

Meatless Monday:

College & University
Foodservice
Implementation Guide



MEATLESS MONDAY Good for You.
Good for the Planet.



Table of Contents

Introduction	page 3
Benefits of Adding Meatless Monday	page 4
How to Get Started	page 5
Culinary Strategies	page 7
Menu and Recipe Strategies	page 8
New Food Trends	page 9
Meatless Menu Ideas	page 10
Marketing Strategies	page 11
Sample POS Creative	page 12
Operational Guidelines	page 13
Sample Recruitment Letter or Email	page 14
Foodservice Goals Worksheet	page 15
Staff Training Tips	page 16
Contact Info	page 16





Meatless Monday: The Right Menu for Right Now

Meatless Monday is a global movement that enables people to make positive changes in their diet — and their lives — simply by choosing not to eat meat one day a week.

Founded in 2003, Meatless Monday is now implemented by thousands of foodservice operations in over 40 countries. We're ready to serve as your partner. And we're 100% committed to your success.

This new guide gives you full instructions and the tools to start a Meatless Monday program in your college cafeterias. This revised edition has been composed using feedback from foodservice professionals at university campuses. In addition, the content has been supplemented by research from the Johns Hopkins Bloomberg School of Public Health's Center for a Livable Future.

There is never any charge for these materials or services. Meatless Monday is part of The Monday Campaigns, a nonprofit health initiative dedicated to reducing chronic preventable diseases.

Inside, you'll find:

- A step-by-step implementation guide.
- A list of Meatless Monday benefits.
- Marketing, Culinary and Operational Mini-Guides.
- Additional talking points to educate your culinary staff and front-of-house employees.
- Evaluation criteria to assess how well Meatless Monday performs.

Questions or would you like more help? [Get in touch](#).

By implementing Meatless Monday, you'll help your diners — both students and campus employees — move towards healthier eating habits. This initiative also shows your commitment to food source sustainability and the health of the planet.

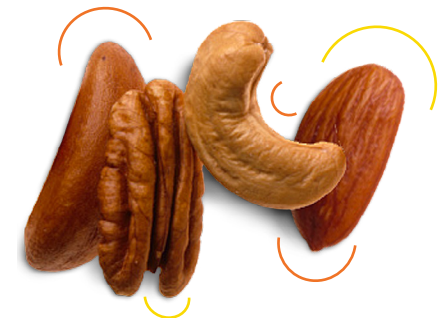


Benefits of Adding Meatless Monday to Your College Foodservice Operation

There are many compelling reasons to add a Meatless Monday menu to your college cafeterias. Use these talking points to build enthusiasm and strong support.

Meatless Monday:

- 1 Demonstrates commitment to your diners' health.** By providing more plant-based choices on your menu, you're helping people live healthier lives.
- 2 Promotes healthy eating habits.** Choosing not to eat meat on Monday can lead to making healthier decisions throughout the week, according to a [research study](#). And for college students, establishing healthy eating habits now can last a lifetime.
- 3 Reduces environmental impact.** Decreasing meat consumption just one day a week results in a significant reduction of your [carbon footprint](#).
- 4 Projects a leadership role.** Meatless Monday places both the college and your foodservice at the forefront of promoting a healthier, more sustainable food system.
- 5 Meets growing demand for plant-based dishes.** Look at the [national trends](#) and you'll see that more people are now seeking meatless meals more often. In fact, offering a more diverse cafeteria menu is often seen as a motivating factor for students choosing a particular college.
- 6 Stimulates culinary innovation.** Meatless Monday inspires the kitchen staff to explore [new cuisines](#) as well as more wholesome, nutritious dishes and recipes. College students are especially open to new dishes from different cultures.
- 7 Provides greater choice for greater diner satisfaction.** Meatless Monday is all about offering meatless options. You can continue to serve meat on Monday as well.
- 8 Saves money.** [Recent reports](#) indicate the price of plant-based foods is more predictable than meat. And in many cases, plant-based foods may cost less.
- 9 Easy implementation.** Meatless Monday is currently in thousands of foodservice cafeterias across the U.S., making it the most successful weekly meat reduction program in America.
- 10 Fosters collaboration** between faculty and the student body on health and environmental issues. It also provides real world challenges that can be positively acted upon. And it encourages student organizations to actively promote the global benefits of choosing to eat less meat.



