



BUFFET BEST PRACTICES

Whether at office meetings or formal events, buffets offer an excellent opportunity to nudge diners towards delicious plant-based foods while preserving freedom of choice. Below are the most effective strategies:

RATIOS

If you're serving a meat entrée, make sure to offer a *minimum* of two complete plant-based entrées for every animal-based entrée.

- Ensure that the meat entrée has a different flavor & texture profile than the plant-based entrées to encourage diners to try all of the options.
- Below are some examples of menus with both plant-based and meat options that feature plant-based dishes packed full of flavor and protein that will appeal to all diners:
 - Middle Eastern
 - Crispy Baked Falafel (v)
 - Mujadara Lentils (v)
 - Chopped chicken
 - Sides: tahini, baba ghanoush, hummus, cucumber salad, tabbouleh, garlic sauce, pita bread (v)
 - Thai
 - Green Curry (v)
 - Tofu Pad Thai (v)
 - Basil Chicken
 - Sides: vegetable potstickers, crispy spring rolls, tofu satay w/ peanut sauce (v)

PERCEPTIVE PLACEMENT

Place plant-based entrées at the front of the buffet line in larger containers with larger serving utensils. Place meat and dairy products at the end of the buffet line in smaller containers with smaller serving utensils.

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MOUTHWATERING LABELS

Label foods featuring the flavors and provenance of the dish:

- Use terms that indicate indulgence, tradition, location, culture, or the way the dish is prepared
 - i.e. Homestyle, Cajun, old fashioned, caramelized, glazed
- Use language that stimulates the senses:
 - i.e. Sizzlin', crispy, juicy, creamy, or tangy
 - Instead of "Vegetarian Burrito," call it "Sizzlin' Southwestern Black Bean Burrito"
- For more great naming suggestions, check out Stanford and Menus of Change's [Edgy Veggies Toolkit](#)

Place a small (v) or leaf at the end of the dish title to denote that it's vegan or vegetarian.

- Avoid labeling plant-based foods with "vegan," "vegetarian," or "meatless" in the *title*

MAKE YOUR BASE PLANT-BASED

Rather than offering a separate meat entrée, offer plain roasted chopped chicken at the end of the line so that people who want animal protein have it available as an add-on, but it doesn't compete with the plant-based entrée(s).

- Make sure the chicken is cut into pieces to encourage smaller portions
- Serve animal protein with a smaller serving utensil or have a staff member serve/portion the meat

Ensure all plant-based entrées are filling, contain adequate protein, and are packed full of flavor.

- International cuisines such as Mexican, Indian, and Middle Eastern are great options because diners are familiar with them being plant-forward.



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