

Successful Communication of Plant-Based Dishes on Menus in the Experience Industry

Inspirational Catalogue



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Foreword

Festivals, political gatherings, fairs, events, amusement parks, zoos, and attractions serve millions of guests every year. Guests are out of their everyday routines and want to enjoy the moment with family and friends. It is a special occasion that is often remembered for many years. Connecting a joyful time during these days with delicious plant-based meals has the opportunity to break down barriers and change people's mindset and habits towards a more sustainable food consumption pattern.

Guests think more about sustainability at home than they do at a music festival (DTU, 2025)¹. But this simply means that guests know that once they have had something to drink, or when children are crying and nagging, values get compromised, and there may not be the mental bandwidth for waste sorting and other standard sustainable routines.

Guests expect events to be sustainable - that electricity comes from green sources, that food waste is addressed, and that organizers generally work with sustainable initiatives (IIAB, 2025)². Danish handball fans said in a survey that sustainability is a hygiene factor. In other words, it is taken for granted that sustainability has been considered - it is not something to be paid extra for or actively opted into – sustainability is just part of the event DNA (IIAB, 2025)².

This places additional pressure on organizers to integrate sustainable practices into their work. And here, food becomes central, as it is one of the areas where climate and environmental impact is greatest, and where organizers can act.

¹ Encouraging Sustainable Food Choices: A Field Study at the Roskilde Festival 2025; Toke Fosgaard; The Technical University of Denmark, DTU; 2025

² Bæredygtige muligheder og begrænsninger, set fra et fanperspektiv; Indsigtsrapport til Dansk Boldspil-Union (DBU) og Dansk Håndbold (DHF); Christoffer Nejrup; Is It A Bird (IIAB); 2025

Introduction

This inspiration catalogue is relevant for people working with food or sustainability in the experience industry (festivals/political gatherings/agricultural shows/events/concerts/amusement parks/ attractions, etc.). It is addressed to both management and restaurateurs. The catalogue provides inspiration for menu design and targeted strategies for achieving success with more sustainable food in the experience industry.

Behind the catalogue stands the Danish Center for a Plant-Based & Organic Future (an association of the Danish Vegetarian Society and the Organic Farmers & Growers Association), which has been working on a project in 2024 and 2025 on the normalization of organic plant-based food at festivals and attractions in Denmark.

Through the project we have had various types of collaboration with 20 different festivals and 20 different attractions/amusement parks. We have held nine kitchen workshops, four inspiration days/evenings, participated in podcasts, had interactive information stands at four festivals, and shared knowledge with various industry organizations. We have conducted surveys of music festival guests and analyzed more than 700 menus. We have compared some of these menus with sales data to investigate how to best achieve success with plant-based food in this sector. In 2026 and 2027 we will continue collaborating with various stakeholders and spreading good experiences and knowledge to the industry — entirely free of charge, as the project is supported by the Plant-Based Food Grant.

We focus on food because food has an enormous impact on the climate and environment (AGF, 2024)³. And as an organizer, you can influence what is sold at your festival/attraction.

Organic plant-based diets contribute to:

- A more sustainable food system**
Organic plant-based production contributes to a more sustainable food system — both through lower climate impact, reduced land use, and protection of soil, water, and wildlife.
- Greater biodiversity**
Organic diets protect nature from pesticides and provide space for insects, birds, and other wildlife. By growing plant-based food directly for people, more land is freed up for nature and biodiversity.
- Protection of water resources**
Organic plant-based diets protect groundwater, waterways, and marine areas from pollutants such as pesticides as well as nitrogen and phosphorus from slurry. At the same time, pressure on water resources is reduced, as water consumption is lower when crops are grown for direct human consumption.
- Health promotion**
Plant-based diets reduce your risk of, among other things, cardiovascular disease, type 2 diabetes, colorectal cancer, and breast cancer. Choosing organic reduces your exposure to pesticides, which are linked to involuntary infertility and Parkinson's disease.
- Food security**
A more organic and plant-based food system strengthens food supply security in times of war and biodiversity and climate crises. If global trade stopped today, Denmark would not be self-sufficient in fruits, vegetables, and legumes.

Detailed explanations of the benefits of an organic, plant-based diet can be found [here](#).

³ A Greener Future (AGF) Annual Festival Sustainability Report, 2024

The Target Audience

For us to be able to move sustainability in a greener direction, the focus should not be on vegetarians or vegans, but on everyone who wants to eat delicious food.

