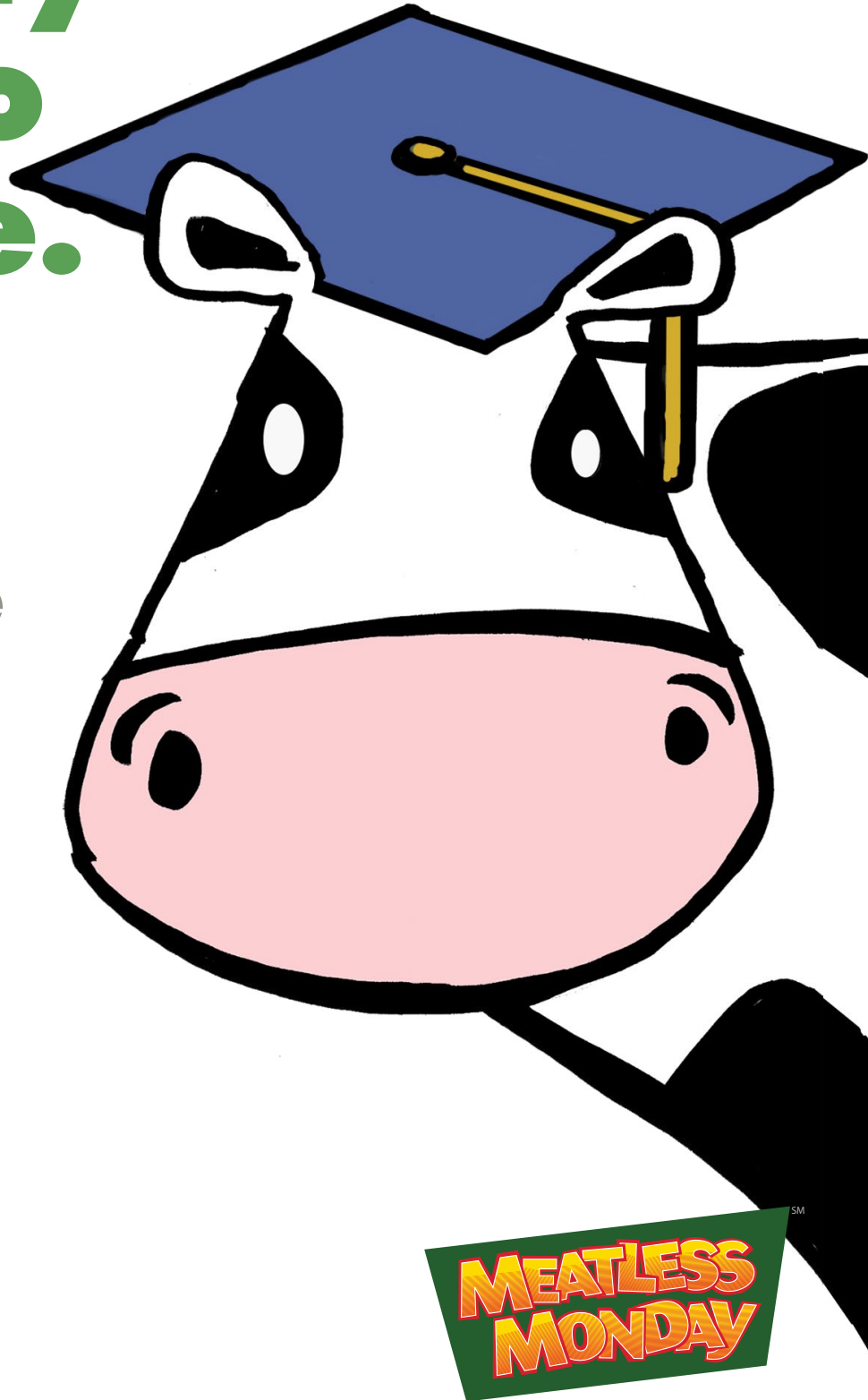


Meatless Monday goes to college.

Free Tools and
Resources
for Food Service
Businesses



**MEATLESS
MONDAY**

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A Quick Taste of Meatless Monday

WHAT IS MEATLESS MONDAY?

It's an international movement focused on reducing meat consumption by 15% in order to mitigate health risks and reduce the strain on natural resources. Meatless Monday is a nonprofit initiative of The Monday Campaigns, in association with the Johns Hopkins Bloomberg School of Public Health.

