For Individual Ordering with a Caterer

If everyone is ordering from a set menu, work with your caterer to create a Greener by Default menu filled with exciting plant-based options and a few meat options. Use appealing language to describe the plant-based options, and make sure they are listed first and aren’t in a separate section by themselves. Tip: You can ask the Greener by Default team for help redesigning menus or having a conversation with your caterer!

For Individual Ordering from a Restaurant

Create your own Greener by Default menu by flipping the ratio of choices on any given menu to make plant-based:animal-based options a minimum of 2:1. For example, if the restaurant offers 7 meat sandwiches and 3 veggie sandwiches, present a choice with just 4 options: 3 veggie sandwiches and 1 meat sandwich. Tip: Choose hearty, protein-filled plant-based options and list them first on the menu.

For Group Ordering with Individual Meals

Rather than defaulting to meat and asking attendees to opt-in to plant-based meals, simply change the norm. If there is a mechanism for people to RSVP, have them specify if they would like a meat option. If there is no RSVP, inform the group that the meal will be Greener by Default and they can contact you if they would like meat. Tip: International cuisines that are naturally plant-forward, such as Indian or Middle Eastern, are an easy choice to make sure everyone has an enjoyable meal!

For Group Ordering Served Buffet Style

Ensure that the base meal you’re serving is plant-based, and offer meat and/or cheese on the side for attendees to add on if they so choose. “Build your own” stations are great for this model. Tip: Place the meat/dairy items at the end of the line rather than at the beginning.