



## 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 plant-based 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.

**01**

### **Make plant-based entrees the default!**

Offer meat and dairy as an “add-on” instead of being built into each offering.

**02**

### **Increase the number of plant-based offerings.**

Aim to have 2-3 times more plant-based than meat dishes.

**03**

### **Swap out commonly used ingredients for plant-based ones.**

For example, use oat milk instead of cow’s milk or vegan mayo instead of egg-based mayo.

**04**

### **Incorporate plant-based items throughout your menu rather than separating them into their own category.**

**05**

### **Use tasty descriptors focused on flavors, textures, and ingredients, rather than describing dishes as healthy or vegan.**

## Want more support?

Check out our website at [betterfoodfoundation.org](https://betterfoodfoundation.org) for resources and more information, or reach out to our team at [info@betterfoodfoundation.org](mailto:info@betterfoodfoundation.org) for individualized support.