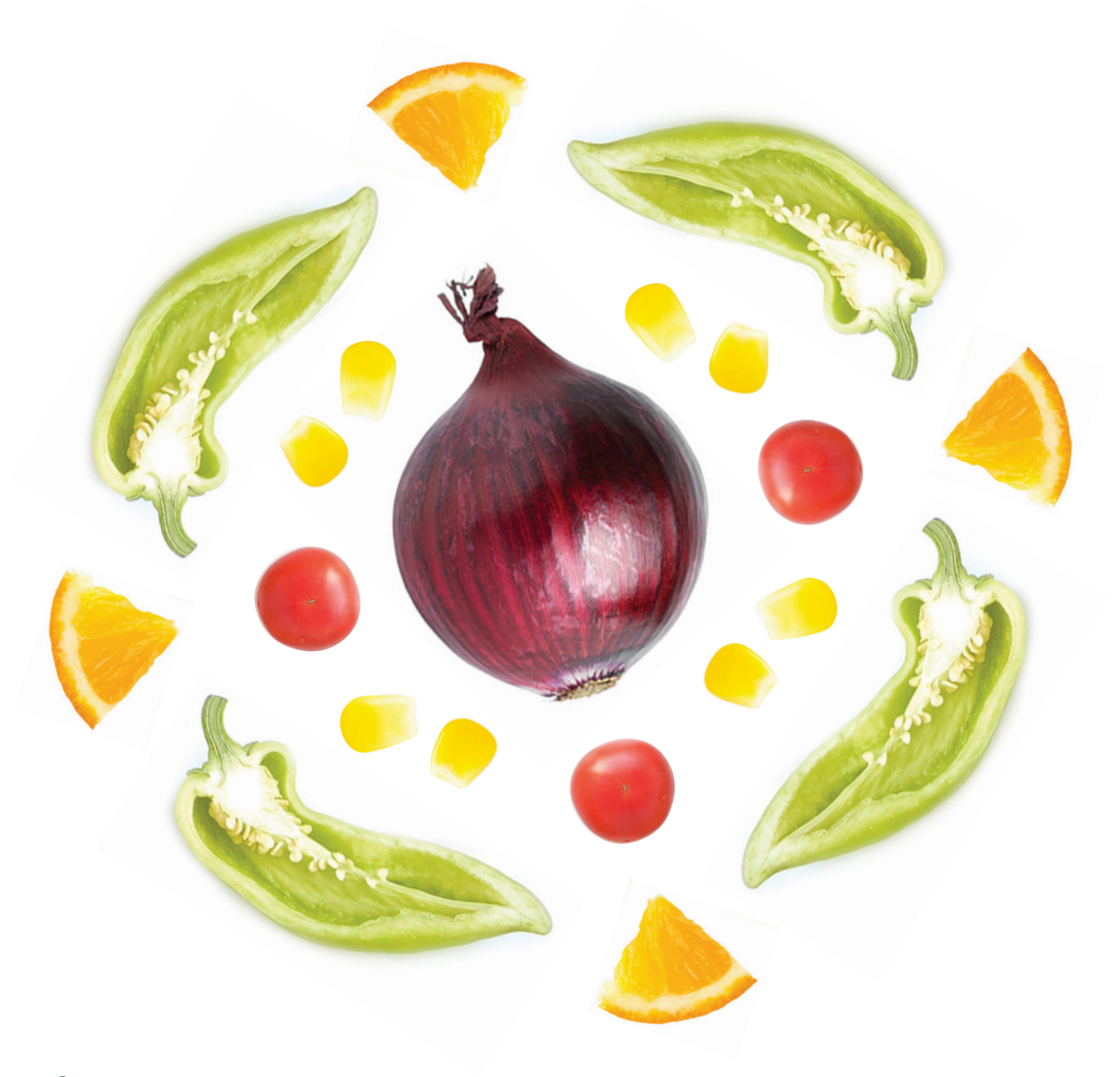


How to Get Meatless Monday Going at a Restaurant



**MEATLESS
MONDAY**

Good for You.
Good for the Planet.

Get Meatless Monday Going at a Restaurant

Help add to the hundreds of restaurants that offer Meatless Monday and make a significant difference for diners' health and the health of our planet.

[Meatless Monday](#) is a global movement in over 40 countries and 22 languages. Choosing to go Meatless Monday can help fight diseases, reduce the risk of diabetes, and improve heart health. It conserves land, reduces greenhouse gas emissions, saves water, and saves energy.

Now is a great time to introduce Meatless Monday to restaurants, as diner demand for vegetarian and vegan options continues to surge.

