



GREENER BY DEFAULT

GREENERBYDEFAULT.ORG



RETAIL BEST PRACTICES

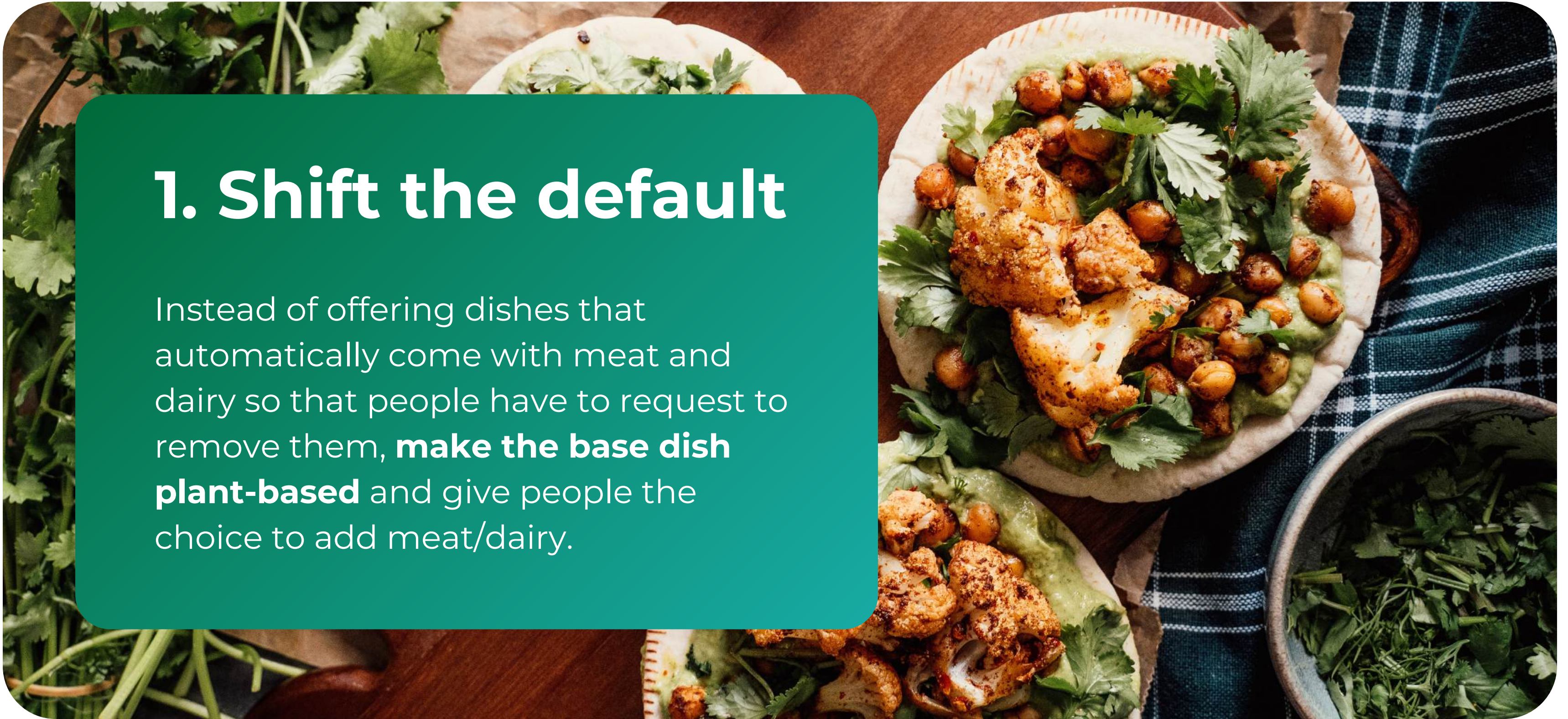
HOW TO MAKE YOUR RESTAURANT OR CAFÉ GREENER BY DEFAULT

*... and cut carbon, save money, and
attract customers.*



1. Shift the default

Instead of offering dishes that automatically come with meat and dairy so that people have to request to remove them, **make the base dish plant-based** and give people the choice to add meat/dairy.



