

PRINCIPLES

OF HEALTHY, SUSTAINABLE MENUS

MENUS *of* CHANGE
The Business of Healthy, Sustainable, Delicious Food Choices



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BE **TRANSPARENT** ABOUT SOURCING AND PREPARATION

BUY



AND



AND



AND



REWARD
BETTER
AGRICULTURAL
PRACTICES

LEVERAGE **GLOBALLY INSPIRED,**
PLANT-FORWARD
CULINARY STRATEGIES

FOCUS ON **WHOLE, MINIMALLY PROCESSED** FOODS

**GROW
EVERYDAY
OPTIONS,**
WHILE HONORING SPECIAL
OCCASION TRADITIONS



**CELEBRATE
CULTURAL
DIVERSITY
& DISCOVERY**

— LEAD WITH —
**MENU
MESSAGING
AROUND
FLAVOR**

REDUCE PORTIONS,
EMPHASIZING
CALORIE QUALITY
OVER QUANTITY

DESIGN HEALTH AND
SUSTAINABILITY INTO
OPERATIONS
AND DINING
SPACES



THINK PRODUCE FIRST

MAKE **WHOLE, INTACT
GRAINS** THE NEW NORM

LIMIT POTATOES

**MOVE LEGUMES AND NUTS
TO THE CENTER OF THE PLATE**



CHOOSE
HEALTHIER
OILS



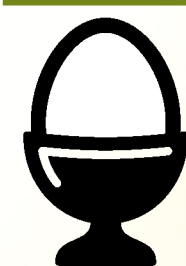
GO **"GOOD FAT,"** NOT **"LOW FAT"**

SERVE MORE KINDS OF

**SEAFOOD,
MORE OFTEN**



REIMAGINE DAIRY
IN A SUPPORTING ROLE



USE POULTRY
AND EGGS IN
MODERATION

REDUCE ADDED
SUGAR



**CUT THE
SALT;**
RETHINK FLAVOR
DEVELOPMENT
FROM THE GROUND UP



— SERVE LESS —
**RED MEAT,
LESS OFTEN**

SUBSTANTIALLY REDUCE SUGARY BEVERAGES;
INNOVATE REPLACEMENTS

DRINK HEALTHY:
FROM WATER, COFFEE, AND TEA TO
(WITH CAVEATS) BEVERAGE ALCOHOL

