BE TRANSPARENT ABOUT SOURCING AND PREPARATION
BUY

Fresh AND SEASONAL, LOCAL AND GLOBAL
REWARD BETTER AGRICULTURAL PRACTICES
LEVERAGE GLOBALLY INSPIRED, PLANT-FORWARD CULINARY STRATEGIES
FOCUS ON WHOLE, MINIMALLY PROCESSED FOODS
GROW EVERYDAY OPTIONS,
WHILE HONORING SPECIAL OCCASION TRADITIONS
LEAD WITH
MENU
MESSAGING
AROUND
FLAVOR
REDUCE PORTIONS, EMPHASIZING CALORIE QUALITY OVER QUANTITY
DESIGN HEALTH AND SUSTAINABILITY INTO OPERATIONS AND DINING SPACES
THINK PRODUCE FIRST
MAKE WHOLE, INTACT GRAINS THE NEW NORM
MOVE LEGUMES AND NUTS TO THE CENTER OF THE PLATE
CHOOSE HEALTHIER OILS
GO "GOOD FAT,"
NOT "LOW FAT"
REIMAGINE DAIRY IN A SUPPORTING ROLE
SERVE MORE KINDS OF SEAFOOD, MORE OFTEN
USE POULTRY AND EGGS IN MODERATION
REDUCE ADDED SUGAR
SERVE LESS
RED MEAT, LESS OFTEN
CUT THE SALT

RETHINK FLAVOR DEVELOPMENT FROM THE GROUND UP
SUBSTANTIALLY REDUCE SUGARY BEVERAGES; INNOVATE REPLACEMENTS
DRINK HEALTHY:
FROM WATER, COFFEE, AND TEA TO,
WITH CAVEATS, BEVERAGE ALCOHOL