Getting Started:

6 Steps to a Successful Introduction

Meatless Monday is credited with helping millions of people eat healthier each week by reducing their meat consumption. And getting a program started in your college cafeterias couldn't be easier. Just feature some vegetarian and vegan dishes on Monday — while continuing to serve some meat options. Here are six steps to get started.

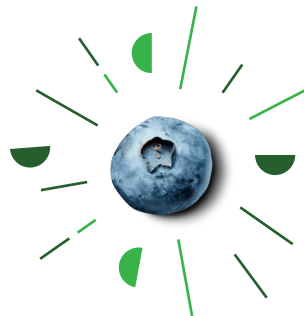
1 **Commit to Meatless Monday.**

Educate your key stakeholders on the health, environmental and business benefits. Meet with your team, the college administrators, health and environmental faculty as well as the leaders of relevant student organizations. Use this [sample letter](#) and [talking points](#) to gain support.



2 Set goals. Determine your criteria for success and how to measure it. Use the [worksheet](#) in this guide to establish key performance indicators, develop culinary strategies and set a baseline before you begin.

3 Organize your crew. Set your start date and create a things-to-do timeline leading up to it. Define your menu using these popular [meatless dishes](#) for inspiration. Train your culinary team on the new recipes and make sure your crew understands the advantages of a Meatless Monday program. To help them prepare, use our [Tips for Training Your Staff](#) worksheet that appears in the back of this guide.

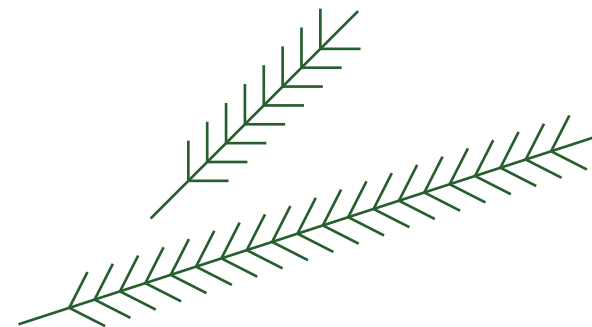


4 Go! Announce your Meatless Monday launch on the college website and to your email database. Place the [posters and promotional materials](#) in your dining areas. Display flyers on bulletin boards across campus.

5 Promote Meatless Monday regularly. Feature your weekly plant-based specials. Use our [Marketing Strategies Mini-Guide](#) for ideas.

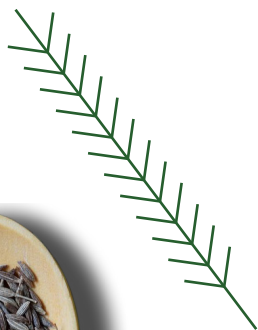
6 Share your progress. Join the Meatless Monday community and share best practices with other foodservice organizations.





Let's Get Specific

We've included some additional information to help get you up and running. Here you'll find Mini-Guides that cover [Culinary](#), [Marketing](#) and [Operational](#). Take a look at the topics that interest you.



Culinary Strategies

Fresh Ideas for Your Meatless Monday Menu

The thinking behind a Meatless Monday menu is simple. Just develop and highlight vegetarian and vegan options to offer your diners each Monday. Here are some recommended suggestions based on successful practices in the field.

- **Make Meatless Monday your featured choice.** Let your diners know these are special dishes to try *today*. (Remember, you can also offer meat dishes on Monday.)
- **Change offerings weekly or monthly.** Keep things fresh and entice with seasonal recipes. Consider:
 - Meatless swaps
 - New ingredients
 - Global cuisine and flavors
- **Highlight newest dishes.** Have your staff suggest them to diners and promote with POS to give diners a reason to try.
- **Set up a sampling and cooking demo station.** Make Monday a special event to attract attention and win more sales.



Menu and Recipe Strategies



- Challenge your staff to come up with new meatless recipes.
- Reach out to local chefs for new ideas on plant-based dishes.
- Ask your staff and faculty to share Meatless Monday recipes with other websites.
- Inspire your cook staff by educating them on prep work and cooking techniques they may not know.
- Take an innovative approach to creating flavors using fruits, veggies, nuts, seeds, herbs and seasonings, as well as cooking techniques, such as toasting or infusing.
- Explore exotic global flavors and ethnic cuisines that substitute vegetables for meat in traditional recipes.
- Feature specific ingredients based on seasonality. Serve your diners [locally grown produce](#) at the peak of flavor.

