

Say This! Not That. Labeling Language Tips

Mention what the food has—not what it lacks.

Don't remind people what they're missing out on by choosing the plant-based meal. Instead, help diners reimagine what food can be. A meal doesn't have to have animal products to be considered legitimate: That meatless sandwich doesn't need to be called a "meatless sandwich." You can just call it a sandwich! Better yet, describe it... Does that sandwich have sun-dried tomatoes? Sweet vidalia onions? Fluffy ciabatta? It's basic marketing: how do you make people want to eat food? Make it sound delicious!

Do Say/Mention	Don't Say/Mention	Explanations and Examples
a diet rich in [X]	a diet low in [X]	Don't tell people why a diet devoid of cheese is good. Instead, talk about why a diet rich in fruits and veggies is.
plant-forward plant-rich	dairy-free, non-dairy meatless, meat-free, animal-free	It's not "beefless" stew. It's hearty potato stew, or a harvest bowl.
plant-based, plant-powered plant-rich, plant-forward	vegan vegetarian	
nutritious, energizing	healthy	delicious, sumptuous
flavor	low-fat	five-spice chili
texture		creamy, silky, sticky, glazed
provenance		Michigan-grown cherries Jamaican-inspired stew
ingredients		three-bean chili lemon orzo salad