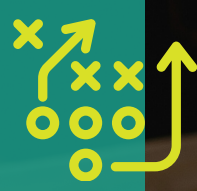


Score a win for your institution's sustainability goals.



The Greener Events Playbook

For RSVP Events

- Make the delicious, chef-designed plant-based meal the **standard option**.
- On the RSVP form, simply ask guests to **opt-in if they require a meat dish**:

Our chef has created a delicious plant-based menu inspired by the flavors and cuisines from [region]. All attendees will be served the plant-based menu by default. If you prefer something different, please indicate your dietary preferences below.

- ☐ I would like to stick with the plant-based meal.
- ☐ I would like to switch to a meal with meat instead.



Tip: Make this question mandatory!



Plated or Boxed Meals

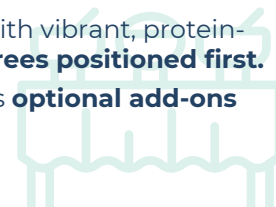
- Offer **two plant-based options** and one meat option.
- Order a **majority of plant-based meals** and place them in the **most prominent location**, with meat options behind or at the end.
- Make all of the side dishes plant-based.**



Buffets & "Build Your Own" Stations

Make Your Base Plant-Based:

- Design your buffet line with vibrant, protein-packed **plant-based entrees positioned first**.
- Offer meat and cheese as **optional add-ons** at the **end of the line**.



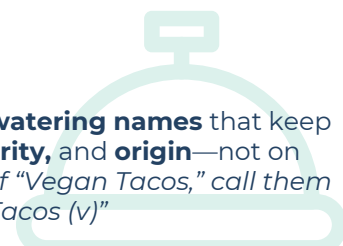
All Catered Menus

Apply Climate-Friendly Ratios:

- Ensure that for every meat-based dish on the menu, you offer **at least two plant-based dishes**.

Use Tasty Titles:

- Drive interest with **mouthwatering names** that keep the focus on **flavor, familiarity, and origin**—not on dietary labels. Ex: Instead of "Vegan Tacos," call them "Adobo Mushroom Street Tacos (v)"



Have questions about implementing these strategies?
Reach out to Greener by Default at info@greenerbydefault.org.



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Sustainability Checklist

When building your menu, make sure that:

- ☒ **The majority of entrees offered are plant-based.**
- ☒ **All plant-based entrees contain a source of protein.**
- ☒ **Side dishes are plant-based**, with cheese offered as an add-on.
- ☒ Dish names **do not** contain the words ***vegetarian***, ***vegan***, or ***meatless***.
- ☒ **A small (v) or  leaf symbol** is placed at the end of the dish name for allergen information.
- ☒ Plant-based dishes have **exciting names** focused on **flavors, textures, and ingredients**.
- ☒ **Plant-based dishes feature popular flavors and ingredients.** *Bonus points for drawing inspiration from international cuisines that are naturally plant-forward!*
- ☒ Plant-based options are placed **first in buffet lines and on menus**.



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Playbook in Action



OLD MENU

(Plated, Boxed, or Buffet)

Chipotle Chicken Breasts

Beef Taquitos

Vegan Tacos (v)

—

Side:
Black Bean and
Corn Salad with Cotija
Cheese (vg)

NEW MENU

(Plated, Boxed, or Buffet)

Adobo Mushroom
Street Tacos (v)

Crispy Potato Soyrizo
Taquitos (v)

Chipotle Chicken and
Black Bean Fajitas

← — — — — — →

Side:
Black Bean and Corn
Salad with Cotija cheese
on the side



OLD MENU

(Plated, Boxed, or Buffet)

Chicken Gyros

Lamb Gyros

Falafel Wrap with Tzatziki (vg)

—

Sides:
Dolma, Hummus,
Tabbouleh

NEW MENU

("Build Your Own"-Style Buffet)

Falafel (v)

Mujadara Lentils and Rice (v)

Shredded Chicken

← — — — — — →

Sides:
Dolma, Hummus,
Tabbouleh, Pita,
Tzatziki (vg)



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