

Monday

**The Day All Health Breaks
Loose!**

The Monday Campaigns

Meatless Monday founded in 2003 by Sid Lerner with Johns Hopkins School of Public Health



Expanded in 2006 with Columbia and Syracuse to address other health behaviors under Healthy Monday umbrella



The Kids Cook Monday introduced in 2011 to encourage families to make a weekly habit of cooking and eating together



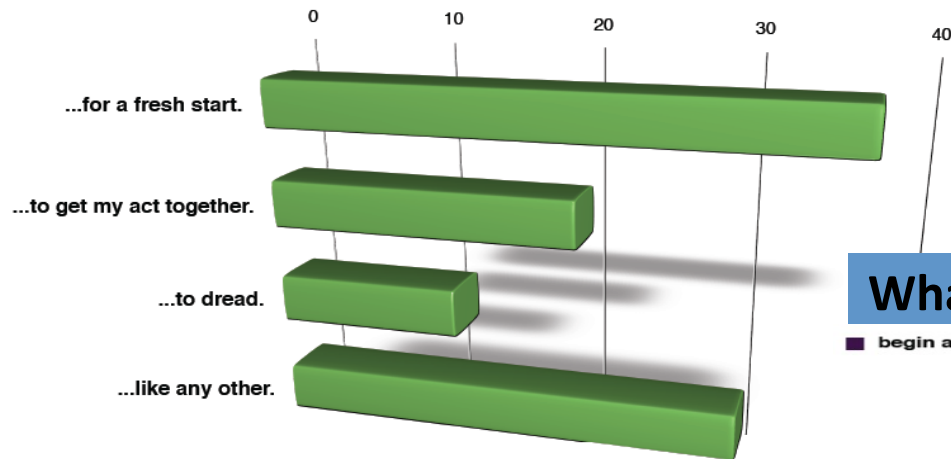
Why Monday?

Johns Hopkins Monday research

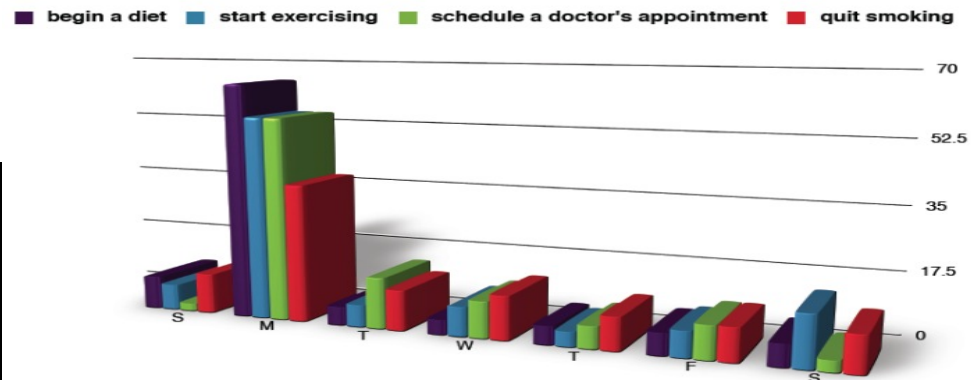
- There are 52 of them! Periodic frequent messages can foster small, incremental steps that build over time
- Taps into pervasive weekly cycle of planning and renewal that shapes our lives
- Monday is a shared cultural experience that provides a social context for change

