

# Meatless Monday:

## Hospital Foodservice 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 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 organization. This revised edition has been composed using feedback from foodservice operations at Memorial Sloan Kettering and Syracuse University. 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.
- Evaluation criteria to assess how well Meatless Monday performs.

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

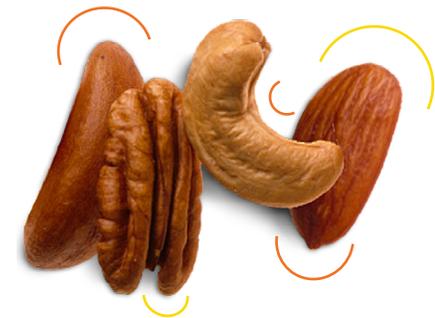
By implementing Meatless Monday, you'll help your diners — both visitors and employees — move towards better eating habits. This initiative also shows your commitment to sustainability, wellness and the mission of your hospital.



# Benefits of Adding Meatless Monday to Your Hospital Foodservice Operation

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

- 1 Demonstrates a commitment to your healthcare mission.** By providing more plant-based choices on your menu, you show your dedication to helping people live healthier.
- 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](#).
- 3 Reduces environmental impact.** Decreasing meat consumption one day a week results in a significant reduction of your hospital's [carbon footprint](#).
- 4 Projects a leadership role.** Meatless Monday places your hospital at the forefront of promoting a healthier, more sustainable food system.
- 5 Addresses 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.
- 6 Fosters collaboration among health professionals.** Enables doctors, nurses, nutrition and wellness professionals to take an active role in cross-promoting a healthy diet.
- 7 Stimulates culinary innovation.** Meatless Monday inspires the kitchen staff to explore intriguing [new cuisines](#) as well as more wholesome, nutritious dishes and recipes.
- 8 Provides greater choice for greater diner satisfaction.** Meatless Monday is about offering meatless choices. By all means, continue to serve meat on Monday.
- 9 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.
- 10 Easy implementation.** Meatless Monday is currently running in thousands of foodservice cafeterias across the U.S., making it the most successful weekly meat reduction program in America.



# 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 started couldn't be easier. Just feature some vegetarian and vegan dishes on Monday — while also serving some meat options. Here are six steps to get started.

**1 Commit to Meatless Monday.** Educate your key stakeholders on the environmental, health and business benefits. Meet with your team and your clients, including your hospital's medical, employee wellness and sustainability staff and committees. Use this [sample letter](#) and [talking points](#) to gain support.



**2 Set goals.** Determine a success criteria 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 some of these very 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 prepare, use our [Tips for Training Your Staff](#) worksheet that appears in the back of this guide.

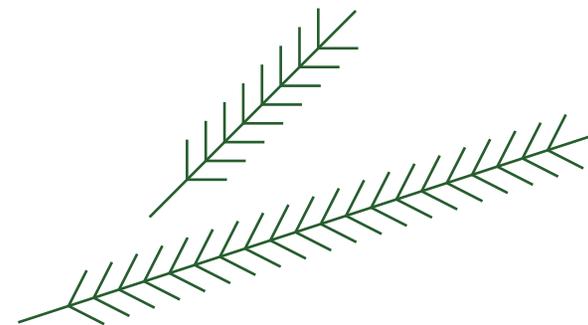


**4 Go!** Announce your Meatless Monday launch on your employee web portal and to your email database. Place [posters and promotional materials](#) in your dining areas to drive awareness.

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

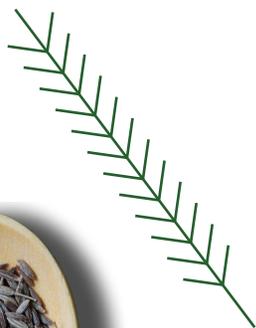
**6 Share your progress.** Join the Meatless Monday community and share best practices with other foodservice organizations.