We greatly appreciate your interest in creating awareness and adoption of Meatless Monday. If you have any questions, please get in touch at:

Info@MeatlessMonday.com

Why Restaurants Should Go Meatless Monday

- **Drives traffic and attracts new customers.** Meatless Monday gives customers a strong reason to dine at a particular restaurant on Monday, typically a slow restaurant day. In a recent survey, over two-thirds of the respondents said they would dine at a restaurant that participates in Meatless Monday – and that they'd bring friends along! National [trends](#) show that people are seeking meatless meals more often.
- **Improves the success of new menu items.** Meatless Monday is a proven promotional program that influences diners to try something new. Restaurants can leverage Meatless Monday to introduce and promote new plant-based items, limited-time offers, and seasonal menus. And it allows culinary staff to be creative with plant-based ingredients!
- **Improves financial performance.** [Recent reports](#) indicate that plant-based foods may have more predictable prices and may cost less.
- **Demonstrates a commitment to diners' health** while supporting good eating habits. By providing more plant-based choices on the menu, the restaurant is helping people live [healthier lives](#).
- **Reduces the restaurant's environmental footprint.** Decreasing meat consumption just one day a week results in a significant reduction of their [carbon and water footprint](#).

Who's Doing It?



Now, more than ever before, people are dining out and asking for vegetarian and vegan menu options. So this is the perfect time to introduce Meatless Monday to your favorite restaurant.

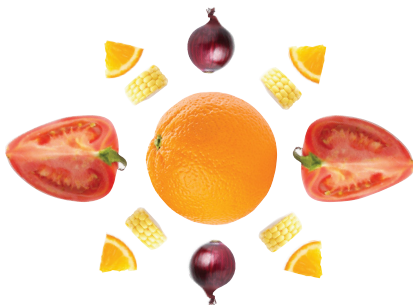
Hundreds of restaurants and foodservice operations around the world are now participating in Meatless Monday. Here are two examples:

United States: [TGI Fridays](#)

The restaurant chain is launching a plant-based burger in 450+ U.S. locations nationwide. It partnered with Meatless Monday to promote the initiative.

Global: [Sri Lanka](#)

Meatless Monday was launched on a national and international scale and it continues to thrive.



Sample Email to Reach Out to Restaurant Management and Chefs

(Here's an example of an email/letter you can use to get in touch with restaurant decision makers. Feel free to cut and paste as well as customize it.)

Dear [NAME]

I'm reaching out to suggest adding Meatless Monday to your restaurant's menu. Incorporating Meatless Monday into your offerings once a week demonstrates your leadership role in promoting healthier and more sustainable food choices for diners. And it can help drive traffic and attract new customers.

Meatless Monday doesn't mean meat can't be served on Monday – it can. Simply highlight meatless items and dishes you already offer or create new ones for Meatless Monday – all while keeping your meat and seafood items on the menu.

Meatless Monday is a science-based public health initiative associated with Johns Hopkins Bloomberg School of Public Health. Its goal is to reduce chronic preventable diseases by encouraging less consumption of meat. By adopting Meatless Monday, you can:

- **Demonstrate industry leadership.** Join thousands of other forward-thinking

restaurants worldwide that are guiding us towards a healthier, more sustainable food system.

- **Show commitment to diner health.** More plant-based choices on the menu means helping people live [healthier lives](#).
- **Reduce environmental impact.** Decreasing meat consumption just one day a week has significant benefits for the [health of our planet](#) and results in a significant reduction to the [carbon and water footprint](#).

In short, Meatless Monday features dishes made without meat each Monday. Items with meat can still be offered on Mondays. Simply highlight the healthier, meatless options from your menu.

I hope you'll consider this important campaign. Let me know if you'd like to discuss Meatless Monday in more detail. Many thanks for your interest and consideration.

Sincerely yours, [SIGNATURE]

Talking to Restaurant Management

Meatless Monday doesn't mean meat can't be served on Monday - it can!

Simply promote the meatless items and dishes you already offer as preferred choices or create new ones for Meatless Monday – but continue to provide the meat and seafood options on the menu.

Meatless Monday offers a detailed implementation guide. [Download it now.](#)



Thank you.

Stay positive and persistent and please keep us posted on your efforts!

Follow us on social



Steps a Restaurant Can Take Now

- Promote Meatless Monday via signage on the front window, menu, and specials board.
- Publicize that they are offering Meatless Monday to local media and announce it in ads.
- Promote through their website and social media using #MeatlessMonday. (Meatless Monday can re-share it.)
- Offer Meatless Monday promotions, incentives, and discounts.
- Keep Meatless Monday ongoing to build awareness and momentum.

We provide free posters, signage, and digital and social media assets for use at meatlessmonday.com/free-resources

About Meatless Monday

Meatless Monday is a global movement with a simple message: one day a week, cut the meat. It can make a big difference in our personal health and the health of the planet.

Excessive consumption of red and processed meat has been linked with a variety of chronic diseases, including heart disease, type 2 diabetes, obesity, and cancer. In comparison, substituting plant-based foods for meat has been shown to reduce these health risks, resulting in a better quality of life and increased longevity.

Raising livestock for our current level of human consumption requires an extraordinary amount of resources and takes a devastating toll on our planet. Meatless Monday helps conserve land, reduce greenhouse gas emissions, save water, and save energy

Meatless Monday is a non-profit initiative of [The Monday Campaigns](#), working in collaboration with the [Center for a Livable Future](#) (CLF) at the Johns Hopkins Bloomberg School of Public Health.