People are “open to buy” health on Monday

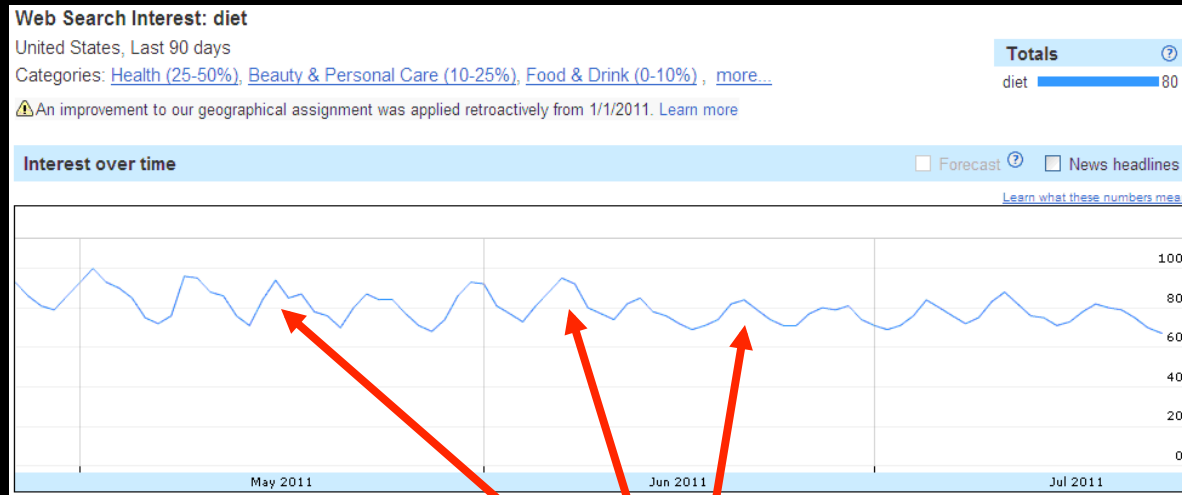
I see Monday as a day...



What day are you most likely to...



People seek health information on Mondays



Google Insights for Search
beta

Monday

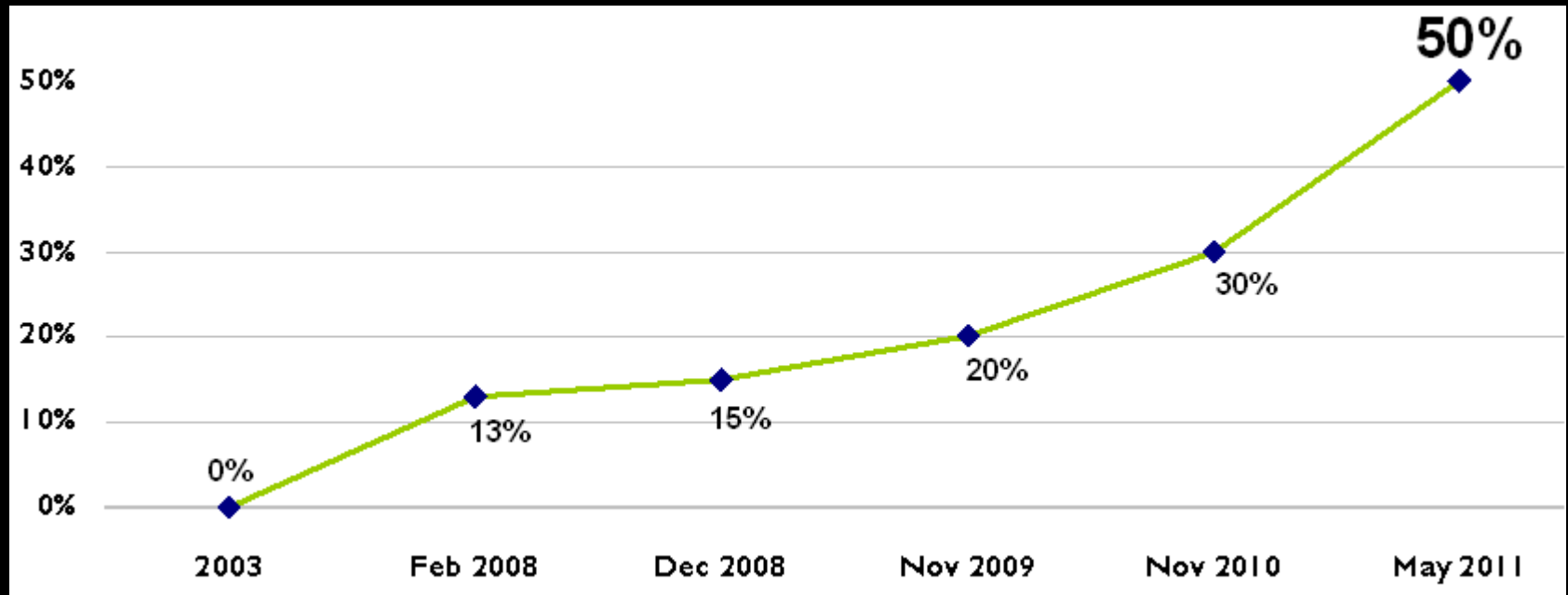


It's the January of the week!

