



PLANTPURE COMMUNITIES

PLANTPURECOMMUNITIES.ORG

**ACTION SHEET:
SHORTCUT TO SUCCESS FOR
THE RESTAURANT CAMPAIGN
ADVOCATE**

Restaurant Campaign

The Restaurant Campaign Toolkit contains a detailed guide for advocates working to encourage restaurants to participate in the PPC Restaurant Campaign. As you get ready to head out the door for dinner, this document offers a shortcut to quickly identify the essential information that will support your efforts to start a conversation with the restaurant manager/owner.

Key Documents to Take with You:

If you can, download, print and read these documents and take them with you:

- *Action Sheet: Implementation Strategies for the Restaurant Campaign* (offers overview and key tips; should not be shared with restaurant owner/manager)
- *Action Sheet: Restaurant Campaign and Certificate*
- *Info Sheet: WFPB Diet Explained for Restaurant Owners/Managers*
- *Info Sheet: Plant-Based Cooking with No Oil for Restaurants*
- *Info Sheet: Key Facts for Restaurants*

Key Messages for the Restaurant Owner/Manager:

Explain what it means to participate in the Restaurant Campaign:

- Share the *Action Sheet: Restaurant Campaign and Certificate* - and be ready to list the 3 simple requirements.

If they express interest and have questions...

- Share the *Info Sheet: WFPB Diet Explained for Restaurant Owners/Managers*
- Make a point that other chefs have reported they were surprised to find that cooking with no oil isn't as hard as it might seem.
 - Share the *Info Sheet: Plant-Based Cooking with No Oil for Restaurants*

Let them know how this will benefit the restaurant and will likely increase business

- Provide a count of how many Pod members there are (as well as the number of vegans & vegetarians in the area if you can estimate it, perhaps by utilizing social media groups).
- Share the *Info Sheet: Key Facts for Restaurants* - and verbalize some of the key statistics.

Community support: Be sure to share that there is a firm commitment from Pod members to eat at the restaurant once the Certificate is issued (explain that the group communicates via social media and is connected to other vegan/vegetarian groups in the area).

Promotion: Let them know that you and other Pod members are committed to writing reviews, letters to the editor at local newspapers, and posting on social media.

- Bring attention to the many apps, and commit to writing multiple positive reviews on Happy Cow, Open Table, etc.

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 April 2018.