



FOOD CHOICE ARCHITECTURE PLAYBOOK



Residential
& Dining
ENTERPRISES

STANFORD UNIVERSITY

Creating a Culture of Excellence

STANFORD DINING



WHAT IS FOOD CHOICE ARCHITECTURE?

In R&DE Stanford Dining, we know that the campus food environment plays a critical role in determining the health and wellbeing of our students and the environmental impact of our food programs. Food choice architecture encompasses all aspects of how foods are offered and framed in the dining halls, and how these considerations influence food selection. R&DE Stanford Dining utilizes food choice architecture strategies to design health and sustainability into our dining programs, making healthier and more sustainable choices easier, more prominent and more desirable while still offering a wide range of food options.



STANFORD DINING FOOD CHOICE ARCHITECTURE PLAYBOOK

Guided by the **Menus of Change Principles of Healthy, Sustainable Menus**, and in support of R&DE Stanford Dining's **Eat Well @Stanford** and **One Plate, One Planet** programs, our Food Choice Architecture Playbook aims to operationalize best practices and evidence-based solutions that promote a healthier and more sustainable campus food environment.



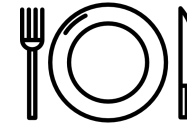
FOOD CHOICE ARCHITECTURE STRATEGIES



Menu Mix



Defaults



Portions



Placement



Presentation



**Promotion &
Prompts**



MENU MIX

Increasing the availability and frequency of nutritious and environmentally conscious menu items offers diners more opportunities to enjoy these foods and promotes them as the “norm” to encourage better food choices





ENTREE

80%⁺

Entrees align
with Menus of
Change
Principles

50%⁺

Entrees are
plant-based
with plant
protein source

3x⁺

Sustainably
caught seafood
offered as a core
entree

≤ 3x

Beef offered as
a core entree

≤ 3x

Processed beef
and pork (i.e.
bacon, sausage)
offered



SIDES & SPECIALS

50%⁺



Grains and grain-based sides are whole grain

Every meal offers a chef-crafted vegetable



Every meal offers a steamed vegetable

50%⁺



Specials are aligned with MOC Principles

All specials offer a plant-based option



PERFORMANCE BAR

100%

Offerings aligned with MOC Principles

80%⁺

Offerings are entirely plant-based



All dressings prepared with healthy fats

2⁺

Chef-crafted beans, legumes, or lentils always offered

2⁺

Chef-crafted whole grains are always offered (1 is GF)



BEVERAGES



All Dining Halls

Water is the most prominent beverage

Water filling stations, spa water, and unsweetened teas

0

No sugary drinks or soda machines

100%

All juice is 100% fruit juice

3⁺

Non-dairy milk alternatives available in all dining halls



DEFAULTS

Making healthier and more sustainable foods the default option whenever possible makes it easier and more convenient for diners to select these foods, while still allowing them the agency to opt-into a different choice





PLATED DISHES

All plated salads, grain bowls, and pastas are **plant-based by default** -- meat, poultry, egg or cheese may be offered on the side or by request as optional additions



MIXED DISHES

30%+

All mixed dishes containing meat (i.e. stir-fry, sauces, soups) and half of core meat and poultry entrees are served as a Protein Flip, **having at least 30% plant-based ingredients by default**



BEVERAGES



All coffee, tea, and specialty beverages in the dining halls are
no added sugar or low added sugar by default



PRODUCTS & COOKING PRACTICES

Whenever possible, healthier and more sustainable ingredients and cooking practices are the default...

- ✓ Breaded entrees are baked, not fried
- ✓ French fries are baked, not fried
- ✓ Buns and breads are whole-grain
- ✓ Cooking salt has $\frac{1}{3}$ less sodium
- ✓ Ground beef contains 30% mushrooms by weight



PORTIONS

Research shows that reducing portion sizes is an effective strategy for promoting more mindful consumption and minimizing food waste. We aim to encourage balanced food choices while offering flexibility for diners to take the amount of food that is right for them



PORTION GUIDE



1/10

Slices of pizza,
pie, or round
cakes



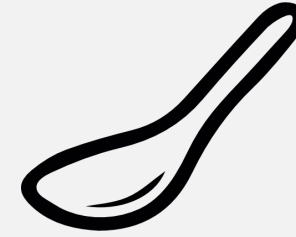
2 oz

Desserts,
cookies,
muffins,
sweets



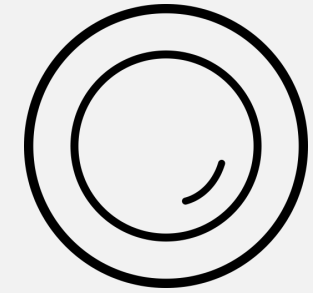
≤ 4 oz

Seafood,
poultry,
beef,
& pork



4 oz

Serving
spoon max
capacity



10 in

Maximum
plate size



PLACEMENT

Behavioral science demonstrates that increasing accessibility and prominence of healthier and more sustainable foods can promote better food choices. Food options in the dining halls are presented with healthier, more sustainable items first and placed in more desirable locations whenever possible



