



# MEATLESS MONDAYS:

## Show your Sustainable Side

JUST ONE DAY of promoting vegetarian cuisine in your restaurant can make a positive impact on the environment, customer health, and even your bottom line. That's why famous restaurateurs worldwide are backing the Meatless Mondays movement.

In fact, Mario Batali has launched the Meatless Monday program in all fourteen of his restaurants. Explore the benefits of this forward-thinking program...



### LESS IS MORE: WHAT GOING MEATLESS MEANS

A non-profit initiative, The Monday Campaigns, Inc. was created in association with John Hopkins Bloomberg School of Public Health with the goal of reducing meat consumption by 15 percent. While meat in moderation is fine, experts agree that overconsumption leads to obesity, diabetes, and other health problems. In addition, meat production uses valuable natural resources like fossil fuels and water.

"This movement is all about limiting our carbon footprint while promoting the health benefits of reduced meat consumption," said Chris Elam, Program Director of Meatless Monday. He points out that it's simple to "veg" out: All you need to do is add a Meatless Monday icon to your menu, perhaps put a poster in the window, and spread the word with a little PR!

### Meatless Mondays: FOUR BENEFITS FOR YOUR RESTAURANT

#### #1 PERFECT TIMING

Participating in the program empowers your restaurant to turn a slow day into a "special" day. Remember, the NRA claims that 57 percent of adults are choosing where to dine based on how much a restaurant supports charitable and sustainability efforts. If you launch the program now, it's also the perfect tie-in to the Lenten season when observers are looking for meatless dining options.

#### #2 GIVE YOUR BRAND A BOOST

"We're seeing restaurants around the country adopt Meatless Monday, from celebrity chefs to food trucks. It positions your restaurant as a place that cares about its customers and the planet," said Elam. Meatless Monday provides a great PR opportunity: What local news station wouldn't want to highlight the fact your restaurant is doing its part to act sustainably while helping customers eat healthier? Plus, participation aligns your restaurant with big names in the culinary world.

#### #3 CUT COSTS!

Cut your costs and provide savings for the customer: Vegetarian meals often take little time to prepare and the ingredients are less costly. You can increase your profit margin while still delivering a value-conscious, delicious, and healthy option.

#### #4 BECOME A HEALTHY HABIT

Meatless Mondays can easily turn occasional customers into weekly regulars and convert frequent diners into even bigger fans. By associating your restaurant with a positive movement, customers will feel equally good about dining with you – knowing they're doing their part to improve the environment, and their health. Plus, the beginning of the year – and the week – is the ideal time for a new routine!

### MAINES CAN HELP

Maines Corporate Chef Jake can help with creative vegetarian recipes, just contact your Account Manager to set up a complimentary session. Visit [www.meatlessmonday.com](http://www.meatlessmonday.com) to learn more!

Through Menus & Stuff, Meatless Monday promotional items are available for participating restaurants and schools including Meatless Monday "specials" template, poster, table tents, and press releases. Visit [www.menusandstuff.com](http://www.menusandstuff.com) to see valuable marketing ideas.