



PLANTPURE COMMUNITIES

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ACTION SHEET: IDENTIFYING CANDIDATE RESTAURANTS TO APPROACH

Restaurant Campaign

While anyone in any restaurant at any time can explore the possibility of making a temporary or permanent shift in a restaurant's menu offerings, it is likely that certain characteristics would make some restaurants more or less likely to be interested in and able to accommodate this request.

If possible conduct early research to identify restaurants likely to be interested:

- Find out information about the Chef (on Facebook, news articles, Google, etc)
- Identify the number and type of restaurants held by same owner

Characteristics that make restaurant candidates MORE likely to change:

- A restaurant that is local to where you live or work
- A restaurant where you are a 'regular' customer and you are known by the staff
- A restaurant that has accommodated your special meal adjustment requests in the past
- A restaurant that has something on the menu that is close to what you would choose to order
- A restaurant where you have hosted a party
- A restaurant where you are planning to host a party, only if they can accommodate your guests' special menu needs
- A restaurant where the owner has a visible presence
- A restaurant that is small to medium sized and/or family owned
- A restaurant that is located in or near a [federally recognized food desert](#)
- A restaurant where you know the owner or manager
- A restaurant/owner interested in new health trends
- A restaurant where the owner or manager has noticed that you are healthier and has been interested in hearing the story of your health journey
- A restaurant where the owner or the manager is vegetarian, vegan, or eats a plant-based diet

Characteristics that make restaurant candidates LESS likely to change:

- Big food chains where it is highly unlikely that you would be able to connect with a person senior enough in the corporate chain to make sure your suggestions are heard by the right people
- Restaurants that are extremely busy

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 January 2018.