gives me additional customers, otherwise, they wouldn't have come.</i></p> <p><i>I don't accept just anything, but for clients who come two or three times a week, it's clear that we can accommodate them.</i></p>

	clients qui viennent deux-trois fois par semaine, c'est clair que pour eux, il n'y a pas de soucis, on peut faire quelque chose.	
	Donc, vous diriez l'avantage premier, c'est d'avoir cette ouverture ?	<i>So, would you say the main advantage is having this openness?</i>
	Une auberge, c'est ça. Je ne suis pas un restaurant gastronomique, je ne suis pas un restaurant bistro, je suis un bistrannique, parce que je propose aussi des plats très classiques. Je propose des tripes parce qu'on me la demandé, je propose un foie de veau parce qu'on me l'a demandé. Mais je peux vous proposer aussi des soles, comme je vous ai dit. Voilà, les gens savent que je suis ouverte à leurs demandes et que je l'applique.	<i>An inn is just that. I'm not a gourmet restaurant, I'm not a bistro, I'm a bistrannique restaurant because I also offer very classic dishes. I serve tripe because it was requested, I serve calf's liver because it was requested. But I can also offer sole, as I mentioned. People know that I'm open to their requests and that I follow through.</i>
	Pour clôturer, est-ce que vous avez des recommandations pour les futures recherches de ce genre ?	<i>To conclude, do you have any recommendations for future research of this kind?</i>
QP17D	<p>J'ai une amie qui est végétarienne, XXX, elle a un restaurant totalement végétarien, c'est difficile. Ce n'est pas un large public, il faut survivre. Parce qu'on a des clients l'été, on a des clients l'hiver, on a des clients qui viennent que les dimanches, on a des clients qui viennent que le mercredi. Je veux dire il y a vraiment des spécificités à chacun, il suffit que la gamine prenne son cours de karaté le jeudi, voilà, ils vont venir manger le jeudi soir.</p> <p>Mais si c'est végétarien, c'est compliqué, c'est un publique qui est quand même moins large, qui devient large. C'est une niche, mais ce n'est pas une grande niche. Vous pouvez voir aussi sur les quais un petit bar qui s'était ouvert pas loin du Burger King. C'était un café végétarien/végan, ça a tourné un an, deux ans, et ils viennent de fermer.</p> <p>C'est une niche, mais être 100% cette niche, c'est encore trop jeune. Chez XXX, j'y suis allé parce que je la connaissais. On a travaillé ensemble et on a fait les traiteurs ensemble. Mais sinon, ce n'est pas Copenhague, ce ne sont pas les pays nordiques. L'Europe commence à s'ouvrir là-dessus et être un peu plus « bobo », végétarien, végan. Mais c'est encore compliqué d'être végétarien ou végan à 100%.</p>	<p><i>I have a friend who is a vegetarian, XXX, has a completely vegetarian restaurant, and it's difficult. It's not a large audience, and you must survive. We have customers in the summer, customers in the winter, customers who only come on Sundays, and customers who only come on Wednesdays. I mean, there are really specificities for each one. If the kid has karate class on Thursday, they'll come to eat on Thursday night.</i></p> <p><i>But if it's vegetarian, it's complicated; the audience is still smaller, though it's growing. It's a niche, but not a large one. You can also see a small bar that opened near the Burger King on the quays. It was a vegetarian/vegan café, and it lasted one or two years, and they just closed.</i></p> <p><i>It's a niche but being 100% in that niche is still too early. I went to XXX's place because I knew her. We worked together and did catering together. But otherwise, this isn't Copenhagen, this isn't the Nordic countries. Europe is starting to open up and become a bit more "hipster," vegetarian, and vegan. But it's still complicated to be 100% vegetarian or vegan.</i></p>
	Genève est quand même une grande ville, même un canton et ça a l'air assez ouvert.	<i>Geneva is quite a large city, even a canton, and it seems quite open.</i>
	C'est très cosmopolite, attention et c'est des passades je trouve. Un copain d'un	<i>It's very cosmopolitan, be careful, and I think it's just a phase. A friend of one of</i>

