

Say This, Not That for Plant-Forward Menus

With simple menu changes,
such as creative titles and
descriptions, diners will be
eager to try plant-based dishes.

Here's how >



Better Food
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REFRAME HEALTHY FOOD WITH INDULGENT & FUN LANGUAGE

- Focus on taste-forward language for vegetables, whole grains, legumes, fruits, and plant-based entrees
- Highlight what foods HAVE, not what they lack
- Emphasize flavor over health claims

Instead Of This

A diet low in [X] or
A menu low in [X]

Dairy-free, non-diary,
meatless, meat-free

Vegan or vegetarian

Healthy, low-fat

Try Saying This

A diet rich in [X]
A menu rich in [X]

Plant-rich or
Plant-centered

Plant-based, plant-rich,
plant-powered, plant-
centered, plant-forward

Nutritious, energizing,
texture, provenance,
ingredients description

Want to learn more?

Attend a Nudge Training Session, a monthly workshop to get you started!



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