Swap	Calories	Protein	Fiber	Minerals		Comments
Pasta w / ground turkey marinara (2 oz turkey)	115	9.5g	0g	4% potassium	4% iron	Beans and ground turkey have similar calories and protein, but beans have more fiber, blood-pressure regulating potassium and blood-building iron.
Pasta w / white beans and marinara (1/2 cup beans)	124	9g	5.5g	14% potassium	18.5% iron	

Swap	Calories	Protein	Fiber	Fats		Comments
Lean ground beef taco salad (2 oz beef)	100	11.5g	0g	0.5g total	2.5g saturated	Beans, especially black beans, contain high levels of antioxidants that you can't find in animal proteins such as ground beef.
Black bean taco salad (1/2 cup beans)	114	8g	7.5g	0.5g total	0g saturated	

Swap	Calories	Protein	Fiber	Cholesterol	Comments
Shrimp stir-fry (2 oz shrimp)	60	11.5g	0g	87mg	Soybean foods such as edamame may help lower cholesterol, reduce risk of certain types of cancer and improve bone health.
Edamame stir-fry (1/2 cup beans)	95	8.5g	4g	0mg	

Source: USDA Nutrient Database



What's Hot - New Food Trends

Stay on top of the increased appetite for delicious meatless meals. Check out this [trend report](#) from the National Restaurant Association. Among the items to follow:

- Protein-rich grains/seeds
- Environmental sustainability
- Natural ingredients/clean menus
- Authentic ethnic cuisines



Meatless Menu Ideas



Need help with meatless meals for Mondays? Here are some suggestions to get you started:

American

- Baked beans
- Baked potato (build your own with salsa, veggies, low-fat cheese & sour cream)
- Chickenless Caesar salad wrap
- Cottage cheese with fruit
- Eggplant or zucchini casserole
- Garden burgers
- Grilled vegetable panini
- Stuffed tomatoes or bell peppers
- Three-bean salad
- Portobello stuffed with wild rice
- Vegetable wraps
- Vegetarian chili

Mediterranean

- Falafel in a pita
- Greek salad



- Lentil soup
- Sandwiches with hummus & sprouts
- Spanakopita (Greek spinach pie)
- Stuffed grape leaves

Indian

- Curries to accompany rice & vegetables
- Dal (lentils served with rice & vegetables)
- Pulao (rice pilaf) with vegetable broth
- Suji/savory vegetable pancakes

Italian

- Eggplant parmesan
- Panzanella (tomato salad with white beans on Italian bread)
- Pasta primavera
- Ravioli stuffed with sweet potato, butternut squash, mushroom, pumpkin or spinach
- Risotto
- Spaghetti with marinara
- Spinach tortellini

- Stuffed shells with spinach & low-fat ricotta or tofu
- Vegetable lasagna
- Veggie meatball or eggplant subs with low-fat mozzarella

Asian

- Pad Thai
- Sesame noodles
- Szechuan tofu
- Tofu & vegetable stir-fry
- Vegetable fried rice (low oil)
- Vegetable spring rolls (low oil)

Latin & Mexican

- Bean & vegetable burritos
- Black or red beans with rice
- Grilled tofu & veggie fajitas (build your own)
- Vegetable quesadillas
- Vegetarian tacos



Marketing Strategies

Get the Message Out and the Diners In

More people are health-conscious these days, especially college students. That's why Meatless Monday makes such great sense. By choosing not to eat meat just one day a week, diners reduce their risk of heart disease, type 2 diabetes, obesity and cancer.

College students are especially interested and involved in environmental, animal and clean food issues. Enlist student organizations dedicated to these causes to help promote Meatless Monday.



Promote this program with a full suite of ready-to-use collateral materials, such as [posters](#), [table tents and other merchandising items](#). Or feel free to adapt these items to work with your existing marketing materials. Actively promote Meatless Monday to keep it top of mind.