# 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 cafeteria 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 area chefs to trade ideas on plant-based dishes.
- Ask your hospital to share Meatless Monday recipes with other websites.
- Collaborate with dietitians and nutritionists on staff.
- Inspire your cook staff by educating them about prep work and cooking techniques they may not be familiar with.
- Be adventurous. Take an innovative approach to delivering flavor 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 freshness and 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 healthy, tasty meatless meals. Check out this [trend report](#) from the National Restaurant Association. Among the items to follow:

- Healthful kids' meals
- Protein-rich grains/seeds
- Natural ingredients/clean menus
- Environmental sustainability
- Authentic ethnic cuisines



# Meatless Menu Ideas



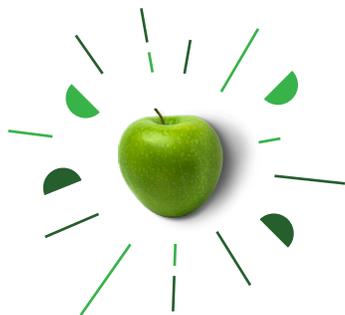
Need help with meatless meals for Mondays? Here are some suggestions to get you started:

## 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

In a hospital environment, people are conscientious about their health. That's why a Meatless Monday menu 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.

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 elements to integrate with your hospital's existing marketing campaigns. Actively promote Meatless Monday to keep it top of mind.

Here are a few ideas:

- **Capitalize on employee communications**, such as e-newsletters, employee portals and other communication channels to announce and promote Meatless Monday.
- **Enlist your clients and other departments** to find creative ways to publicize this program.
- **Recruit employee ambassadors** who are passionate about sustainable food to advocate for Meatless Monday. Reach out to your wellness and sustainability staff for starters.
- **Maximize your 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 your service staff to engage diners**. Have them talk up the unique flavors and health benefits of Meatless Monday dishes.
- **Promote Meatless Monday in your dining hall**. Display appetizing [posters](#), [table tents and other merchandising materials](#) that are ready for download. Feel free to customize them for your specific needs.



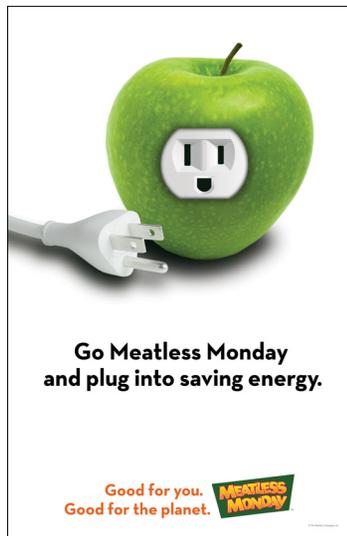
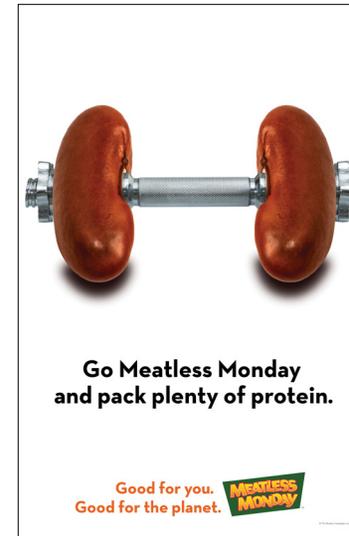
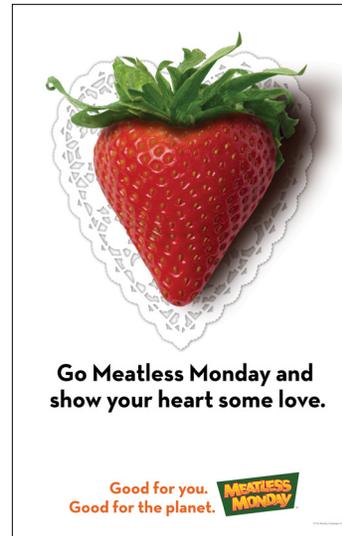


# New Promotional Campaign

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](mailto:info@MeatlessMonday.com)





