Tasty Titles

NAMING STRATEGIES TO INCREASE DINER INTEREST IN DELICIOUS PLANT-BASED OFFERINGS

The name of a dish can catch our eye or make us pass right on by. That’s why delicious descriptors are especially important to ensure that plant-based dishes are appealing to everyone.

UK-based chain Sainsbury’s found that renaming “Meat-Free Sausages and Mash” to “Cumberland-Spiced Veggie Sausages and Mash” increased sales by 76 percent. For more research findings, read the World Resources Institute’s It’s All in a Name: How to Boost the Sales of Plant-Based Menu Items.

Here are a few of the best strategies for picking mouthwatering names:

01  Label foods featuring the flavors and provenance of the dish:
  • Use terms that indicate indulgence, tradition, location/culture, and/or the way the dish is prepared
    • I.e. Homestyle, old fashioned, Cajun, caramelized, glazed
  • Use language that stimulates the senses
    • I.e. Sizzlin’, crispy, juicy, creamy, or tangy
  • For more great naming suggestions, check out the Stanford & Menus of Change Edgy Veggies Toolkit

02  Place a small (v) or leaf at the end of the dish title to denote that it is vegetarian/vegan.
  • Plant-based foods should NOT be prominently labeled with “vegan,” “vegetarian,” or “meatless” in the title.
  • Or, consider labeling the dishes that do have animal products, rather than the dishes that do not, such as “contains eggs” or “contains pork and dairy.” This makes it easier for diners to identify potential allergens or ingredients of concern.

03  Draw special attention to your best plant-based dishes by labeling them as the “Chef’s Special” or “Customer Favorite.”
Examples:
  ☑ Vegan Burrito
  ☑ Vegetarian BBQ Sandwich
  ☑ Vegan Mac & “Cheese”
  ☑ Sizzlin’ Southwestern Black Bean Burrito
  ☑ Hickory Smoked Pulled Jackfruit
  ☑ Homestyle Mac & Creamy Cashew Cheese

Want more tips? Visit www.greenerbydefault.com or email katie@betterfoodfoundation.org for one-on-one support.