WHY MEATLESS?

Going meatless one day a week can reduce the risk of chronic preventable conditions like cancer, cardiovascular disease, diabetes, and obesity. It can also reduce the strain on natural resources used in meat production like energy, fresh water, and fossil fuels.

WHY MONDAY?

Research shows that regular health reminders support habit change and that Monday is statistically the best day to begin making a change for the better. Starting the week with a healthy choice makes it easier to make healthy choices for the rest of the week.

IT'S ALL ABOUT CHOICE

Meatless Monday is a campaign about adding options, not taking them away. The program encourages offering meat-free options wherever possible. Also, businesses that offer choices to their customers tend to have greater success.

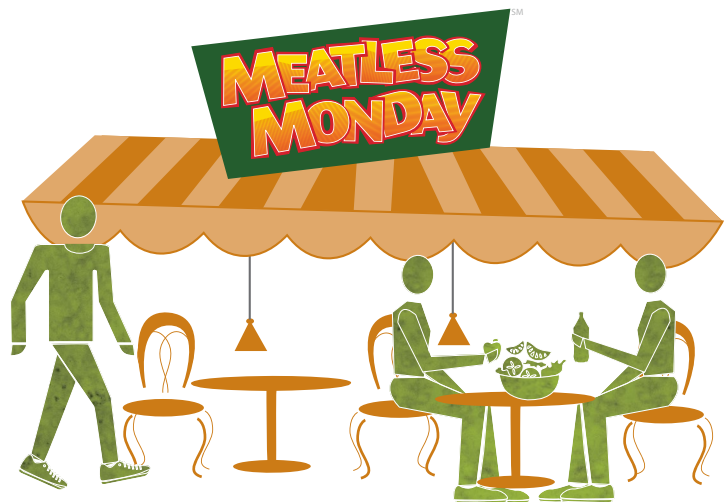
JOIN THE MOVEMENT

The movement unites a growing global network of businesses, organizations, and communities. By connecting with this network, your business can develop a reputation as a wellness-focused enterprise while reaching new clients interested in healthy eating.



What Can Meatless Monday do for *Your* Business?

- **Promote your meatless offerings as part of a popular global movement.** Meatless Monday is a global movement, with celebrities and chefs touting the importance of eating meat-free once a week. Promote your participation to drum up new business.
- **Feature your existing meatless offerings.** Meatless options can sometimes be overlooked in a menu or a sales pitch. Highlight the meatless meals, sides and snacks you already offer by making those products Meatless Monday specials.
- **Show clients that Meatless Monday is about highlighting choice and variety.** A meat-free menu is an option clients can take advantage of in addition to your many other offers. Remind them that there's no need to take meat off the menu!
- **Support current clients interested in wellness and the environment.** Keep clients interested in your business and strengthen your partnership by helping them explore health initiatives and embrace projects like Meatless Monday.
- **Reach new clients interested in offering meatless options or being part of the movement.** Adding Meatless Monday to your programs could connect you to new clients specifically interested in meat-free eating and reducing health risks.
- **Meatless dishes are often cheaper and easier to prepare.** Low costs also mean you can offer attractive discounts and specials without breaking the bank. You can even use Monday to highlight new local or seasonal meatless dishes.
- **Show you care.** Obesity and chronic preventable diseases are on the rise, as are concerns about the environmental impact of what we eat. Meatless Monday addresses both of these issues, making food service businesses part of the solution.





LOOK WHO'S GOING MEATLESS!

Celebrity chef **Mario Batali** announced that most of his 14 U.S. restaurants would offer weekly Meatless Monday specials.

“The fact is, most people in the U.S. eat way more meat than is good for them or the planet. Asking everyone to go vegetarian or vegan isn't a realistic or attainable goal. But we can focus on a more plant-based diet. That's why I'm such a big believer in the Meatless Monday movement!”

- **Chef Mario Batali**

Food Service Business Sodexo North America launched a Meatless Monday campaign in 2011 in more than 900 hospitals, later expanding the program to include more than 2,000 corporate and government clients.

“Meatless Mondays have been a hit...Our sales skyrocketed.”

-Tracey Riddle, Sodexo general manager, Toyota, Torrance, California

“Throughout the month many dishes sold out...Our trial period of Meatless Monday was so successful that we've decided to continue it throughout the year.”

