PRINCIPLES
OF HEALTHY, SUSTAINABLE MENUS

MAKE WHOLE, INTACT GRAINS THE NEW NORM

LIMIT POTATOES

THINK PRODUCE FIRST

MOVE LEGUMES AND NUTS TO THE CENTER OF THE PLATE

GO "GOOD FAT," NOT "LOW FAT"

SERVE MORE KINDS OF SEAFOOD, MORE OFTEN

REIMAGINE DAIRY IN A SUPPORTING ROLE

SERVE LESS
RED MEAT, LESS OFTEN

SUBSTANTIALLY REDUCE SUGARY BEVERAGES, INNOVATE REPLACEMENTS

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

CUT THE SALT
RETHINK FLAVOR DEVELOPMENT FROM THE GROUND UP

REDUCE SUGAR
REDUCE ADDED SUGAR

USE POULTRY AND EGGS IN MODERATION

USE Poultry AND EGGS IN MODERATION

LEAD WITH MENU MESSAGING AROUND FLAVOR

DESIGN HEALTH AND SUSTAINABILITY INTO OPERATIONS AND DINING SPACES

REDUCE PORTIONS, EMPHASIZING CALORIE QUALITY OVER QUANTITY

LEVERAGE GLOBALLY INSPIRED, PLANT-FORWARD CULINARY STRATEGIES

REW Worth BETTER AGRICULTURAL PRACTICES

FOCUS ON WHOLE, MINIMALLY PROCESSED FOODS

BUY Fresh, SEASONAL, LOCAL, GLOBAL

BE TRANSPARENT ABOUT SOURCING AND PREPARATION

GROW EVERYDAY OPTIONS, WHILE HONORING SPECIAL OCCASION TRADITIONS

CELEBRATE CULTURAL DIVERSITY & DISCOVERY

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