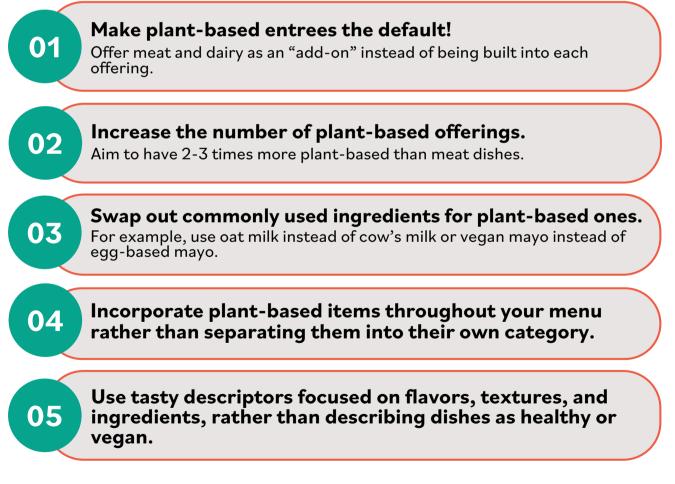


What is DefaultVeg?

DefaultVeg is an easy, research-based strategy that helps any kind of foodservice setting offer healthier and more sustainable meals. A DefaultVeg menu makes plantbased food the default option, while giving diners the choice to add or opt in to meat or dairy upon request. Simply changing the default makes consumers much more likely to choose a plant-based meal, even when meat and dairy options are available. Because DefaultVeg preserves individual choice, diners remain happy—they can still eat what they want—but are "nudged" toward foods that are better for our bodies and for the planet.

5 Ways Everyone Can Easily DefaultVeg

DefaultVeg works for any gathering, and in any foodservice format. Here are some of our tried and true tricks to help you flip your menu and begin defaulting to plant-based meals.



Want more support?

Check out our website at <u>betterfoodfoundation.org</u> for resources and more information, or reach out to our team at <u>info@betterfoodfoundation.org</u> for individualized support.