PRINCIPLES OF HEALTHY, SUSTAINABLE MENUS

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

THINK PRODUCE FIRST
MAKE WHOLE, INTACT GRAINS THE NEW NORM
LIMIT POTATOES

BE TRANSPARENT ABOUT SOURCING AND PREPARATION

MOVE LEGUMES AND NUTS TO THE CENTER OF THE PLATE

BUY Fresh AND SEASONAL, LOCAL AND GLOBAL

REWARD BETTER AGRICULTURAL PRACTICES
LEVERAGE GLOBALLY INSPIRED, PLANT-BASED CULINARY STRATEGIES

CHOOSE HEALTHIER OILS
GO "GOOD FAT," NOT "LOW FAT"

SERVE MORE KINDS OF SEAFOOD, MORE OFTEN

FOCUS ON WHOLE, MINIMALLY PROCESSED FOODS

USING POULTRY AND EGGS IN MODERATION

REDUCE ADDED SUGAR

LEAD WITH MENU MESSAGING AROUND FLAVOR
REDUCE PORTIONS, EMPHASIZING CALORIE QUALITY OVER QUANTITY

RETHINK SALT DEVELOPMENT FROM THE GROUND UP

SUBSTANTIALLY REDUCE SUGARY BEVERAGES; INNOVATE REPLACEMENTS

DRINK HEALTHY:
FROM WATER, COFFEE, AND TEA TO, WITH CAVEATS, BEVERAGE ALCOHOL

FOODS AND INGREDIENTS

MENU CONCEPTS AND GENERAL OPERATIONS

GROW EVERYDAY OPTIONS, WHILE HONORING SPECIAL OCCASION TRADITIONS

CELEBRATE CULTURAL DIVERSITY & DISCOVERY

DESIGN HEALTH AND SUSTAINABILITY INTO OPERATIONS AND DINING SPACES

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