Greener by Default

**FOOD SERVING STRATEGIES**

*FOR CATERING, RETAIL/RESTAURANTS, CAFETERIAS, & CAFÉS*

These strategies will help you shift focus from animal-to plant-based products -- benefiting your triple bottom line by serving food that’s more inclusive, achieving sustainability goals, and reducing costs -- all while preserving freedom of choice.

**Menu Merger**

Incorporate plant-based items throughout your regular menu, rather than segregating them in a specific "vegetarian/vegan" section or menu.

**Tip:** Make sure plant-based items are listed both first and last on the menu, and the rest scattered throughout!

**SETTINGS:** CATERING | RETAIL/RESTAURANTS | CAFETERIAS | CAFÉS

**Mouthwatering Labels**

Use descriptors focused on flavors, textures, and ingredients, rather than focusing on healthy or plant-based, i.e. "Roasted butternut squash and sage risotto," instead of "Low-Fat Vegan Risotto"

**Tip:** Rather than prominently marking dishes as “vegetarian” or “vegan,” which tends to make omnivores feel it’s not meant for them, label plant-based dishes with a small ‘v’.

**SETTINGS:** CATERING | RETAIL/RESTAURANTS | CAFETERIAS | CAFÉS

**Subtle Substitutions**

Serve plant-based condiments, milks, breads, and desserts by default. This approach is more inclusive as it meets the needs of those with lactose intolerance, dairy & egg allergies and religious restrictions.

**BONUS:** The quality of plant-based products nowadays ensures diners won’t even notice the difference.

**SETTINGS:** CATERING | RETAIL/RESTAURANTS | CAFETERIAS | CAFÉS
Climate-Friendly Ratios

Create a minimum 2:1 ratio of plant-based to non-plant based items on menus and buffets.

**TIP:** Make sure that plant-based options are just as appealing and packed with protein.

**SETTINGS:** CATERING | RETAIL/RESTAURANTS | CAFETERIAS | CAFÉS

Make Sustainability the Special of the Day

Have a featured special of the day? Make sure it's plant-based!

**TIP:** Combine techniques by giving the meal of the day a flavorful name and listing it first on the menu board to increase sales even more.

**SETTINGS:** RETAIL/RESTAURANTS | CAFETERIAS | CAFÉS

Eliminate the Dairy Default

Join the growing number of cafés offering oat milk as their default option!

**TIP:** If you currently upcharge for plant-based drinks, slightly raise the prices of all drinks to internalize the cost of more sustainable options and eliminate the plant-based upcharge.

**SETTINGS:** CAFÉS

Make Sustainable, Affordable

Offer the plant-based options at a similar or lower price than their meat-based counterparts. An easy way to do this is to make the default meal plant-based, then charge extra to add meat or dairy.

**TIP:** Make sure that the default plant-based option includes a source of protein.

**SETTINGS:** RETAIL/RESTAURANTS

Make Your Base Plant-Based

Serve plant-based entrees and offer meat and/or cheese on the side as an add-on. This approach preserves everyone’s freedom of choice.

**TIP:** Place plant-based meals at the front of the line with larger serving utensils and meat/dairy add-ons at the end of the line with smaller serving utensils.

**SETTINGS:** CAFETERIAS | CAFÉS

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Comparable Alternatives

Make sure that many of the plant-based alternatives you offer are similar to their animal-based counterparts!

**Example:** If your breakfast menu features a ‘smoked salmon & cream cheese bagel’ offer a ‘carrot lox & tofu scallion cream cheese bagel’, as opposed to a bagel with peanut butter & jelly.

**SETTINGS:** CATERING | RETAIL/RESTAURANTS