MEATLESS MONDAY

One day a week cut out meat

50% of America is now aware of Meatless Monday



28% of those aware say MM influenced their decision to cut back

* Online survey conducted by FGI Research among 2000 18+ representative sample. Sampling error is +/- 2% at the 95% confidence level.

Where would you like to see Meatless Monday?

Supermarket - 48%

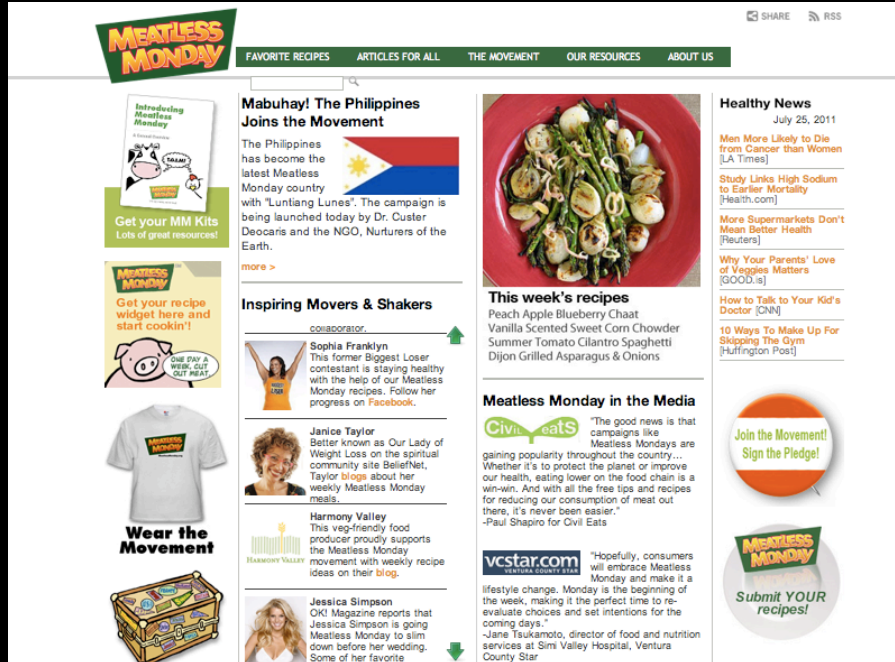
Restaurant - 42%

Fast Food Chain - 38%

My Child's School - 21%

Workplace Cafeteria - 23%

Meatless Monday website and social media



24,000 fans



13,000 followers



200 bloggers and online media have weekly MM recipes

The Crunchy Carrot



AARP

the blissful chef™
follow your bliss

Women's Health

BIG GIRLS
SMALL KITCHEN



COOKING
CHANNEL

the kosher foodies



HUFFPOST FOOD

Community and student advocates



Covington Kentucky



UC Davis



Raleigh Durham



Aspen

MM is now in 22 countries!



MM in restaurants

- 65 individuals restaurants and Moe's use MM as a weekly platform to feature vegetarian meals
- Dovetail is "booked out" every Monday and is attracting a new demographic



Sodexo's Meatless Mondays Give 'Where's the Beef' a New Meaning

GreenBiz

- 900 hospitals
- 2000 corporations
- 175 government clients
- 650 colleges
- 500 school districts



Mount
Sinai

The Mount Sinai Medical Center



U.S. Department of the Interior

Sodexo Meatless Monday promotion



GOOD FOR YOU, GOOD FOR THE PLANET

MEATLESS MONDAY

GO MEATLESS!
Fruits, vegetables and whole grains keep you full, and help prevent heart disease and certain cancers. Going meatless also saves water, which is good for the planet.

Learn more about Monday as the perfect start to positive behavior change at healthy Monday.org

sodexo
Making every day a better day

This poster was printed using recycled paper and soy based inks.

Talking to Your Customers

As you begin to run Meatless Mondays, there may be questions that arise from customers. In addition to speaking to the benefits shared earlier, use these helpful talking points as needed to respond.

Q: Do I need to worry about getting enough protein on Meatless Mondays?

A: Generally speaking, no. Protein deficiency is very rare, even in full-time vegetarians. As long as you're eating enough calories to maintain a healthy weight, and following the FDA's healthy diet guidelines, you're almost certain to get enough protein. However, if you have some specific health conditions, consult with your physician before making this choice.