Example 1

MEDITERRANEAN DEFAULT

Packed full of flavor and protein with options to appeal to all diners



DELUXE FALAFEL WRAP - \$12

Homemade falafel with za'atar-roasted cauliflower, hummus, pickled red onions, and lemon tahini sauce wrapped in a warm pita.

Add roasted chicken - \$2

Example 2

THAI DEFAULT

Packed full of flavor and protein with options to appeal to all diners



Thai Peanut Rice Noodle Bowl – \$12

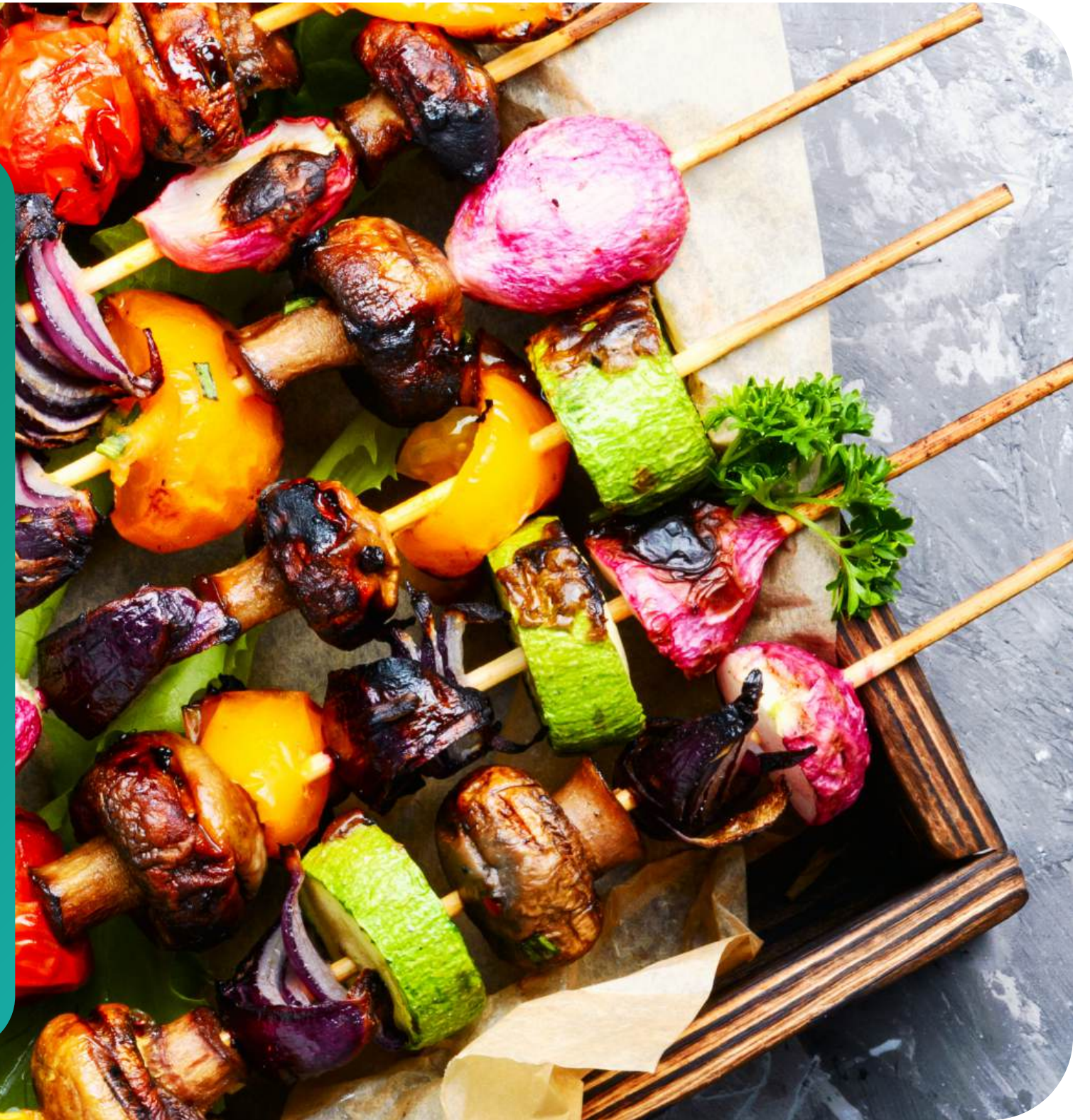
Tender rice noodles tossed with crisp vegetables and marinated tofu in a creamy peanut sauce infused with Thai spices.

