



Menus of change – 24 principles

Menu concepts and general operations

1. Be transparent about sourcing and preparation.
2. Buy fresh seasonal, local, global.
3. Reward better agricultural practices.
4. Leverage globally inspired, plant-forward culinary strategies.
5. Focus on whole, minimally processed food.
6. **Grow everyday options, while honouring special occasion traditions.**
7. Lead with menu messaging and flavour.
8. Reduce portions, emphasising calorie quality over quantity.
9. **Celebrate cultural diversity and discovery.**
10. **Design health and sustainability into operations and dining spaces.**

Food and ingredients

1. **Think produce first.**
2. Make whole, intact grains the new norm.
3. **Limit potatoes.**
4. Move nuts and legumes to the centre of the plate.
5. **Choose healthier oils.**
6. **Go 'good fat' not 'low fat'.**
7. **Serve more kinds of seafood, more often.**
8. **Reimagine dairy in a supporting role.**
9. **Use poultry and eggs in moderations.**
10. **Serve less red meat, less often.**
11. Reduce added sugar.
12. **Cut salt; rethink flavour development from the ground up.**
13. **Substantially reduce sugary beverages; innovate replacements.**
14. **Drink healthy: from water, coffee, and tea to (with caveats) beverage alcohol.**

We have applied the principles that are in bold.