Q: Should I be concerned about iron or B12 deficiencies?

A: Going meatless for one day a week is not likely to create iron or B12 deficiencies. Iron is found in some fruits and vegetables. B12 is present in eggs, and to a lesser extent milk. However, if you have some specific health conditions, consult your physician before making this choice.

Q: Is a meatless diet automatically healthier?

A: No, eliminating meat does not automatically make your diet healthier. Overall, it's important to eat the right balance of healthy foods and to limit the intake of unhealthy foods.

Q: Will going meatless make me lose weight?

A: Not necessarily. Depending on how they are prepared, vegetarian protein sources like beans and legumes can be lower in fat and calories. Also, people who tend to eat less meat tend to have a lower body weight. However, meatless diets aren't necessarily lower in calories. Follow the FDA guidelines to manage your calorie intake.

Q: Is this a push to promote vegetarianism?

A: No. This is a wellness program to help people think about having an overall healthier lifestyle. Making informed decisions about food intake is a part of that process.

Meatless Monday Menu Options

Platform	Recipe #	Item	Current location - Internal use
Entrée	40746	Bowl Toss with Butternut Squash & Portobello	Wellness Alternata list - NIRM 2010 update
Entrée	56150	Harvest Vegetable & Quinoa Cup	Vegetarian Alternata list - NIRM 2010 update
Entrée	46666	Pasta Primavera	Wellness Alternata list - NIRM 2010 update
Entrée	42052	Culver Roasted Vegetables with Rice & Black Beans	Vegetarian regional menu - NIRM
Action	55249	Pad Thai with Tofu	Hawaiian regional menu - NIRM
Entrée	47219	Fettuccine Alfredo	Vegetarian regional menu - NIRM
Entrée	56206	Vegetarian Chili	Vegetarian regional menu - NIRM
Deli	41901	Roasted Vegetable Pita	Wellness Alternata list - NIRM 2010 update
Action	82376	Seven Wonders Stir Fry	Wellness Alternata list - NIRM 2010 update
Entrée	46671	Baked Ziti with Vegetables	Wellness Alternata list - NIRM 2010 update
Deli	56151	Portobello Ravioli	Wellness Alternata list - NIRM 2010 update
Entrée	56648	Ratatouille Marinated	Wellness Alternata list - NIRM 2010 update
Entrée	56706	Kibbeh Nika	Wellness Alternata list - NIRM 2010 update
Deli	57443	Roasted Eggplant Parm. Ciabatta	Wellness Alternata list - NIRM 2010 update
Gift	57005	Gardenburger Bruschetta Wrap	Wellness Alternata list - NIRM 2010 update
Entrée	56134	Fresh Vegetable Curry	Wellness Alternata list - NIRM 2010 update
Entrée	57004	Morningstar Sausage & Egg Pitta	Wellness Alternata list - NIRM 2010 update



**ONE DAY A WEEK...
CUT OUT MEAT**

Introducing Meatless Monday... the start of a great new health and wellness initiative here at Sodexo. Meatless Monday is a part of the Healthy Monday program, a movement of people and organizations across the country who commit every Monday to behaviors and actions that will help and preventable disease in the United States. Meatless Monday, in particular, serves the healthy eating aspect of the Healthy Monday program which includes other components such as physical activity.

The Meatless Monday campaign has garnered attention in the United States and abroad. Sodexo is getting on board to promote Meatless Monday as yet another way to emphasize the importance of health and wellness in the communities we serve. This movement supports our Better Tomorrow Commitments that speak to ensuring a bright and sustainable future for our people and environment.

Log onto SodexoNet to learn more about the Better Tomorrow Plan.

A Quick Taste of Meatless Monday

WHAT IS MEATLESS MONDAY?

An international movement to help people reduce their meat consumption by 25% to improve personal health and the health of the planet. It is an initiative of The Monday Campaigns, in association with the Johns Hopkins Bloomberg School of Public Health.

WHAT MEATLESS MONDAY IS NOT:

An attempt to convert meat-eaters to vegetarians. It is about promoting healthy behaviors, educating consumers and giving them options. Consumers will make lifestyle decisions on their own.

WHY MEATLESS?

