



Simple steps to
transform your
menu game.

Greener Menus Made Easy

1

BUILD YOUR MENU

Menu Merger

Integrate plant-based dishes throughout the menu, and list them **first** in each section. **Don't isolate them in a separate "vegan" section.**

Climate-Friendly Ratios

Offer **two plant-based options for every meat option** on any menu or buffet.

Tempting Twists

Avoid offering meat and plant-based versions of the same dish side by side. The plant-based entree should be a signature dish in its own right, showcasing bold flavors and unique ingredients - aim to make it the most exciting option for all diners!

2

REFINE YOUR DISHES

Plant-Based Defaults

Start dishes with a **plant-based foundation** and offer meat or dairy as an **optional add-on**.

Subtle Substitutions

Use **plant-based milks, condiments, and desserts by default**. Most diners won't notice the swap, but diners with allergies and dietary restrictions will benefit—and you'll **cut costs and carbon**.



3

GENERATE BUZZ

Tasty Titles

Use **delicious, mouth-watering names**. Focus on **texture, flavor, and familiarity**. Avoid terms like 'vegan' 'vegetable' and 'meatless.'

Example: "*Homestyle Mac & Creamy Cashew Cheese*" instead of "Vegan Mac & Cheese."

Make Sustainability the Star

Position plant-based dishes at the **front of the buffet line**, and **first and last on menus**. Even better: highlight them as the **"Chef's Special"** or **"Dish of the Day."**



Have questions about implementing these strategies?
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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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