

Dear Restaurant Manager:

I'm part of the [One Meal a Day](#) and [Take Extinction Off Your Plate](#) movements—a community of people who believe everyone should have equitable access to plant-based foods (free of meat, eggs, and dairy) for our health, food justice and the planet.

Today I'm reaching out to ask you to add a plant-based entrée to your menu. As a regular customer to your restaurant, it would be amazing to be able to enjoy a healthy plant-based meal with my family and friends.

In a time when chronic illness and diseases like cancer are the norm, it's no surprise that people are looking to eat more plants. Cancer rates for vegetarians are 25-50% below average, and people who eat more plant-based foods compared to meat and dairy are 20% less likely to die from heart disease and stroke.

Customers like me are calling for a change. [Restaurants embracing this growing shift](#) are enjoying a [spike in new business](#), reaping higher profits, gaining positive media attention and growing their social media following.

The demand is only growing, too. Here's some of the latest market research:

- 22% of Americans plan to eat less meat in the future
- [30% of Millennials](#) (1/4 of the U.S. population) report they eat meat alternatives every day; 50% eat them at least a few times a week; and only 5% of Millennials polled were vegetarians
- Half of consumers age 18–34 want the ability to [swap plant-based proteins for animal-based proteins](#).

You have an exciting opportunity to respond to your community by offering a plant-based entrée. Here are some resources to support you catering to the growing number of “flexitarian” eaters:

- [Guide to creating plant-based recipes](#)
- [Best practices](#) for menu placement and using appealing language to increase sales

Thank you in advance for your leadership and consideration. I look forward to hearing from you about your new menu updates.

Sincerely,

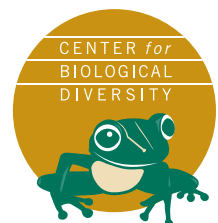
Name

Email

Phone

info@omdfortheplanet.com

A supporter of [One Meal a Day](#) and [Take Extinction Off Your Plate](#)



Links and resources cited in this letter

One Meal a Day: <http://www.omdfortheplanet.com>

Take Extinction Off Your Plate: <https://www.takeextinctionoffyourplate.com/>

Restaurants embracing this growing shift: <http://www.dinegreen.com/green-restaurant-benefits>

Spike in new business: <http://goodfoodscorecard.org/testimonials/>

30% of Millennials: http://reports.mintel.com/display/793029/?__cc=1

Swap plant-based proteins for animal-based proteins: <https://www.foodservicedirector.com/menu-development/creating-healthier-menus/articles/veggies-move-center-stage-break-fast#page=0>

Guide to creating plant-based recipes: https://omdfortheplanet.com/wp-content/uploads/2018/09/Restaurant-Recipe-Guide_9.2018.pdf

Best practices: https://omdfortheplanet.com/wp-content/uploads/2018/09/Restaurant-Best-Practices_9.2018.pdf

For a clickable list, visit: <https://omdfortheplanet.com/restaurant-manager-resources/>