On average, Americans consume 8 ounces of meat per day - 45% more than the USDA recommends. Going meatless once a week can reduce the risk of chronic preventable conditions like cancer, cardiovascular disease, diabetes and obesity. It can also help limit our carbon footprint and save precious resources like fresh water and fossil fuel.

WHY MONDAY?

Studies show that periodic health prompts lead to positive behavior change. Monday is the beginning of the week, making it the perfect time to reevaluate choices and set intentions for the coming days. Meatless Monday is a recurring reminder to start the week on a nutritious note.

HOW IS IT OFFERED?

Recipes for Meatless Monday will be provided through the respective Sodexo divisions. Meatless recipe options are available from which managers can select to promote the campaign on-site at their locations. See chart on back for meatless recipes in the Health Care database.

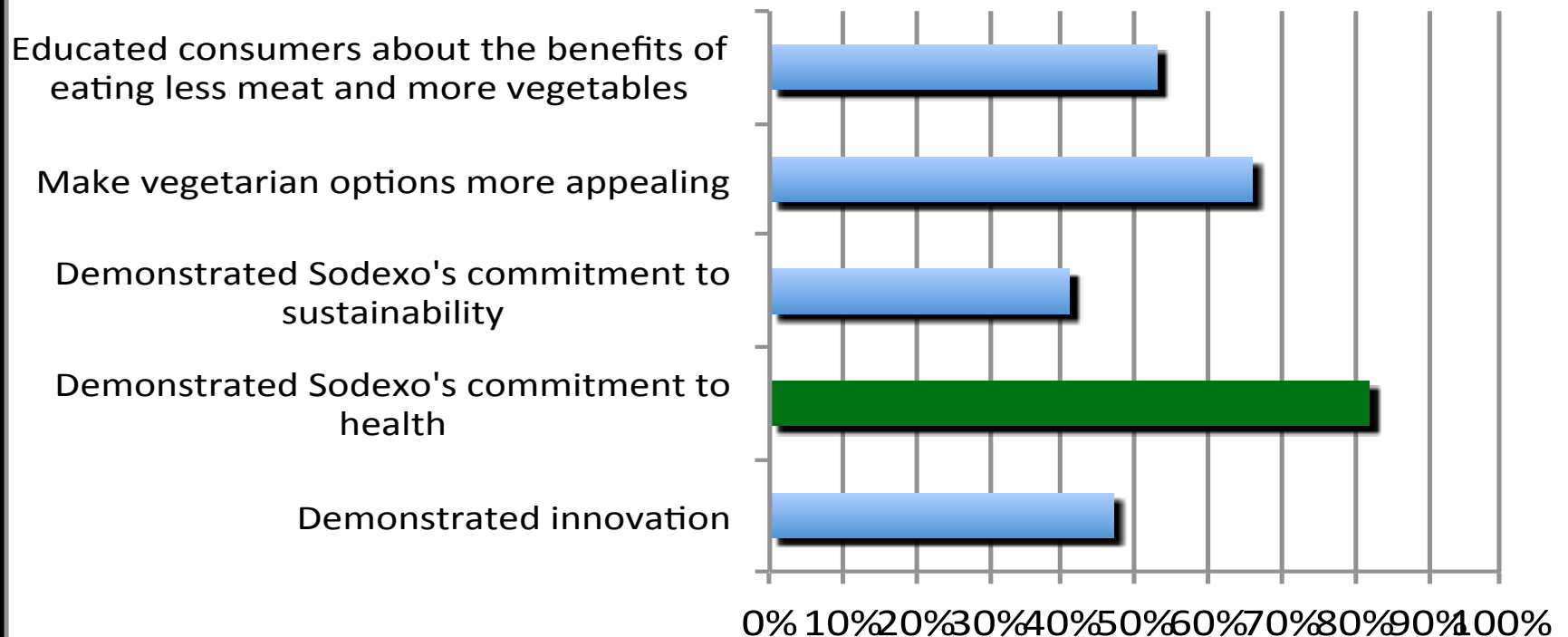
WHO'S WITH THE PROGRAM?

We are in good company on Meatless Mondays. In the U.S., over 30 college campuses, as well as school systems and municipalities such as Baltimore City Public Schools and the city of San Francisco, have decided to make Mondays meatless. The campaign also has a strong following of major food personalities and celebrities, as well as a significant international presence.

