

MORE PLANTS ON THE PLATES - STEP BY STEP



SUBSTITUTION

Try replacing the animal-based products in your recipes with matching plant-based alternatives (e.g. tofu instead of chicken breast, oat milk instead of cow's milk). You could begin with sauces and desserts and see for yourself how easy it can be – substitution in such meals is usually fairly effortless and there is no compromise in terms of taste or costing.



REDUCTION

Reduce the amount of animal-based products such as meat, fish, dairy and eggs in your recipes by simultaneously increasing the amount of vegetables, legumes, nuts and seeds. This method is especially well suited for customers who want to consume animal-based products more consciously without eliminating them completely.



INFORMATION

Use small inoffensive icons in order to inform your customers about the meals and the respective ingredients. He who seeks shall find! For example, plant-based meals can be labelled with a leaf, a flower, a carrot or a small 'v'.



PARTICIPATION

Organise campaigns, poster exhibitions, and provide informational material in order to inform your customers about the benefits of plant-based foods. For example, you could provide information on how many greenhouse gas emissions were avoided by implementing the new menu line.



INCLUSION

If you have three components on the plate with meat in the centre, this is a thing of the past. Rather use modern serving techniques (buffet, building blocks, bowls) to ensure that there is an option for every need and preference – your customers with allergies, intolerances, and ethical and religious convictions will be grateful!



NUDGING

Try to motivate your customers to make healthier and/or more sustainable choices indirectly by positive naming of the meals, smart menu design, attractive physical presentation, and strategically-sound placement on the counter.



TRAINING

When your whole team gets behind the change and innovations, it becomes easier to include novel meals in your offerings. Reach out to ProVeg for more information on cooking trainings and workshops so that your team can stay up to date and refine their skills.