Here are a few ideas:

- **Capitalize on college communications.** Use e-newsletters, campus websites, student-run media and other communication channels.
- **Enlist the campus faculty, administrators and students** to find creative ways to publicize.
- **Recruit student ambassadors** who are passionate about sustainable food and the environment as advocates.
- **Maximize social media.** Use platforms such as Facebook, Twitter, Instagram, LinkedIn and Snapchat to broaden your reach and attract new diners. Promote your plant-based dishes with a delicious photo and a special price.
- **Encourage staff to engage student and faculty diners.** Have them talk up the unique flavors and health benefits of Meatless Monday dishes.
- **Promote Meatless Monday in your dining halls.** Display appetizing [posters](#), [table tents and other merchandising materials](#) that are ready for download. Feel free to customize them for your specific needs.

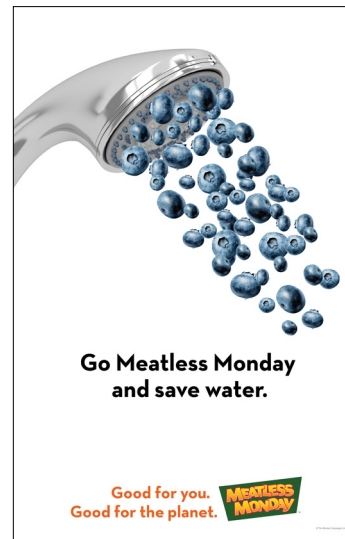
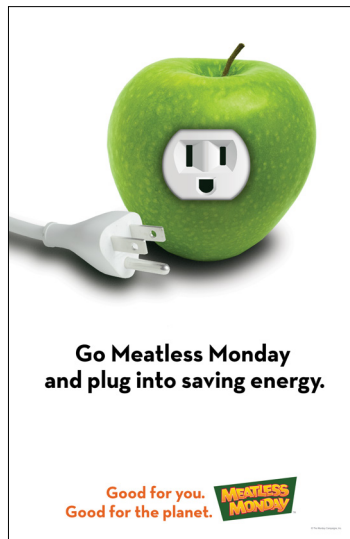
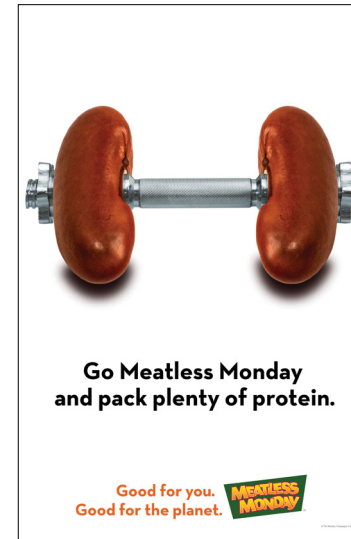


New Promotional Campaign

We gathered feedback from organizations that have implemented Meatless Monday and learned that customers respond well when they realize the many health and environmental benefits of going Meatless Monday.

From your desktop or laptop, download the [ZIP](#) file to access the full promotional kit – posters, signs, table tents and graphics.

Want more Meatless Monday tools or have questions? Email us at: info@MeatlessMonday.com





Operational Guidelines

Setting Up for Launch

Adding a Meatless Monday program is remarkably easy from an operational standpoint. You can still use your approved purveyors and order from their product lists. If you expand beyond your usual vendors, here are a few tips to consider:



- **Work with your culinary team to set a schedule.** Determine your Meatless Monday launch date and the dining areas that will offer this menu—both student and employee locations are recommended.
- **Place your order earlier than usual.** Allow yourself a little extra time to get used to a revised purchase list and purchase patterns.
- **Accommodate a wider assortment of plant-based ingredients.** Keep beans, grains, fruits, vegetables, nuts and other plant-based foods on hand. Ask your suppliers about new items they could offer for your ongoing menu.
- **Identify specialized foodservice distributors in your area.** Look for sources of fresh, locally grown produce. Highlight them on your menu.

Culinary

- Set your Meatless Monday menu and plant-based ingredient list.
- Train your prep and line work staff on the new recipes.
- Train your service staff on [Meatless Monday talking points](#) to discuss with diners.

Marketing

- Use the [Meatless Monday promotional materials](#) to help educate diners on the health benefits of choosing not to eat meat one day a week.
- Publicize your Meatless Monday launch internally and on social media using the [Meatless Monday promotional materials](#).
- Design customized POS collateral for your school using [Meatless Monday promotional materials](#).
- Distribute a press release on the program's launch to inform and engage those on campus and the surrounding community.

Operational

- Work with your distributors to check pricing and availability of your purchase orders.
- Determine any adjustments you'll need to make in the kitchen to handle prepping more plant-based ingredients.
- Post a schedule for staff to change the point-of-sale materials during the week.

