



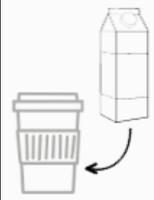
## Easy Tips and Tricks to DefaultVeg

### 5 WAYS EVERYONE CAN EASILY DEFAULTVEG

*DefaultVeg can happen at any gathering, and in any food service format. Here are some of our tried and true tricks to help you flip your menu and begin defaulting to plant-based meals.*

- #1:** Make plant-based entrees the default but offer meat and dairy as an “add-on” instead of being built into each offering.
- #2:** Increase the number of plant-based offerings. Aim to have 2-3 times more plant-based than meat dishes; aim for a 70/30 ratio for plant-based versus animal based.
- #3:** Swap out one commonly used ingredient for a plant-based one; use oat milk instead of cow’s milk or vegan mayo instead of egg-based mayo.
- #4:** Incorporate plant-based items throughout your menu rather than separating them into their own category.
- #5:** Use tasty descriptors focused on flavors, textures, and ingredients, rather than focusing on how healthy or vegan it is.

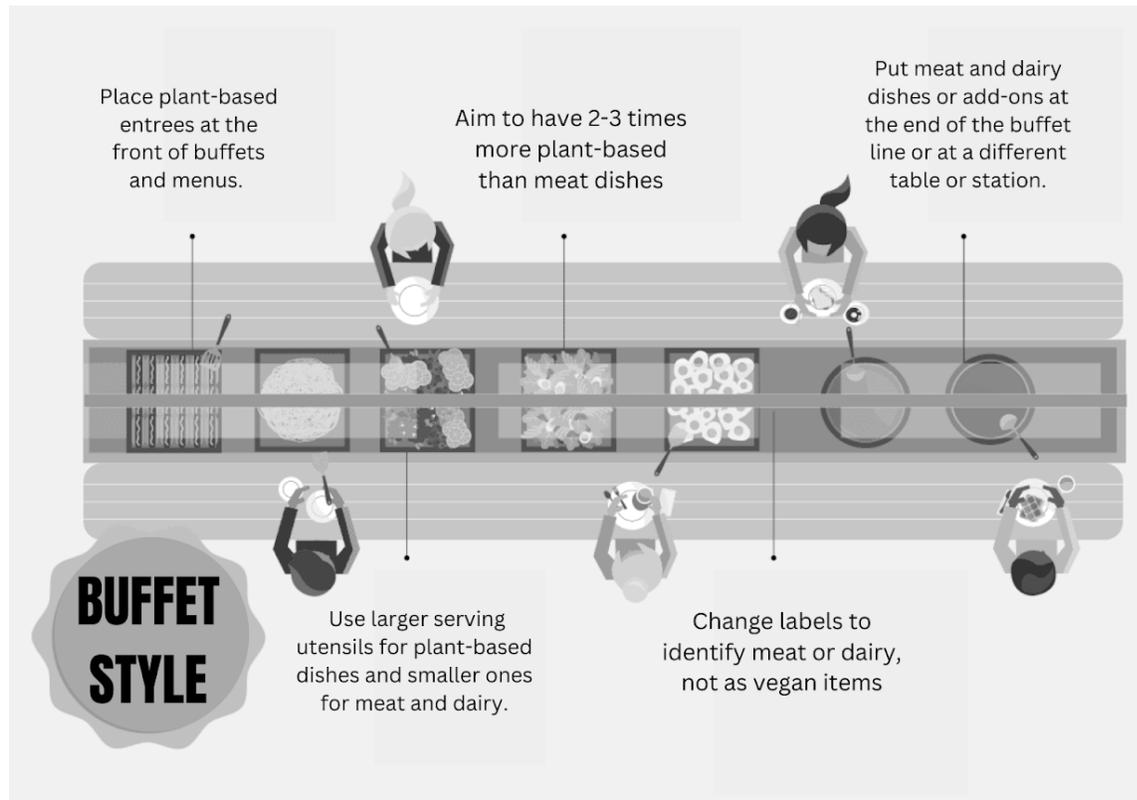
*Don’t forget- your meals are a great time to educate and share facts about the eco-impact individuals are having when they eat plant-based.*



**DID YOU KNOW?**  
Switching one latte from cow to oat milk saves 127 liters of water, the equivalent of two showers' worth of water.



## Buffet style service suggestions:



## Registration for event:

- Offer participants the opportunity to opt-out of a plant-based meal, not into it
- Only give meat meals to participants who opted-in for it

## Menu based changes:

- Make your specials of the day plant-based or feature plant-based meals
- Offer plant-based options at a lower price than meat-based ones. Default to plant-based and offer an extra charge for meat or dairy.

## Cafe service:

- Default to oat milk in your drinks instead of making it the add-on