Whenever possible, healthier and more sustainable options are offered first, taking into consideration the typical flow of diners through the dining hall

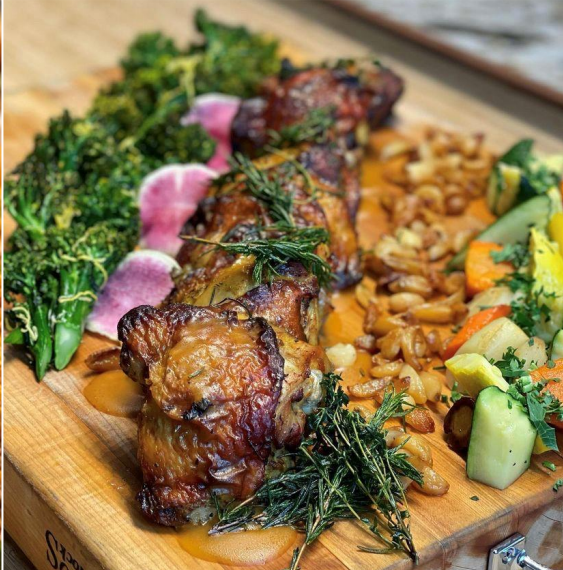




PRESENTATION

Psychological insights demonstrate that when faced with multiple options, people tend to focus attention on those that are most prominent or aesthetically pleasing. Presenting healthy and sustainable foods in more appealing ways has been shown to increase their consumption and perceived tastiness. In the dining halls we focus extra attention on presenting vegetables, beans/legumes, whole grains, seafood, plant-forward and plant-based dishes in a way that makes them look delicious and enticing. This includes use of attractive serving dishes, plating techniques, and garnishes that add color and interest.





PRESENTATION



PROMOTION & PROMPTS

We know that taste is the most important driver of food choices, so we lead with flavor in all of our marketing while also promoting transparency of ingredients, allergens, preparation, and sourcing practices. Our chefs use their platforms as trusted food and flavor experts to encourage healthy and sustainable eating practices.



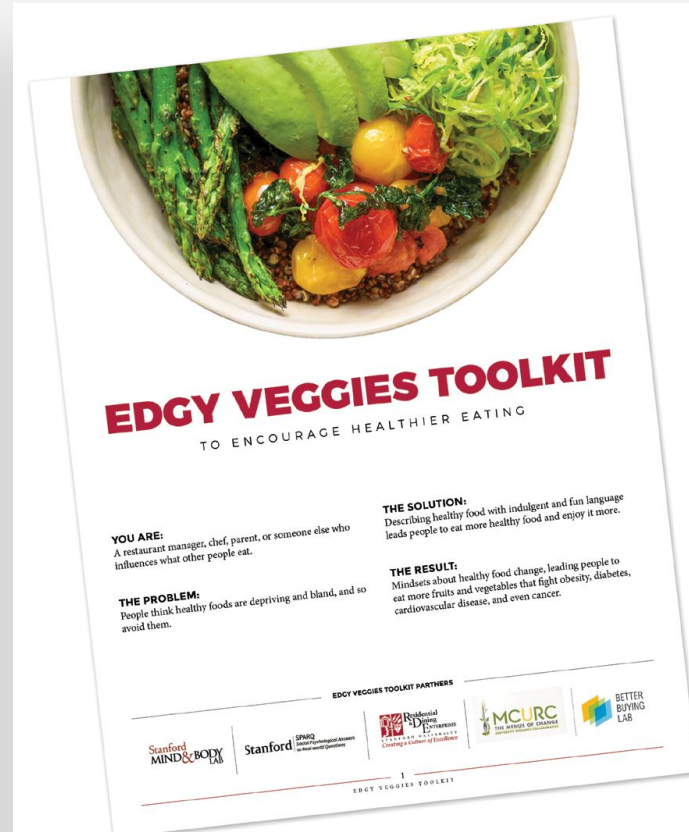


LABELING

Printed menu labels identify all ingredients, allergens, dietary traits, and sustainability attributes in a dish at the point of service. Colored icons assist diners with easily identifying food options that meet their needs and preferences.



TASTE-FOCUSED LANGUAGE



Taste-focused language is used in all menus and promotions to reframe healthy and plant-forward dishes with **flavorful, fun, and delicious language** which Stanford research shows can promote consumption and enjoyment of these foods.



DYNAMIC NORMS MESSAGING



Our Meatless Burgers Are on the Rise

From lunch to late night, we offer a variety of options for you to enjoy

Stanford research indicates people make more sustainable choices when they believe those decisions reflect changing social norms (“dynamic norms”).

Whenever possible, **we highlight the increasing popularity of plant-based foods** to encourage healthier, more sustainable food choices.





CHEFS AS INFLUENCERS

Stanford research demonstrates that students are more likely to choose a plant-forward dish (and enjoy it!) when it's being promoted by a chef. Our chefs create **transformative food experiences** that **inspire students to make healthier, more sustainable food choices** through chef specials, tastings, and communications with diners.



QUESTIONS?

Contact jackiebertoldo@stanford.edu

