

A simple name change can increase sales by **up to 76%.**

Tasty Titles

1

Focus on flavor, not labels.

✔ **DO:** Use indulgent, sensory, and cultural descriptors.

✘ **DON'T:** Use words like "Vegan," "Vegetarian," "Vegetable," and "Meatless."



2

Use subtle labeling.

✔ **DO:** Include a small (v) or 🌿 leaf symbol at the end of the dish title for guests with dietary restrictions.



3

Let your creativity shine.

✔ **DO:** Seize the opportunity to show your authenticity through your ingredients, flavors, and finishing touches.



Instead of this:

MENU

Vegan Black Bean Burger

Lentil Shepherd's Pie

Seitan Strips with Rice

Try this:

MENU

Spicy Southwestern Black Bean Burger (v)
with Fire-Roasted Corn

Hearty Shepherd's Pie (v)
*with Golden Mashed Potatoes and Savory Lentils
in a Rich Gravy*

Soy Garlic Glazed Seitan (v)
with Wok-Fired Broccoli Stir Fry

Want more naming ideas? Check out the [Edgy Veggies Toolkit](#).



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



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