# Operational Guidelines

## Setting Up for Launch

Adding a Meatless Monday program to your hospital is remarkably easy from an operational standpoint. You can still use your approved purveyors and order from their product lists. If you expand your order beyond your traditional 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 service areas that will offer this menu — both employee and retail 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

- Create educational materials in collaboration with wellness and nutritionist professionals on-site.
- Publicize Meatless Monday launch to hospital staff, visitors and social media followers using [Meatless Monday promotional materials](#).
- Design customized POS collateral for your organization using [Meatless Monday promotional materials](#).
- Distribute a press release on the program's launch to inform and engage the community.

## Operational

- Work with your distributors to check pricing and availability of your purchase orders.
- Determine any adjustments or additions 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 in launching a Meatless Monday initiative in our foodservice program. This effort will advance our hospital's mission to help our patients, employees and visitors enjoy better lives by providing menu choices that are healthier and more sustainable.

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

**Demonstrate industry leadership.** We'll be joining hundreds of other forward-thinking hospitals, restaurants and foodservice operations taking an active role in moving the U.S. towards a healthier and more sustainable food system.

**Promote healthy habits.** Choosing not to eat meat on Monday can lead to making healthier food decisions throughout the week. Read the [scientific evidence](#) of why many people view each Monday as a fresh start for healthy habits.

**Reduce environmental impact.** Decreasing meat consumption just one day a week results in a significant reduction of our hospital's [carbon footprint](#). It also encourages growing more sustainable plant-based sources of food.

In short, Meatless Monday features dishes made without meat each Monday. We'd promote this health initiative in our cafeterias to encourage better choices. To be clear, dishes with meat would still be offered on Mondays. We're simply providing healthier, meatless alternatives.



Implementing a Meatless Monday program also provides a unique platform for us to collaborate with nurses, doctors, nutrition and wellness professionals as well as sustainability leaders within our hospital organization and elsewhere. Their expertise could help guide the design and promotion of this program.

I hope you will support this effort. Please let me know if you'd like to meet to discuss Meatless Monday in further detail. I'll be happy to answer any questions you may have. Also, please let me know if I can invite you to be part of our planning group.

Thank you for your consideration.

Sincerely yours,

(SIGNATURE)

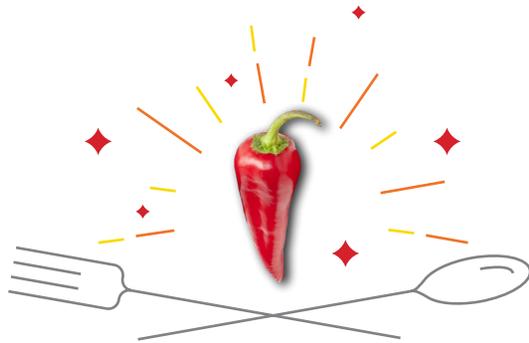




# Foodservice Goal Setting Worksheet

After you and others in the hospital agree to launch your Meatless Monday initiative, it's important to align on goals. This way you'll have a method to measure your success and prove the value your foodservice program is providing to the hospital and its healthcare mission. Establish a baseline before you begin.

Here are some suggested goals that apply to your foodservice operation, your customers, your personal 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 employee 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



Hospital employees and dining visitors will ask questions about your Meatless Monday program. Here are some ideas on how and when to prepare your service staff:

- Hold a pre-shift meeting each Monday to go over which dishes are being offered that day. Points to cover are included on the right.
- Place educational materials in the breakroom, including signs 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.
- Meatless Monday is our way to help our employees and guests eat in a way that's good for our health and the health of our planet. Monday is also a great day to start better eating habits.
- 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. These include reducing our carbon footprint and water footprint and decreasing the amount of greenhouse gas emissions.
- Every Monday we'll be featuring vegetarian dishes to help reduce the overall consumption of meat.
- While we'll be featuring vegetarian dishes each 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](mailto:info@MeatlessMonday.com)

