



Restaurant Toolkit

The City of Vancouver has declared Monday, May 15th, 2017 as “Meatless Monday” and the Vancouver Humane Society (VHS) is encouraging restaurants to join in this humane, healthy and sustainable-eating initiative! See the tips and suggestions below for ways you can participate.

- **Offer one or more “Meatless Monday” specials/features:**
 - Highlight and promote existing plant-based menu options
 - OR
 - Add and promote new plant-based menu options

- **Looking for plant-based recipe ideas? Contact VHS for suggestions!**
 - We recommend making them entirely plant-based (no animal products) so that those with allergies and ethical/dietary restrictions (e.g. lactose intolerant) can enjoy them too.

- **Ideas for featuring the specials on your menu:**
 - List your Meatless Monday specials under one section on your menu
 - Use the letters “MM” next to each meatless item to help identify them
 - Use our Meatless Monday logo
 - Make a Meatless Monday menu insert or additional menu
 - Highlight Meatless Monday meals on a specials board

- **Consider offering a discount on your meatless special(s)**

- **Support a humane, healthy and sustainable community - Promote the benefits of trying Meatless Monday:**
 - Animal welfare – Every time we eat meatless, we’re reducing the demand for cheap meat and sparing animals from a life of suffering on factory farms.
 - Environmental – Meat production is a major contributor not only to climate change, but to air and water pollution, water use, land degradation and deforestation, biodiversity decline, and ocean degradation.
 - Health – Canadians consume almost 100 kilograms of meat per capita per year – more than double the global average. Reducing our overconsumption of meat and incorporating more plant-based proteins has health benefits: helps protect against heart disease, stroke, and cancer, reduces risk for diabetes, curbs obesity and improves nutritional quality of diet by reducing saturated and total fat.
 - Economic – Eating meatless can also be easier on our budget, with plant-based proteins typically costing less than animal-based proteins.

- Consider listing these benefits on your Meatless Monday menu or menu insert as additional information for your guests.

- **Bring your staff on board:**
 - Provide employees with talking points about Meatless Monday and the benefits. This will help them answer any potential questions from customers.
 - Encourage staff to let patrons know about the Meatless Monday special(s) that are on the menu.

- **Engage your online audience:**
 - Get the meatless message out there by promoting your participation on your website and social media channels. Let your followers know about the delicious menu items you'll be featuring and the benefits of dining with you on Meatless Monday!
 - Post ahead of time to remind your followers that Meatless Monday is coming up.
 - Let us know what you have planned for Meatless Monday so we can promote your participation in advance. Contact Program Coordinator, Emily Pickett, at emily@vancouverhumanesociety.bc.ca
 - Tag VHS on social media and we'll help promote your effort:
 - Facebook: www.facebook.com/VancouverHumaneSociety
 - Twitter: www.twitter.com/VanHumane
 - Instagram: @vancouverhumane