- Angela Harrison, Sodexo clinical nutrition manager, St. Anthony Hospital, Oklahoma

Cities and counties who've joined the movement:

- **Los Angeles, CA**
- **Oakland, CA**
- **San Diego, CA**
- **San Francisco, CA**
- **Santa Cruz, CA**
- **Aspen, CO**
- **Washington, DC**
- **Boca Raton, FL**
- **Baltimore, MD**
- **Montgomery County, MD**
- **Cincinnati, OH**
- **Philadelphia, PA**

“If we do it one plate at time, one meal, one day, we are ratcheting down the impact on our environment. We start with one day a week and then, who knows, maybe we can change our habits for a lifetime.”

- **Ed Reyes, Los Angeles city councilman**



MEATLESS MENU IDEAS

Meatless meals are a centerpiece of cultural cuisine around the world – here are just a few of the popular meals served in dining halls and cafeterias across the country:

AMERICAN

Baked beans
Baked potato (build your own with salsa, veggies, low-fat cheese & sour cream)
Chickenless Caesar salad wrap
Cottage cheese with fruit
Eggplant or zucchini casserole
Garden burgers
Grilled vegetable panini
Stuffed tomatoes or bell peppers
Three bean salad
Portobello stuffed with wild rice
Vegetable wraps
Vegetarian chili

MEDITERRANEAN

Falafel in a pita
Greek salad
Lentil soup
Sandwiches with hummus & sprouts
Spanikopita (Greek spinach pie)
Stuffed grape leaves

INDIAN

Curries to accompany rice & vegetables
Dal (lentils served with rice & vegetables)
Pulao (rice pilaf) with vegetable broth
Suji savory vegetable pancakes

ITALIAN

Eggplant parmesan
Panzanella (tomato salad with white beans on Italian bread)
Pasta primavera
Ravioli stuffed with sweet potato, butternut squash, mushroom, pumpkin, or spinach
Risotto
Spaghetti with marinara
Spinach tortellini
Stuffed shells with spinach & low-fat ricotta or tofu
Vegetable lasagna
Veggie meatball or eggplant subs with low-fat mozzarella

ASIAN

Pad Thai
Sesame noodles
Szechuan tofu
Tofu & vegetable stir-fry
Vegetable fried rice (low oil)
Vegetable spring rolls (low oil)

LATIN & MEXICAN

Bean & vegetable burritos
Black or red beans with rice
Grilled tofu & veggie fajitas (build your own)
Vegetable quesadillas
Vegetarian tacos

The Meatless Monday Food Service Kit

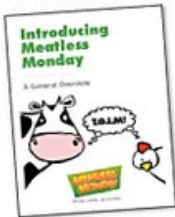
FREE RESOURCES

We've created numerous printable and digital resources to help you learn more, get started, and promote Meatless Monday to support and promote your business. Graphics, toolkits, and more are all available to download and use in your sales and promotion:

meatlessmonday.com/start-a-campaign

If we can be of any help, please contact Cherry Dumauval at: cdumauval@mondaycampaigns.org

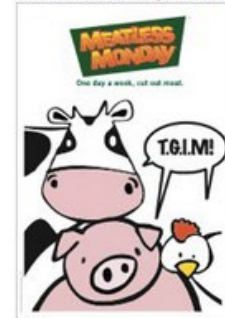
General Kit



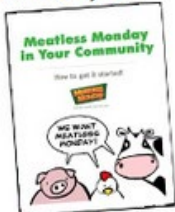
Meatless Monday Environmental Infographics



Meatless Monday Basics brochure



Community Kit



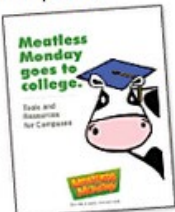
"Go Meatless This Monday" Social Media Graphics



Meatless Monday Barnyard Friends



Campus Kit



Meatless Monday Veggies Speak



Meatless Monday Colors posters



Restaurant Kit



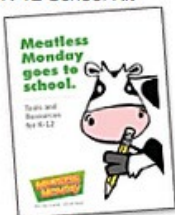
Meatless Monday Colors



Meatless Monday Fresh! posters



K-12 School Kit



Meatless Monday logo (high-res)



Meatless Monday Bean posters



Meatless Monday Chef posters

