

# Meatless Monday in your restaurant

**Meatless Monday** is an easy, weekly promotion that has been proven to drive traffic and **entice new customers** on a typically slow restaurant day.

## Why Meatless Monday?

Friends of the Earth Malta is calling for **LESS AND BETTER MEAT** to stop the expansion of intensive animal production, and support a sustainable food system that is better for people and the planet.



We can all make a start by cutting out meat and eating delicious plant-based food for one day each week- joining the growing global **Meatless Monday** movement!

Everyone can take these steps at home, but they will be **much more effective** if we involve restaurants.

**And that's where you come in!**

## Why Meatless Monday in your restaurant?

There are massive changes happening to the whole of the restaurant and food service sector. **Meatless Monday** will help you **stand out from the crowd** as you try to get existing and new customers back into your restaurant.



**Meatless Monday** shows commitment to your **customer's and staff's health** as well as the **health of the planet**.

If you are interested in starting **Meatless Monday** in your restaurant or cafeteria, here are **a few quick tips** to help you get started....

## Tried & tested ways to promote Meatless Monday and attract customers:

- Promote **Meatless Monday** via your website, emails and in-restaurant signage.
- Use beautiful food photos on social media and tag **@MeatlessMonday** and **#MeatlessMonday** (this hashtag generates over 3.9 billion impressions annually)
- Provide a **Meatless Monday** incentive - discount, buy-one-get-one free, free veggie side order, loyalty card etc.
- Invite local food bloggers, council members, businesses and of course friends and family. Ask them to post about their great **#MeatlessMonday** meal.
- Offer free meatless samples, to encourage customers to try **Meatless Monday** menu items
- You can encourage staff to promote **Meatless Monday** to fellow employees and/or customers. It's a great way to create a buzz and get people talking!

**See the last page for how Friends of the Earth can help you!**

## Menu recommendations:

- Do not remove meat from the menu on Monday! Simply **highlight meatless options**.
- Use **Meatless Monday** to **introduce special offers** and new menu items.
- **Use creative language** for menu item description: “Savory garlic asparagus with ginger glaze,” vs “Steamed asparagus”.
- **Include meatless items** along with the other mains or specials. Do not list in a separate ‘Vegetarian’ section on the menu.
- Offer **Meatless Monday** each week so customers can **enjoy every Monday**.

### Meatless Monday is just the start!

Big changes are needed to how we produce and consume meat and dairy products, in order to reduce environmental and climate impacts, improve our health, curb corporate control over our food, and reduce the suffering of animals.

**Meatless Monday** is a great way to begin.

As well as reducing the meat we consume, we need to ensure we have better quality animal products from small-scale animal husbandry. We also need policies which support livelihoods for farmers, increase trust between farmers and consumers (for example by supporting responsible production practices such as extensive, pasture-based animal husbandry) and engage in hands-on activities with citizens, schools, restaurants, local authorities who are interested to reduce their overall meat consumption and promote plant based options.

## LESS MEAT=LESS HEAT



Join the global Meatless Monday movement.  
It's a simple step to help cool the planet.

## LIVESTOCK PRODUCTION USES 75% OF THE EARTH'S AGRICULTURAL LAND.



## How can Friends of the Earth help you?

Friends of the Earth Malta has years of experience in promoting local and sustainable food, from farmers markets to Community Supported Agriculture. We want to help you make **Meatless Monday** a success for your business. **We can help you** in the following ways:

- We can **promote your restaurant** on **Meatless Monday** via our website, social media and newsletter.
- We can help you to **contact local press** to let them know you're participating in **Meatless Monday**.
- We can provide **Meatless Monday** resources, info-graphics and cooking and nutrition guides for your team members and customers. We would be happy to come and **present the idea** to your staff.
- We can **help you organise** a **Meatless Monday** taste testing event - ask employees and customers to sample and vote on their favourite meatless items.
- We have lots more **Meatless Monday** ideas - from cooking classes, to events with local farmers and involving celebrities and food bloggers. **Get in touch** to discuss how we can work together.

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#MeatlessMonday

Download a **complete guide** to implementing Meatless Monday:  
[www.meatlessmonday.com/meatless-monday-restaurants/](http://www.meatlessmonday.com/meatless-monday-restaurants/)