Sample Letter or Email to Your Colleagues



Dear Colleague,

I'd like your help to start a Meatless Monday program for our campus foodservice. This will enable our diners to make healthier choices when eating – as well as improve the health of the planet.

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

Demonstrate industry leadership. We'll join hundreds of other forward-thinking foodservice operations that are guiding the U.S. towards a healthier, more sustainable food system.

Promote healthy habits. Choosing not to eat meat on Monday can lead to making healthier food decisions throughout the week, according to a [study](#). Furthermore, helping students establish a nutritious diet now is a healthy habit that could last a lifetime.

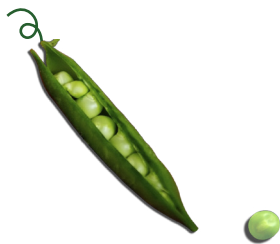
Reduce environmental impact. Decreasing meat consumption just one day a week results in a significant reduction to our [carbon footprint](#).

In short, Meatless Monday features dishes made without meat each Monday. To be clear, dishes with meat would still be offered on Mondays. We're simply providing healthier, meatless options.

I hope you'll support me in this effort. Let me know if you'd like to meet to discuss this topic in detail. I'll be happy to answer any questions you may have. Many thanks for your kind interest and consideration.

Sincerely yours,

(SIGNATURE)





Foodservice Goal Setting Worksheet

After committing to start a Meatless Monday program on campus, it's important to align on your goals. This way you'll be able to measure your success and the value of your service. Establish a baseline before you begin.

Here are some suggested goals that apply to your foodservice operation, diners' health and the health of our planet.



Diner Satisfaction

- Did diner satisfaction scores improve after launching Meatless Monday or at least stay the same?
- Did diner traffic increase or at least stay the same on Mondays after launching Meatless Monday?
- Did guest traffic increase or at least stay the same each week after launching Meatless Monday?
- Did student traffic increase or at least stay the same each week after launching Meatless Monday?
- Are the new vegetarian and vegan dishes featured on Monday at least as popular as the other dishes that were previously offered?

Foodservice Operations

- Did food costs stay the same or go down after launching Meatless Monday?
- Did labor costs stay the same or go down after launching Meatless Monday?
- Did sales stay the same or go up after launching Meatless Monday?

Cost Analysis

- Did the amount of meat purchased each week go down after launching Meatless Monday? And by how much?
- Was the cost of fruits, vegetables, beans and nuts purchased each week less than the price of preparing comparable meat dishes?

Online Survey

- Once your site has been implementing Meatless Monday for a few months, please help us evaluate the success of the program by filling out this [brief survey](#).

Tips for Training Your Staff



Your diners are likely to have questions about your Meatless Monday program. Here are some tips on how to prepare your service staff:

- Hold a pre-shift meeting each Monday to go over which dishes are being offered that day. Key talking points are indicated on the right.
- Place educational materials in the breakroom, including posters, table tents and brochures.
- Host a staff training session before launching your program with both back and front-of-the-house employees.
- Send out an employee email containing links on the Meatless Monday program for future reference.
- Keep Meatless Monday educational brochures in your dining hall for employees to refer to or hand out when asked questions.
- Integrate information on Meatless Monday into your new employee training program.

Key Talking Points for Staff Training

- Meatless Monday is a global movement with a simple message: choose not to eat meat, one day a week.
- Meatless Monday's goal is to reduce meat consumption by 15% for our personal health and the health of the planet.
- Why Monday? It's the fresh start of the week – an ideal day to make healthier choices.
- There are significant health benefits to eating less meat, even just once a week. These include decreased risk of heart disease, type 2 diabetes, obesity and cancer.
- There are significant environmental benefits to eating less meat, even just once a week, such as reducing our carbon footprint, our water footprint and decreasing greenhouse gas emissions.
- Each Monday we feature vegetarian dishes to help reduce the overall consumption of meat.
- Even though we feature vegetarian dishes on Monday, we'll still have a variety of meat dishes to choose from.

Online Resources

In addition to the new Meatless Monday promotional campaign, we have other creative materials to get your customers excited about the Meatless Monday movement. Click [here](#) to access posters, web graphics and more.

Contact Info

Or get in touch with us at: info@MeatlessMonday.com

