Tinder Newsroom

Tinder Gives Plant-Based Members A New Way to Connect over a Passion for the Planet

This Earth Day, Tinder introduces new in-app Plant-Based Passion and chance to win a free plant-based date kit featuring Beyond Meat®

LOS ANGELES - April 19, 2021 — Tinder has found that Gen Z is connecting over much more than shared hobbies and popular streaming shows. From cute outdoor dates like picnics and hikes, to a growing preference toward plant-based options, Gen Z is seeking something new in a match: a love of the environment. In fact, one's environmental stance is increasingly a consideration when being evaluated by a potential match, with environmentalism a top cause-related Passion of Tinder members in the United States. That's why, in honor of Earth Day, Tinder is introducing a new Plant-Based Passion in the app, offering members the chance to spark connections over their love of an earth-friendly lifestyle.

Daters are already using Tinder to connect over a plant-forward lifestyle. According to the Produce Blue Book, 65 percent of Gen Z want a more "plant-forward" diet, and for some, an environmentally mindful palate can be a deal-maker. Women on Tinder report that both vegan and vegetarian diets are among the most attractive traits in a potential match, both ranking within the top 10 Passions in a match on Tinder in 2020.

"We've seen an increasing amount of love for environmentally-friendly dates in member bios, including a desire to meet up with fellow plant-based matches," said Udi Milo, Vice President of Product and Growth at Tinder. "Now, daters can share their passion for sustainable living, one plant-based meal at a time."

To celebrate the launch of the new Passion, Tinder is partnering with Beyond Meat®, a leading plant-based meat brand with Gen Z and the #1 selling plant-based meat brand in the refrigerated category at grocery stores. Tinder and Beyond Meat will gift the first 500 members in the U.S. who match with the Plant-Based Passion card and add it to their profile a Plant-Based Picnic Pack for two, complete with date night swag and a free voucher for Beyond Meat's delicious, nutritious and sustainable plant-based meat products.

Tinder first introduced Passions in the summer 2020 to offer members a new way to share more about themselves. Members can add up to five Passions to their profile, creating a better matching experience by connecting over common Passions.

To express your love of a plant-based lifestyle, starting April 22, head to your profile and scroll to Passions to select the new Plant-based Passion. Before your next date night, stock up on Beyond Meat products at more than 28,000 participating retailers across the U.S.

**Most attractive Passions to women in the US; January 1, 2020 - December 31, 2020*

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About Tinder

Tinder was introduced on a college campus in 2012 and is the world's most popular app for meeting new people. Available in 190 countries and 40+ languages, Tinder is the highest grossing non-gaming app globally. It's been downloaded more than 430 million times and led to more than 60 billion matches.

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