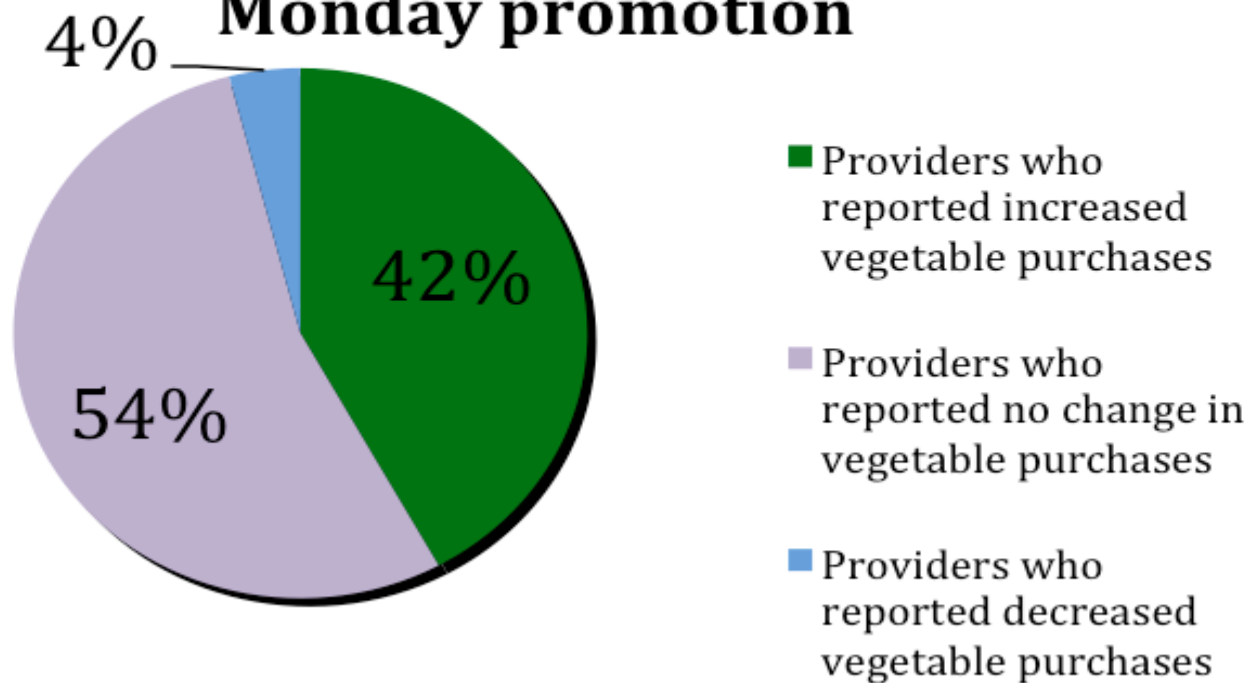
sodexo
Making every day a better day

Sodexo Operator Survey

Benefits of the Meatless Monday Promotion



Vegetable purchasing trends of providers during the Meatless Monday promotion





Launched January with a press release and 25 market Satellite Media Tour





[Log in](#) to dig into members-only features.

FIND RECIPES

[Quick Recipe Search](#)

[View all recipes](#)

THE INSIDER IN

[Insider Newsletter](#)
[Meal Planner](#)
[Submit a Recipe](#)
[Comfort Food Makeover](#)

PRODUCTS BY TYPE

[New Products](#)
[Breakfast](#)
[Burgers](#)
[Chik'n](#)
[Entrées](#)
[Meal Starters™](#)
[Vegan](#)
[Veggie Corn Dogs](#)

PRODUCTS BY LIFESTYLE

WHERE TO BUY

BETTER EATING BASICS

[Getting Started](#)
[Nutrition Basics](#)
[Now You're Cooking](#)
[Feeding Family & Friends](#)

WHO WE ARE

[Contact Us](#)
[Media Relations](#)
[Frequently Asked Questions](#)

[Find us on Facebook](#)

MONDAY: THE BEST DAY TO MAKE A CHANGE FOR THE BETTER



[Tacos with Grillers® Recipe](#)
[Crumbles™](#)

WHY GO MEATLESS ON MONDAYS?

On Mondays, you're 10 times** more likely to start a healthier routine than on any other day. Which gives you 52 chances to make the most deliciously easy change you've ever made – just go meatless with Morningstar Farms®.



What's the Meatless Monday button?