	<p>de mes fils était végétarien pendant cinq ans parce qu'il sortait avec une fille qui était végétarienne. Dès qu'il a cassé, la première chose qu'il a fait c'est se prendre un steak.</p> <p>Voilà, il y a aussi ce qui ont des valeurs profondes. Moi j'ai fait le Népal, on a mangé vraiment que des choses sans viande, la seule chose qu'on nous a autorisé c'était l'œuf. On n'est jamais morts de faim et on est monté à 6000m d'altitude. Je veux dire on peut se nourrir avec ça, après est-ce qu'on a toutes les vitamines et tout ce qui nous faut ? Je pense que c'est quelque chose qui faut encore mettre bien en place, parce qu'ils n'ont pas toujours l'air en forme les végétariens, végétaliens.</p>	<p><i>my sons was a vegetarian for five years because he was dating a girl who was a vegetarian. As soon as they broke up, the first thing he did was to have a steak.</i></p> <p><i>There you go, there are also those who have deep values. I went to Nepal, and we only ate things without meat; the only thing we were allowed was eggs. We never starved and we climbed to 6000 meters altitude. I mean, you can nourish yourself with that, but do you get all the vitamins and everything you need? I think it's something that still needs to be properly managed because vegetarians and vegans don't always look healthy.</i></p>
	<p>Pour la dernière question, pour ce qui est des substituts de viandes à base de plantes (aussi soja), est-ce que vous avez un/des dernier (s)conseil (s) pour cette industrie ? Qu'est-ce que vous pourriez leur dire en tant que restaurateur sur ce business, qui se retrouve dans les Coops, les Migros, etc.</p>	<p><i>For the last question, regarding plant-based meat substitutes, do you have any final advice for this industry? What could you say to them as restaurateur about this business, which can be found in Coops, Migros, etc.?"</i></p>
	<p>J'ai déjà mangé des steaks de légumes et gustativement c'était frais, gustativement c'était bon. Après c'est comme dans beaucoup de choses industrielles, le goût se perd et si on veut faire quelque chose, il faut bien faire les choses. Pour cette industrie, je dirais, c'est pareil. C'est comme si on prend un faux coca, j'ai toujours cet exemple là, mais c'est tellement bourré de choses qui ne sont pas bonnes pour soi, on veut perdre du poids en prenant moins de sucre mais on s'empoisonne avec autre chose.</p> <p>Moi je trouve que c'est transformé le problème en un autre problème. Ces viandes-là, ces pavés de légumes, pour qu'ils aient du goût, il faut qu'il y ait du « E » quelque chose. Ça revient toujours au même, c'est un produit industriel, que ce soit de la vraie viande ou du faux foie gras, ça reste des choses chimiques et je trouve que c'est dommage.</p> <p>C'est soit on mange une belle galette de légumes et on peut faire des choses très très bonnes avec ça ou soit on mange un vrai morceau de viande, quoi. Un vrai morceau de viande, ce n'est pas ce qui va vous tuer. Ce qui tue c'est la bête qui a été tuée. C'est ça qui est dur pour les personnes végétariennes, c'est plus le fait de devoir tuer un autre individu.</p>	<p><i>I've already eaten vegetable steaks, and taste-wise, they were fresh, and taste-wise, they were good. But like many industrial products, the flavor gets lost, and if you want to do something right, you must do it well. For this industry, I'd say it's the same. It's like drinking a fake Coke. I always use that example, but it's because it's filled with things that aren't good for you. We want to lose weight by consuming less sugar, but we end up poisoning ourselves with other things.</i></p> <p><i>I think it's just turning one problem into another. These vegetable meats, these vegetable patties, for them to taste good, they need to have some "E" something. It always comes back to the same thing: it's an industrial product, whether it's real meat or fake foie gras, it's still made with chemicals, and I think that's a shame.</i></p> <p><i>Either we eat a nice vegetable patty, and we can make very, very good things with it, or we eat a real piece of meat. A real piece of meat is not what will kill you. What kills is the animal that was killed. That's what's hard for vegetarians; it's more about having to kill another being. Because I've studied this a lot, it's psychological, it's about killing another being, whether it's fish or meat. But we have evolved thanks to that.</i></p>

	<p>Parce que j'ai pas mal étudié ça, c'est psychologique c'est de tuer un autre être que ce soit le poisson, que ce soit la viande. Mais on a quand même évolué grâce à ça.</p> <p>Moi je ne suis pas une grande viandarde et je ne suis pas très poisson non plus, parce que je suis souvent malade. Mais je mange de tout. Je ne suis pas une carnivore, je me passe très bien de la viande, et du poisson mais pas à 100%. J'aime bien aussi avoir un bon morceau de steak quand je sais que c'est un bon morceau de qualité.</p>	<p><i>I'm not a big meat-eater, and I'm not very fond of fish either, because I often get sick. But I eat everything. I'm not a carnivore; I can easily do without meat and fish, but not 100%. I also like to have a good piece of steak when I know it's a good quality piece.</i></p>
	<p>Parfait, merci beaucoup pour votre temps.</p>	<p><i>Perfect, thank you very much for your time.</i></p>