



# PLANTPURE COMMUNITIES

PLANTPURECOMMUNITIES.ORG

## ACTION SHEET: PLANTPURE COMMUNITIES RESTAURANT CERTIFICATE

Restaurant Campaign

Are you a restaurant owner or manager interested in increasing your customer base and bottom line by adding healthy meal options to your menu? Or perhaps you're a customer who'd like to see restaurants offer more whole food, plant-based options?

Restaurants that add a healthy meal to their menu are invited to apply for an official Certificate that reflects their participation in the PlantPure Communities Restaurant Campaign. In order to participate in the Campaign, a restaurant must offer one or more meals that satisfies the following criteria, and the availability of those meals must be reflected on the menu, as more fully described below.

1) **Criteria:** Offer one or more meals that reflect the following (this may be an added meal, or an existing meal).

- No animal products (sometimes defined as vegan) - no dairy products, no butter, no eggs, no fish, no honey, etc.
- No oil means refraining from using ingredients or products with oil, and also refraining from adding olive oil, canola oil, vegetable oil, coconut oil, sesame oil, or any other kind of oil to the meal.

2) **Menu:** Indicate on the menu that the meal contains: i) no animal products/vegan; and ii) no oil. It is acceptable to indicate on the menu that such options are available upon request. For example, the restaurant may use an asterisk or other symbol next to a meal and indicate elsewhere on the menu what the symbol means with this language (similar to the way restaurants often indicate a meal is gluten free):

- \*vegan, may be prepared with no oil; or
- \*no animal products and no oil.

To apply for the Certificate, please submit the simple application form available at <https://fastfor.ms/E1E87>.

If you are not the owner or manager, please request the name and email address for that person and provide it when completing the application. PPC will use that info to notify them that the certificate is being issued.

Once PPC receives the completed form, a Certificate with the restaurant name and calendar year will be generated and emailed to the applicant, and may be printed and displayed on the premises. In addition, the restaurant is free to indicate on their menu which menu item(s) earned the Certificate.

Restaurants who earn this Certificate are encouraged to carry out local publicity about increasing the healthy meal options available on their menus, promoting the change via the local newspapers and on social media. There is a large and growing number of people who are struggling with heart disease, diabetes, hypertension, etc. It is important to get the word out so that people will know the restaurant is now offering one or more healthy meal options and that they may now dine there on a delicious meal that will nourish their bodies.

*We welcome your suggestions and ideas! Please send them to [info@plantpurecommunities.org](mailto:info@plantpurecommunities.org). This material may not be used out of context. Please refer to PPC's terms and conditions for more information. Updated November 2017.*