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# Playbook for guiding diners toward plant-rich dishes in food service

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Increasing fruit, vegetables, nuts and legumes in our diets, and reducing food from animal sources – known as a shift toward a ‘planetary health diet’ – is important for reducing greenhouse gas emissions and other drivers of environmental change. It’s also healthier. Read more about the benefits of plant-based food in *[Why cities should support access to healthy, sustainable food for all](#)*.

Cities can encourage this shift through changes to food procurement in institutions where the city government controls food purchasing, and by helping to make it easier, more attractive and affordable to choose plant-based options.

This Playbook gives food service providers clear, evidence-based guidance on how to use behaviour change interventions to encourage diners to select more plant-rich meals, and reduce consumption of animal-based meals. It can inform public institutions serving food, and cities’ engagement with restaurants, canteens and other food retailers.

The Playbook prioritises interventions which are both highly influential and highly feasible. The 23 priority interventions, split across five categories, are shown below. Each intervention is explained in more detail, including what food retailers can do and a case study.

## PRODUCT

Reduce the amount of meat in a dish while increasing the amount of plants

Improve the flavor and texture of plant-rich dishes

Introduce one ‘plant-rich’ day per week, when all the dishes served are plant-rich only

Improve the appearance of plant-rich dishes

Increase the variety of plant-rich dishes on offer

Increase the relative number of plant-rich dishes on offer compared to meat-based dishes

Introduce plant-rich alternatives to popular meat dishes



English

## PLACEMENT

Make self-service plant-rich food displays more engaging

Increase the amount of a self-service display dedicated to plant-rich dishes

## PRESENTATION

Use language on menus to emphasize the positive attributes of plant-rich dishes

List plant-rich dishes in the main body of a menu, not in a separate 'vegetarian' box or 'specials' section

Use language on menus to recommend plant-rich dishes

Remove unappealing language from menus

## PROMOTION

Offer diners free samples or taste testing events for plant-rich dishes

Publicize the environmental benefits of plant-rich dishes using marketing materials like posters, leaflets, or TV screens

Run cross-product promotions on plant-rich dishes and selected drinks, side dishes or desserts

Allow diners to add meat to a plant-rich dish for an extra surcharge

## PEOPLE

Provide chefs and food preparation staff with information about the health and environmental benefits of plant-rich dishes

Train chefs and food preparation staff on how to cook and prepare plant-rich dishes

Encourage front-of-house staff to try plant-rich dishes themselves

Give chefs and food preparation staff access to the right tools, equipment and ingredients to prepare plant-rich dishes

Reward chefs and food preparation staff who are successful in creating popular plant-rich dishes

Provide front-of-house staff with talking points to promote plant-rich dishes to diners



English

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