Add roasted chicken – \$2

2. Shift the ratios

If it's not feasible to make your entrées plant-based by default, **offer an equal amount** of plant-based and meat-based entrées to create the perception of a plant-based default.

Pro tip: Make sure the veg and meat entrees feature different flavor profiles to encourage guests to try all of the options.



Sample menu 1

MEDITERRANEAN RATIOS

Packed full of flavor and protein with options to appeal to all diners



ENTREES

Crispy Baked Falafel Wrap (v)

Za'atar Chicken Wrap

Mujadara Lentil Plate with
Tabbouleh and Dolma (v)

Sample menu 1

THAI RATIOS

Packed full of flavor and protein with options to appeal to all diners



Entrees

Panang Curry with Tofu (v)

Basil Chicken

Peanut Rice Noodle Bowl (v)

3. Make it delicious!

Make sure the plant-based options are **familiar, flavorful, and filling**. Here are some tips on how to do that.

Tip 1: Give 'em protein

If the plant-based option only contains grains and vegetables, diners will be left unsatisfied.

Add beans, tofu, or plant-based meat to add protein.



Tip 2: Make it exciting

Aim to create plant-based dishes that omnivores will love.

Do you find it enticing? Would you choose it over a meat-based option?

Example: Instead of a Hummus and Roasted Vegetable Wrap, offer a Naan Burrito with Chana Masala and Tandoori Cauliflower



Tip 3: Avoid twin dishes



Avoid offering alternatives with the same flavor profile.

Example: Chicken Tinga Tacos & Jackfruit Tinga Tacos



Instead, offer two different options so decisions are based on flavor rather than meat vs. veg

Example: Jackfruit Tinga Tacos & Chicken Tostadas

Tip 4: Lean into familiar flavors

The top motivator for consumers trying new plant based foods is: ***“If it used flavors I love.”****

Make plant-based dishes featuring diners’ favorite cuisines, ingredients, and flavors.

*Datassential 2023



Tip 4: Lean into familiar flavors

Combine unfamiliar ingredients with crowd favorites, for example:



Cali Breakfast Burrito with
Tempeh Bacon & Avocado



4. Prime placement

Incorporate plant-based options into the **main menu** and **main line**, and feature them prominently.



Tip 1: Lead with plant-based

Incorporate plant-based options into the main menu, and list them first and last in each section of the menu.

A study from World Resources Institute found this strategy increases selection by more than 50%.





