



PLANTPURE COMMUNITIES

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ACTION SHEET: THE RESTAURANT CAMPAIGN 2018 MAKING WAVES CHALLENGE

Restaurant Campaign

The PlantPure Communities Restaurant Campaign is underway and it's time to make waves in your community! The "Wave" is a fun Challenge in which individuals and members of a Pod (or any other group) work collectively to get more plant-based, oil-free meals into restaurants around the U.S. and the world.

In this Challenge, an individual or group chooses one or more restaurant(s) to visit in waves. To start the Wave, a few people visit the selected restaurants and ask the waiter or manager to adjust the menu so that a delicious plant-based, oil-free meal is prepared. The idea is to select a restaurant that does not currently offer a meal like this on the menu. After a successful initial visit, waves of people (or the same individual) would go to the restaurant every few days asking for that same meal. Along the way, the restaurant owner/manager would be encouraged to add the meal to their menu (and also apply for the Certificate of Participation in the Restaurant Campaign).

As part of this Challenge, prizes will be offered each month to Pods that implement the Wave and get the most restaurants to change their menu, and to Pods who implement particularly creative efforts. The winning Pods will receive two books (choice of: The China Study, PlantPure Nation Cookbook, Whole, or Four Leaf Guide to Vibrant Health) for their reading library, "bragging rights," and a spotlight via PPC's social media. Everyone is encouraged to share their stories with PPC via Pod News (on PPC's website under media) or via email. PPC expects to run the Wave Challenge through 2018.

To participate in the Challenge, Pods have 2 options for reporting their visits:

1. Post photos on personal social media (Instagram, Facebook) pages and/or the [Restaurant Campaign Facebook group](#) page with the hashtag #PPCwave. The post must include i) the name of the restaurant visited; and ii) the name of the Pod (if applicable); OR
2. Send an email to PPC - jarnold@plantpurecommunities.org - with photos from the visits. The email must include i) the name of the restaurant visited; and ii) the name of the Pod (if applicable)

Note: PPC may repost photos with caption: "Check out the Waves being made in this community!"

Here is an example of how this might look if a group of people carry out the Wave Challenge:

Jane Smith goes to Pasta Town around 6pm on Monday and asks the waiter to adjust the pasta primavera meal listed on the menu to remove oil and animal products from the marinara sauce, adding veggies like mushrooms and broccoli, and if the pasta has egg, substituting the white pasta for whole wheat. After a delicious meal, Jane lets the restaurant owner/manager know how good it tasted and that she is going to tell her friends. On Thursday at about the same time (with the goal of interacting with the same restaurant personnel), two people go to the same restaurant and tell the waiter/owner/manager that Jane Smith told them she had a delicious plant-based no-oil pasta primavera meal there on Monday, and ask if they can order the same dish. On Sunday, two more people go the restaurant and say their friends told them about the dish, etc. (These 3 visits to the same restaurant constitute a "Wave"). Along the way, Jane and the others suggest to the manager that the meal be added to the menu, and introduce the idea of the PPC Restaurant Campaign Certificate of Participation. Jane might also offer to send a letter to the editor or submit a review to the local newspaper and/or relevant social media about the new healthy menu options the restaurant is offering, and encourage all her Pod members to visit and post reviews.

We welcome your suggestions and ideas! Please send them to info@plantpurecommunities.org. This material may not be used out of context. Please refer to PPC's terms and conditions for more information. Updated May 2018.