

PRINCIPLES

OF HEALTHY, SUSTAINABLE MENUS

MENUS OF CHANGE
The Business of Healthy, Sustainable, Delicious Food Choices



HARVARD T.H. CHAN SCHOOL OF PUBLIC HEALTH
Department of Nutrition

BE TRANSPARENT ABOUT SOURCING AND PREPARATION

BUY *Fresh* AND SEASONAL, LOCAL AND GLOBAL



LEVERAGE **GLOBALLY INSPIRED, PLANT-BASED** 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

CELEBRATE CULTURAL DIVERSITY & DISCOVERY

DESIGN HEALTH AND SUSTAINABILITY INTO OPERATIONS AND DINING SPACES



MAKE **WHOLE, INTACT GRAINS** THE NEW NORM
LIMIT POTATOES

MOVE LEGUMES AND NUTS TO THE CENTER OF THE PLATE



CHOOSE **HEALTHIER OILS**
REIMAGINE DAIRY IN A SUPPORTING ROLE

GO "**GOOD FAT,**" NOT "**LOW FAT**"
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



DESIGNED BY JESSICA BROWN