This strategy document highlights why it is essential to re-imagine the role of protein in foodservice, and how to do so in inventive ways that appeal to diners. This resource is part of a broader educational effort to help chefs and the foodservice industry stay ahead of health and environmental issues and trends that are reshaping our future. Read the Menus of Change Principles of Healthy, Sustainable Menus here.
WE LARGELY MISS OUT ON A WHOLE WORLD OF PLANT PROTEINS

WHEN YOU REACH FOR PLANT PROTEIN CHOICES—BEANS, PEAS, AND OTHER LEGUMES, NUTS AND NUT BUTTERS, SEEDS, AND SOY FOODS—REMEMBER THAT MANY WHOLE GRAINS, VEGETABLES, AND FRUITS CAN ALSO MAKE MEANINGFUL CONTRIBUTIONS TO YOUR CUSTOMERS’ DAILY PROTEIN NEEDS.

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THE PROTEIN FLIP

WHEN IT COMES TO PLANT AND ANIMAL PROTEINS, IT’S NOT EITHER/OR

Address the health and environmental impacts of red meat consumption with the Protein Flip: rebalance the foods on our plates, re-imagine the value proposition of what we menu, and draw inspiration from global cuisines.

FROM A T-BONE...

- ...TO A FARRO BOWL WITH CORN, SUMMER SQUASH, TOMATOES, AND A TWO-OUNCE STEAK...
- ...OR A WHOLE-WHEAT PENNE BOLOGNESE WITH 2 OZ. OF GROUND BEEF, TOPPED WITH SMOKED CHERRY TOMATOES AND GRILLED ZUCCHINI...
- ...OR A BROCCOLI STIR-FRY WITH A FEW SMALL PIECES OF BEEF...
- ...OR SHREDDED CHICKEN-BEEF BLEND TACOS WITH AVOCADO, CREMA, AND PURPLE CABBAGE...
- ...OR A VEGETABLE-FORWARD BEEF SALAD...

Think about culinary ideas from traditional, plant-forward food cultures in the Mediterranean, Asia, Latin America, and elsewhere around the world.

THE POWER OF THE BLEND

Top 3 reasons for offering meat blends (mixing meat or poultry together with vegetables in burgers, tacos, sausages, and more):

1. OFFERING HEALTHIER ENTRIES
2. INCREASING FLAVOR AND JUICINESS
3. REDUCING OVERALL COSTS

CHICKEN, FOLLOWED BY BEEF, IS THE MOST COMMON ANIMAL PROTEIN TO BE BLENDED.*

MUSHROOMS FOLLOWED BY LEAFY GREENS, ARE THE MOST COMMON PLANT TO BE BLENDED.*

THE BLEND BEYOND BURGERS: The CIA and UC Davis found that substituting 50 or even 80 percent of the beef with ground white mushrooms could enhance the overall flavor of a beef taco blend.*

*According to a 2015 CIA-Datassential survey of more than 700 foodservice operators nationwide.