

# Meatless Monday: Restaurant Program Guide





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# 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 in thousands of restaurants and dining halls in over 40 countries and is part of the movement that has led the dining public to increasingly seek new choices, including plant-based options.

Restaurants and foodservice organizations are now using Meatless Monday to connect with their customers, give people more reasons to dine out on Mondays, and help launch new concepts and menu items.

This new guide provides advice and background on how to start a Meatless Monday program. It's been composed using research from Johns Hopkins Bloomberg School of Public Health's Center for a Livable Future as well as input from both consumers and industry leaders.



*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:

- An implementation guide
- Meatless Monday benefits
- How to get started
- Talking points to educate your staff
- Evaluation criteria to assess how well Meatless Monday performs

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

By implementing Meatless Monday, you'll help your diners move towards healthier eating habits as well as show your commitment to food sustainability and the health of the planet.



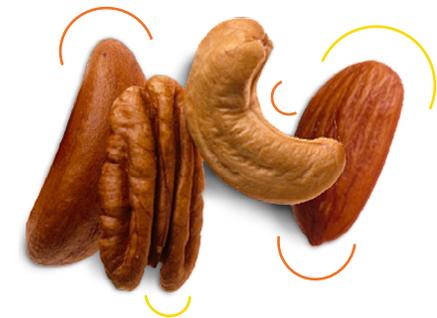
# Benefits of Adding Meatless Monday to Your Restaurant

There are many compelling reasons to add Meatless Monday options and menu items at your restaurant. Here are the top five:

- 1 Drives traffic and attracts new customers.** Meatless Monday gives customers a strong reason to dine with you on Monday, typically a slow restaurant day. In a recent survey, over two-thirds of the respondents said they would dine at a restaurant that participates in Meatless Monday – and that they'd bring friends! Look at these [national trends](#) and you'll see how more people are now seeking meatless meals more often.
- 2 Improves the success of new menu items.** Meatless Monday is a proven promotional program that influences diners to try something new. Leverage Meatless Monday to introduce and promote new plant-based items, limited-time offers and seasonal menus.

- 3 Improves financial performance.** [Recent reports](#) indicate that the price of plant-based foods is less volatile and more predictable than meat. By encouraging your diners to eat more plant-based dishes, you can better forecast and manage your food cost. What's more, in many cases, plant-based foods cost less.
- 4 Demonstrates a commitment to your diners' health while supporting good eating habits.** By providing more plant-based choices on your menu, you're helping people live healthier lives. Choosing not to eat meat on Monday can also lead to making healthier decisions throughout the week, according to a [research study](#).

- 5 Reduces your environmental footprint.** Decreasing meat consumption just one day a week results in a significant reduction of your [carbon and water footprint](#). The more people who go meatless, the smaller the impact on our environment. Meatless Monday is a simple way to demonstrate leadership in sustainability.



# Getting Started:

## 5 Strategies for Success

Implementing a Meatless Monday program in your restaurant couldn't be easier. Each Monday, simply promote vegetarian dishes you already have on your menu — or use Monday to introduce new ones. At the same time, continue to keep meat and seafood on the menu. Here are five strategies to help your restaurant get the most out of Meatless Monday.

### 1 Supercharge culinary innovation, LTOs and new offers.

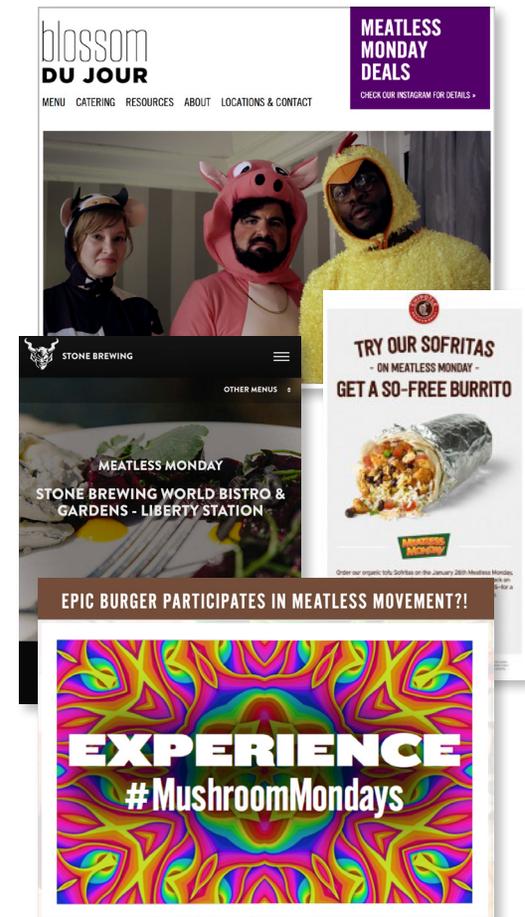
Meatless Monday provides a widely-recognized platform for introducing new vegetarian and vegan choices. Whether it's new recipes, new flavors or swapping plant-based ingredients for meat in current dishes, Meatless Monday can propel their launch. Promote new items within your Meatless Monday campaign and give customers a good reason to dine with you on Monday.