Every Monday, click the button to reveal the mini-mission and enter for a chance to win prizes that make it super-simple to eat meatless – think cookware, cutlery, gadgets, grills and more!

SEND YOURSELF A REMINDER EMAIL

We'll remind you to come back and click the button every Monday.



This year we're making it deliciously easy to eat better on Mondays - the best day of the week to make a healthy change. Every Monday, you can enter for a chance to ...

BUTTON BANTER

[Follow and Like us](#) for updates on upcoming Meatless Monday mini-missions and prizes.



THE VAULT

Look back at past mini-missions and check out all the great stuff we've given away so far. [Open The Vault »](#)



TV Cooking Demonstrations



Prepared Food Specials



Classes & Lectures, Food & Drink

Meatless Monday Cooking Class at Whole Foods Market

Produce and Product Promotions



The Kids CookSM
Monday!

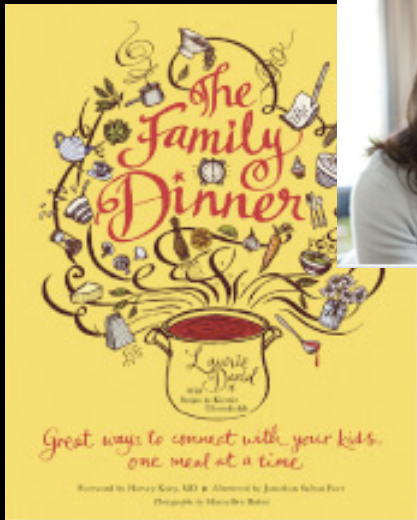
The Kids Cook Monday

Website with weekly recipes, tips, toolkits and videos submitted by parents

Participation of media, bloggers and kids cooking community



Cooking with Mama Skyla- Black Bean Tacos



PARADE

grandparents.comSM
it's great to be grand.