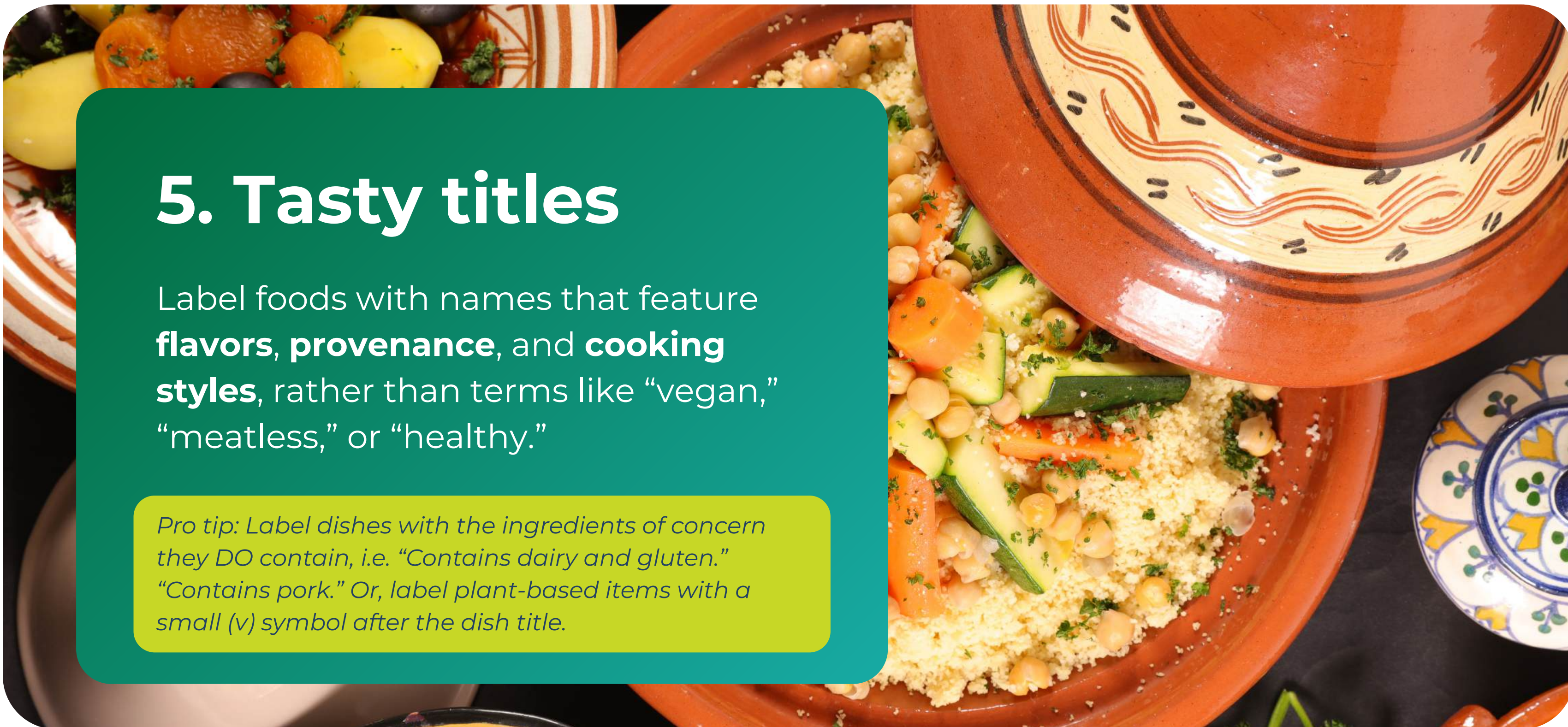
Tip 2: Catch their eye

If you display a sample plate, feature a plant-based dish, and use creative garnishes. Take advantage of vegetables' bright colors to create Instagram-worthy platings that will grab people's attention.

5. Tasty titles

Label foods with names that feature **flavors, provenance, and cooking styles**, rather than terms like “vegan,” “meatless,” or “healthy.”

Pro tip: Label dishes with the ingredients of concern they DO contain, i.e. “Contains dairy and gluten.” “Contains pork.” Or, label plant-based items with a small (v) symbol after the dish title.





Language example 1

Indicating tradition, indulgence, location, or culinary techniques

- Homestyle
- Cajun
- Classic
- Caramelized
- Glazed



Language example 1

- ✗ Old version: “**Vegan Mac n’ Cheese**”
- ✓ New version: “**Homestyle Mac with Creamy Cashew Cheese**”



Language example 2

Stimulating the senses

- 🌿 Sizzlin'
- 🌿 Zesty
- 🌿 Crispy
- 🌿 Juicy
- 🌿 Tangy



Language example 2

- ✗ Old version: **“Vegetarian Burrito”**
- ✓ New version: **“Sizzlin’ Southwestern Black Bean Burrito”**

Pro tip: For more great naming ideas, check out the Stanford and Menus of Change [Edgy Veggies Toolkit](#)

6. Include your staff

Frontline food service workers are **key ambassadors** for plant-based items, and new initiatives are most likely to succeed if the whole team feels **invested** and **included**.





Tip 1: Sample new items

The most convincing spokesperson is one who truly believes in the product.

Encourage staff to try new plant-based items so that they can genuinely recommend them to customers.

Tip 2: Talk about it

Talk to your team about why you're adding new items.



Ask whether they or their loved ones are trying to eat healthier.



Ask what their favorite plant-based dishes are.



Ask for their help creating bite-sized sample scripts to promote the new dishes to customers.

7. Share your success

Include photos of your **delicious, sustainable meals** & diner **feedback** on social media.

Pro tip: Greener by Default can calculate your carbon and water savings to report back to customers!





Need more help?

We offer one-on-one consultation for events serving more than 1,000 meals!

Connect with us:



greenerbydefault.org



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If you use these strategies, we'd love to share your event on our social media! Send us your success stories or lessons learned.