



# BE TRANSPARENT ABOUT SOURCING AND PREPARATION





# — BUY —



AND



,



AND







# 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**





# CELEBRATE CULTURAL DIVERSITY & DISCOVERY



— 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







# LIMIT POTATOES





# 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