blog
family
dinner

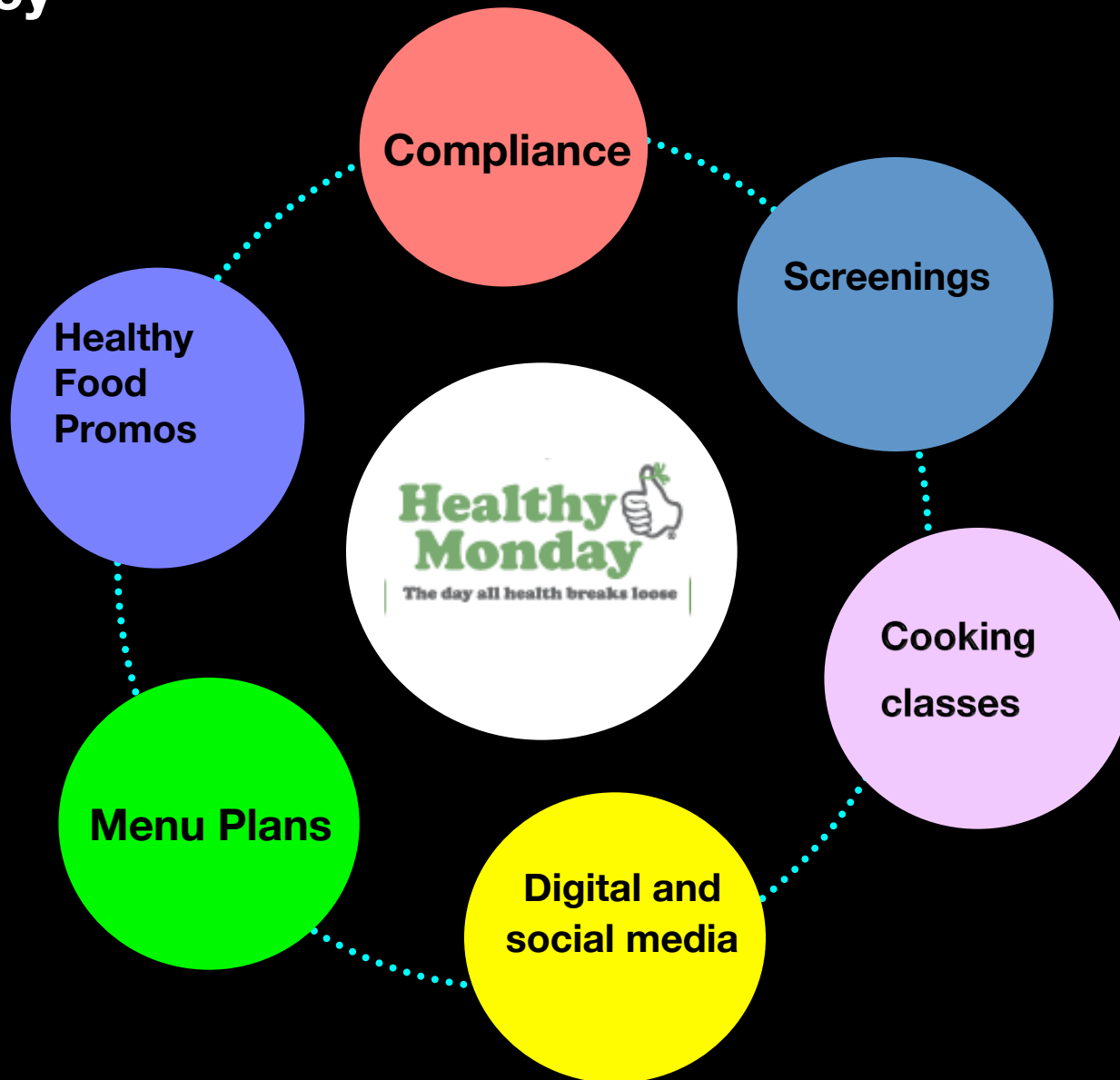
The Kids Cook Monday

Columbia/Teachers college pilot of 4 week classes in Harlem to teach families how to cook together

Harmon's tied-in with weekly cooking demonstrations



Use Healthy Monday platform to connect food and pharmacy



Tailored messages based on health goals

Healthy Monday tips

Welcome, TestAccount! | [My Account](#) | [Help](#) | [Log Out](#)

Mon | Tues | Wed

Your Healthy Monday Tip
from Johns Hopkins Bloomberg School of Public Health.

Nutrition (3) | Stress (0) | Exercise (0) | Smoking (0) | Prevention (0) | Weight Loss (0)

NEW (3)

Your Top Tips: All »

Nutrition

< Previous 1 2 3 Next >

Get up-to-date

Nutrition #13: Sometimes it is difficult to keep track of exactly which vaccines you need and when you need them, but they are an important component of staying healthy and avoiding disease. Many people think that they got all the vaccines necessary as a child, but some adults were never vaccinated as children, newer vaccines were not available when some adults were children, or some peoples' immunity may have faded over time. To prevent unnecessary illness, call your doctor this week and see if you are up-to-date on all of your inoculations.



Sure, I'll give this a try.

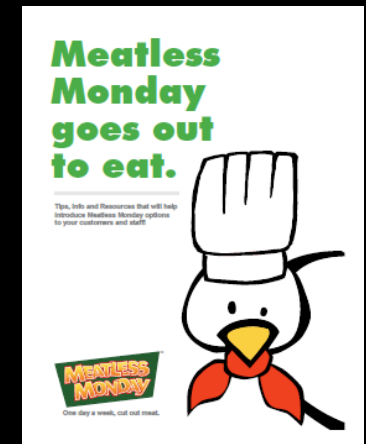
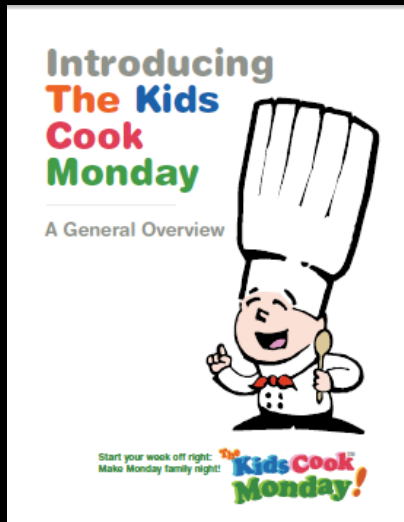
No thanks.

Get Screened

High total cholesterol and high blood pressure put you at a greater risk for heart disease,... [\(more\)](#)

Your Top Tips: All »

JOIN US!



Peggy Neu
pneu@mondaycampaigns.org
Mondaycampaigns.org
Meatlessmonday.com
Thekidscookmonday.org