

PRINCIPLES

OF HEALTHY, SUSTAINABLE MENUS



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

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
GO "GOOD FAT," NOT "LOW FAT"
SERVE MORE KINDS OF SEAFOOD, MORE OFTEN
REIMAGINE DAIRY IN A SUPPORTING ROLE

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