



**PLANT-BASED**  
FOR A BETTER TOMORROW

HEALTH-CONSCIOUS  
Reductarian

Omnivore  
Foodie  
ANIMAL LOVER  
Healthy  
VEGAN

FLEXITARIAN  
Vegetarian

## CONSUMERS

MORE PEOPLE ARE CHOOSING PLANT-FORWARD FOODS FOR A VARIETY OF REASONS.



**HALF OF CONSUMERS AGED 18 TO 34** want the ability to substitute animal protein with plant-based alternatives.

Stanford University<sup>i</sup> found that simply changing the name of vegetables to sound more indulgent increased the number of diners opting for **PLANT BASED CHOICES BY UP TO 41%.**



## LOVE FOOD

PLANT-BASED AND PLANT-FORWARD CHOICES ARE A GLOBAL PRIORITY AND PART OF EVERY FOOD OFFER WE CREATE.

In 2018 we created **over 200 new plant-based recipes** like Kung Pao Cauliflower and Carrot Osso Buco. We recently worked with 15 supplier partners to support the scaling of these recipes.

Every Mindful by Sodexo recipe contains **50% fruits and vegetables.**

**mindful**  
by sodexo\*

Our proprietary **beef-mushroom mix**, the Natural, is made up of 25% mushroom and 75% antibiotic and hormone-free beef for big taste, better health and a lower carbon footprint.

We've partnered with the *Humane Society of the U.S.* to **TRAIN 240 CHEFS on plant-based culinary cuisine** and will expand this program in 2018.

## A BETTER TOMORROW

SIMPLY INCREASING THE PROPORTION OF PLANTS IN A DISH HELPS ADDRESS THE WORLD'S MOST PRESSING CHALLENGES.

### FOR THE ENVIRONMENT:

Production of animal-based foods accounts for around **two-thirds of agriculture's production-related greenhouse gas emissions**<sup>ii</sup>

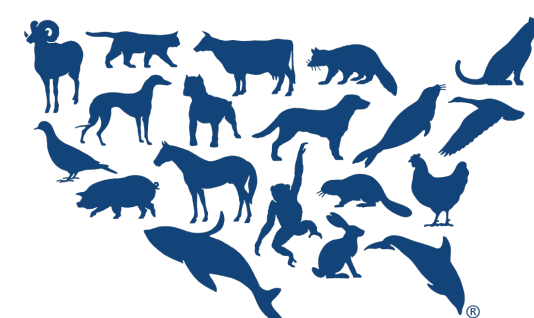
### FOR OUR HEALTH:

Individuals who followed a mostly plant-based diet had **a 28% reduced risk of developing heart failure**<sup>iii</sup>

An 18-week plant-based dietary program **boosted employee productivity**, while alleviating symptoms of anxiety, depression, and fatigue<sup>iv</sup>

## OUR PARTNERS

COLLABORATION WITH OUR PARTNERS HELPS US BRING NEW PLANT-BASED AND PLANT-FORWARD OPTIONS TO THE MILLIONS OF CONSUMERS WE SERVE EVERY DAY.



THE HUMANE SOCIETY OF THE UNITED STATES



BETTER BUYING LAB

TO LEARN MORE VISIT: [www.sodexousa.com/plantbased](http://www.sodexousa.com/plantbased)

<sup>i</sup>Technomic category close-up Turnwald, Boles, Cunniff (2016), Association Between Indulgent Descriptions and Vegetable Consumption: Twisted Carrots and Dynamic Beets. JAMA Intern Med. 2017;177(18):1216-1218. In North America, <http://www.ama-assn.org/resources/chart-technomic-category-close-up-turnwald-boles-cunniff>. <sup>ii</sup>IPCC Working Group III Contribution Working Paper 3: Mitigation of Climate Change. Working Paper 3: Mitigation of Climate Change. Working Paper 3: Mitigation of Climate Change. <sup>iii</sup>Wang, X., et al. (2013). A diet of plant-based foods is associated with a lower risk of heart failure. <sup>iv</sup>Wang, X., et al. (2013). A diet of plant-based foods is associated with a lower risk of heart failure.