### 2 Drive traffic by offering Meatless Monday promotions and discounts.

In a recent survey, customers said they're motivated by promotions and are interested in Meatless Monday specials. Some of the most popular promotions are:

- Buy one Meatless Monday item and get a free one on your next visit.
- Buy one Meatless Monday item and get a free side of another vegetarian item, a beverage or a dessert.
- Buy one Meatless Monday item and come in later in the week to get another one for free.
- Offer new vegetarian choices and limited-time offers only on Mondays.
- Discount vegetarian items on Monday.

Below are some examples of promotions offered by restaurants:



# Getting Started:

## 5 Strategies for Success (Cont.)

- 3 Offer customers a taste of something new.** Meatless Monday is a great way to showcase seasonal items and feature more vegetables. Offer a specialized Monday-only “tasting menu” that lets diners explore new choices.
- 4 Promote your participation in Meatless Monday with advertising and earned media.** Publicize your commitment to better health and the environment. For example, Subway uses Meatless Monday to attract new customers and promote its Veggie Delite® sub in direct mail.



- 5 Support with marketing and promotion.** It's never been easier to let customers know that you participate in Meatless Monday. Feature weekly Meatless Monday specials and promotions with delicious food photos on your website and via social media using #MeatlessMonday. ([Get more inspiration and helpful tips here.](#)) Promote Meatless Monday with point of sale, such as front door and window signage, posters and table tents. Each week, thousands of restaurants promote #MeatlessMonday as a way to drive traffic:



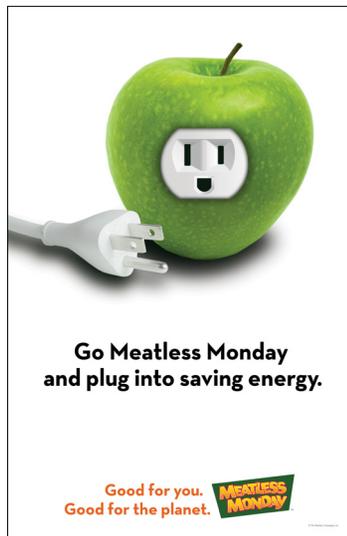
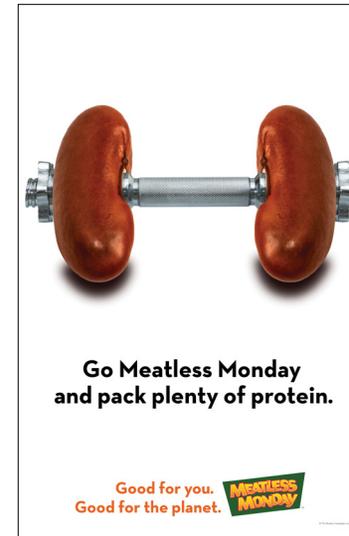
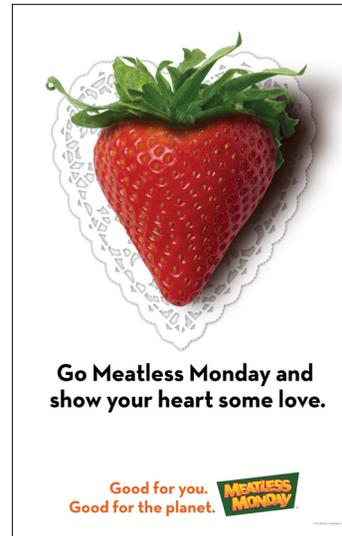


# New Promotional Campaign

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, and graphics. And for more environment-focused graphics visit our [resource page](#).

Want more Meatless Monday tools or have questions? Email us at: [info@MeatlessMonday.com](mailto:info@MeatlessMonday.com)



# Key talking points for staff training

Here are some key talking points to familiarize your staff with Meatless Monday, so they can answer customer questions.

- Meatless Monday is a global movement with a simple message: choose not to eat meat, one day a week.
- 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, such as 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 highlight vegetarian dishes on Monday, we still offer a variety of meat dishes to choose from.
- We also use Monday to introduce and promote our new vegetarian and vegan dishes (if appropriate).

## 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](mailto:info@MeatlessMonday.com)



# Goal-Setting Worksheet



After deciding to launch Meatless Monday at your restaurants, it's important to determine how to measure its success. Establish a baseline before beginning or, for a direct comparison, measure restaurants that participate in Meatless Monday against ones who don't. Here are some suggested criteria you can use based on existing data:

## Sales and Diner Satisfaction

- Did sales, traffic and diner satisfaction on Monday improve after launching Meatless Monday or at least stay the same?
- Did sales, traffic and diner satisfaction throughout the week improve after launching Meatless Monday or at least stay the same?
- Are the vegetarian or vegan dishes featured on Monday at least as popular as the other dishes that were previously offered?

- Are any new vegetarian or vegan dishes that you introduced on a Monday performing as well or better than other dishes when they were introduced?
- Are sales of vegetarian or vegan dishes increasing on Mondays? Other days of the week?

## Food Costs and 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?
- Are the new vegetarian and vegan dishes featured on Monday as popular as the dishes they replaced?

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

Get started on Meatless Monday today. Contact Dana Smith at [DSmith@MondayCampaigns.org](mailto:DSmith@MondayCampaigns.org) for more information and support.

