



gardein™ Meatless Monday Program Guide

gardein™ has partnered with Meatless Monday to create a program to help operators benefit from the trend toward plant-based dishes. Use this program guide to see how easy adding meatless options to your menu can be — and increase your traffic and revenue!



Promote healthy habits - choosing not to eat meat on Monday can lead to making healthier food decisions throughout the week!

www.gardeinmeatlessmonday.com



Beefless Souvlakia with Tzatziki made with gardein™ Beefless Tips

Why Meatless Monday?



- **Meets the demand for plant-based dishes** – a recent study of restaurant-goers found 79% eat vegetarian items more than once a week²
- **Increases profits** – capture additional traffic and revenue from patrons seeking vegetarian options
- **Allows for greater diner satisfaction** – more choices equal more happy customers
- **Easy to implement** – simply swap a traditional protein with a delicious gardein™ meatless product for a quick menu update
- **Reduces environmental impact** – decreasing meat consumption results in a significant carbon footprint reduction



Check out the gardein™ Meatless Monday Menu Guide for lots of menu ideas!



Vegan/vegetarian diet-based menu claims rose 17% from 2015 to 2016³

Plus – Meatless Monday is the perfect LTO to test meatless items before adding them to your daily menu!

Why gardein™?

- #1 fastest-growing plant-based protein brand in the US⁴
- Chef-inspired portfolio of great-tasting products
- Outperforms competition in taste and texture
- Widest variety and cleanest ingredients in plant-based protein category



“Clean” menus are one of the top 3 concept trends⁵ – and gardein™ is a quick and easy way to add clean options to your menu

gardein™ Meatless Monday Toolkit

- **Menu Idea Guide** – easy menu ideas for Meatless Monday (and beyond!)
- **Online Calendar** – discover seasonal menu suggestions along with helpful tips for Meatless Monday promotions
- **POS Materials** – table tents, posters, window clings, menu stickers, and waitstaff buttons and hats to help you promote gardein™ Meatless Monday – ask your Pinnacle sales representative for details
- **Menu Branding Allowance Program** – get \$150 when you promote gardein™ Meatless Monday in your operation



Environmental sustainability remains an important concern for diners⁵ – gardein™ Meatless Monday can help you do your part for the planet by reducing your operation's carbon footprint!

How to Get Started

- **Train** – use the “Staff Training Tips” to educate your staff
- **Organize** – choose a start date, create your menu and order gardein™ meatless products
- **Promote** – announce your Meatless Monday launch

Staff Training Tips

- Hold an informational session prior to program launch
- Meet with your staff each Monday to review meatless specials
- Include Meatless Monday information in your employee training program
- Key talking points for staff training:
 - Why Monday? It's a fresh start to the week, and a great day to make healthier choices
 - The goal is to reduce meat consumption for our personal health and the health of the planet
 - Health benefits include decreased risk of heart disease, type 2 diabetes, obesity and cancer
 - Significant environmental benefits include reducing carbon footprint and water usage, and decreasing greenhouse gas emissions

Ongoing Strategies

- Use Meatless Monday to test new vegetarian/vegan specials
- Change meatless menu options weekly or monthly



You can receive \$150 for promoting gardein™ in your operation!

Visit the Online Calendar for seasonal menu ideas!

- Feature ingredients based on seasonality



Marketing Meatless Monday



Check out the
Online Calendar for
promotional ideas!

- **Display signage** - use FREE gardein™ Meatless Monday table tents, posters, clings, menu stickers and more
- **Engage your diners** - encourage your staff to promote the benefits of Meatless Monday
- **Offer pricing promotions** - feature combo meals, limited-time offers, or other discounts for your diners
- **Spread the word on social media** - Post a picture of your featured gardein™ menu item, announce a special menu price or coupon, and tag Meatless Monday and gardein™ for additional exposure



Suggested hashtags:
#gardein, #meatlessmonday,
#gardeinmeatlessmonday



Meatless Meatball Parm Sliders made with gardein™ Meatless Meatballs

Visit www.gardeinmeatlessmonday.com to access
the online calendar, program details,
submission forms, and more!

Special thanks to Meatless Monday for their information, statistics
and support in putting together the gardein™ Meatless Monday program!
For more information on Meatless Monday, visit www.meatlessmonday.com.

Meatless Monday research and implementation information courtesy of The Monday Campaigns, Inc.

¹The Science behind Monday™, The Monday Campaigns

²MenuMonitor 2015, Center of the Plate: Seafood and Vegetarian Consumer Trends Report

³Mintel 2016

⁴IRI MULO, L52 wks ending 5.28.17; SPINs US Natural, L52 wks ending 5.21.17, National brand >60% ACV Distribution in MULO

⁵What's Hot - 2017 Culinary Forecast™, National Restaurant Association

