



CREATING PLANT-BASED ENTRÉES



RESTAURANT
TOOL KIT

As a general rule, restaurant consumers purchase what is familiar. Tastes can change, but it takes time and significant marketing effort. So it should not be surprising that there are a limited number of commonly consumed items on most restaurant and food service menus.

Of the 20 most commonly offered dishes in the United States only one is entirely plant-based – the ubiquitous veggie sandwich or wrap – while two are predominantly plant-based (Caesar Salad and Specialty Salad).¹ Fortunately, it is very easy to modify most common menu items to make them plant-based.

In fact, plant-based dishes are most successful when they are similar to dishes that are already familiar to consumers. Implemented correctly, plant-based entrées can meet or exceed the popularity of their animal-based counterparts if they are competitive on price and taste.

¹ Better Buying Lab: Innovating for Impact, World Resources Institute.

Getting Beyond the Veggie Wrap

The Good Food Institute’s analysis of the top 100 restaurant menus revealed that the ten most common menu items could all easily be made plant-based with minor tweaks.

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|------------------------------|-------------|
| 1. Burgers | 6. Tacos |
| 2. Chicken Sandwich/Wrap | 7. Burritos |
| 3. Entrée Salad with Chicken | 8. Pasta |
| 4. Deli Sandwiches/Subs | 9. Hotdogs |
| 5. Chicken Tenders | 10. Pizza |



CAPITALIZE ON THE SHIFT TO PLANT-BASED EATING!

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How you promote plant-based entrées matters:

1. Do not include the words “vegetarian” or “vegan” in the name
2. Integrate plant-based foods into the main menu rather than a separate “vegetarian” or “meat-free” section¹
3. Make the default configuration of dishes like pasta and salads meat-free; charge the consumer more to add animal-based protein
4. Use indulgent language when describing plant-based entrées
5. Since consumers routinely seek it out, add “protein” to the name or description

¹ J. Holzer, *Don't Put Vegetables in the Corner: Q&A with Behavioral Science Researcher Linda Bacon*, World Resources Institute (2017). See also WRI's *Better Buying Lab*.



Review the Good Food Institute's "Marketing Plant-based Foods" fact sheet for more information.

Easy plant-based substitutions

OATMEAL: Make it with water or plant-based milks like soy milk or almond milk

BREAKFAST SANDWICHES: Create a plant-based version using soy sausage, dairy-free cheese, and vegetables

SANDWICHES: Add plant-based deli slices in subs and sandwiches or use fillings like falafel or hummus

PIZZA: Offer a dairy-free cheese option and plant-based sausage and pepperoni toppings

SALADS: Remove cheese and add plant-based protein toppings like falafel, chickpeas, or plant-based meat alternatives

CHICKEN: Offer plant-based chicken tenders, nuggets, and sandwich patties

BURGERS: Offer a plant-based burger; make cheese an add-on or offer a dairy-free cheese

BBQ: Use jackfruit, seitan or tofu

For more entrée ideas, check out The Good Food Institute's Plant-Based Entrée Database, featuring a curated collection of plant-based dishes from restaurants around the US.

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Common plant-based ingredient alternatives

CHICKEN/TURKEY: Beyond Meat, Lightlife, Gardein, Field Roast, Quorn, Alpha, Tofurky

HOTDOGS/SAUSAGES: Lightlife, Field Roast, Tofurky

BEEF: Beyond Meat, Impossible Foods, Gardein, BOCA, Tofurky

BBQ: Upton's Naturals, The Jackfruit Company

FISH: Good Catch, Sophie's Kitchen

SEAFOOD: New Wave, Ocean Hugger, Good Catch, Loma Linda, Hungry Planet

CHEESE: Daiya, GoVeggie, Field Roast, Follow Your Heart, Heidi Ho

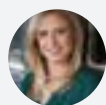
BUTTER: Melt Organic, Earth Balance

EGGS: Follow Your Heart, Hampton Creek, Ener-G,

DRESSINGS: Hampton Creek, Follow Your Heart, Hilary's

To find plant-based products to use as entrée ingredients, visit The Good Food Institute's Plant-Based Product Database, our collection of plant-based foodservice products available in bulk quantity from major distributors.

 goodfoodscorecard.org/products



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