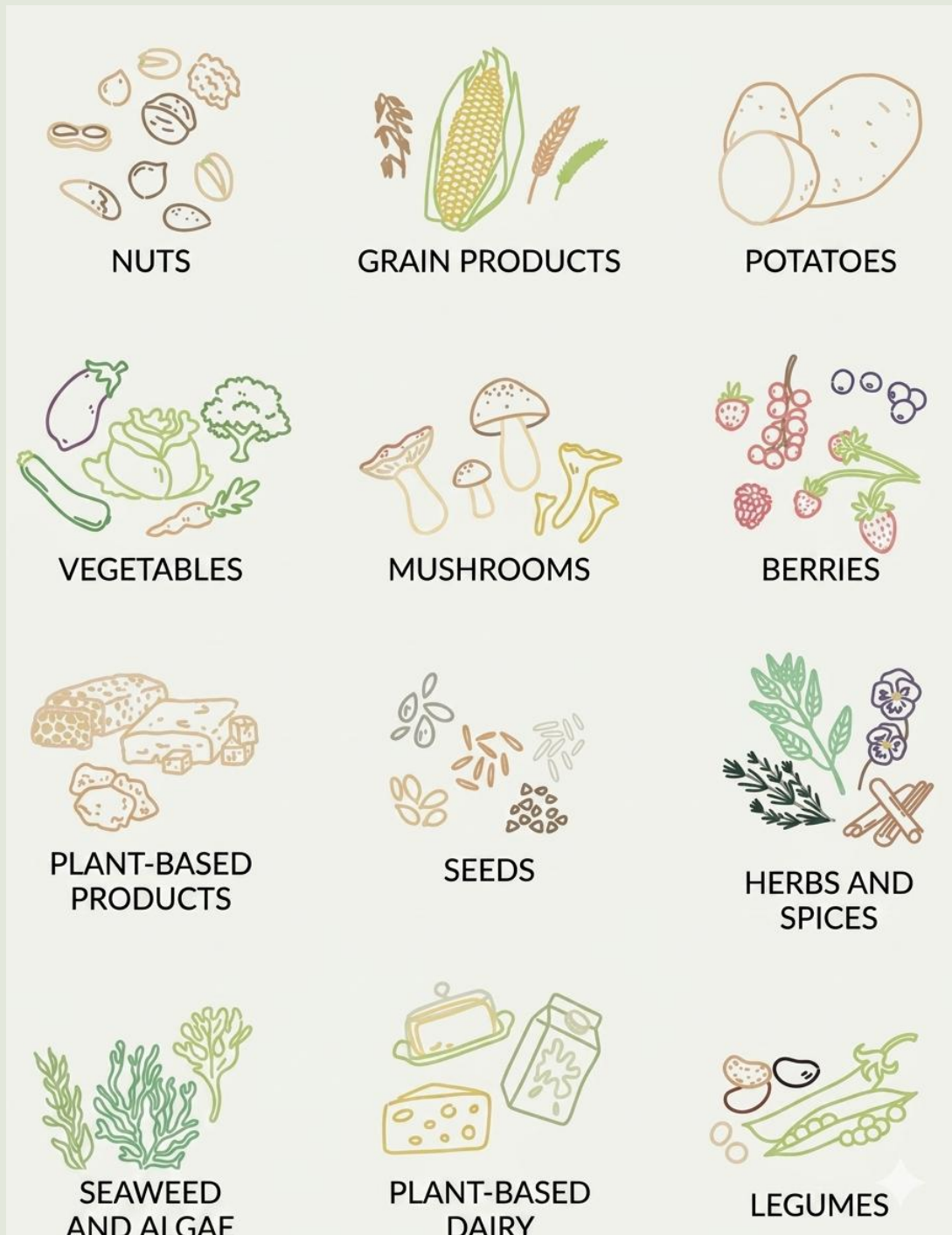
Virtually everyone eats vegetables and fruits to some extent. Plant-based food is therefore for everyone - not just vegans or vegetarians. Plant-based food can offer guests a special experience - something new compared to what they eat at home.

It is the ordinary guest, on whom we should focus, and for whom our plant-based selection should be made attractive. This is the target audience we need to get to eat more plant-based food to advance the sustainability agenda.



If you use plant-based meat and dairy substitutes, make sure to use quality products. For example, if you replace a beef patty with a potato rösti in your burger (without otherwise changing the burger), it will not be a success. It often pays to buy the more expensive quality products and thus sell your plant-based dish at a higher price, rather than buying the cheapest products and selling at a lower price - especially at festivals, where price differences do not carry the same weight as in a supermarket purchasing situation.

Remember, there is a huge **variety of edible plants**:



Tools for Menu Design

Once you have developed a plant-based dish that **tastes good, is filling, and looks appetizing**, there are various tools to help you succeed with sales. This chapter describes the best tools for normalizing plant-based dishes via the menu - such as making plant-based the default and using nudging tips.

We start by exploring how to make plant-based options the default.

Plant-Based as the Default

Plant-based as the default means making plant-based dishes the normal dishes. This can be done in several different ways, and this is the tactic with the greatest potential for getting the most guests to choose plant-based dishes.

The scientific experiment below shows what difference it made to serve plant-based as the default.

Experiment with event registration at 3 conferences, 330 people.

What difference does it make if you turn the opt-in question on its head, so the vegetarian option becomes the norm? (Group 2)

Group 1:

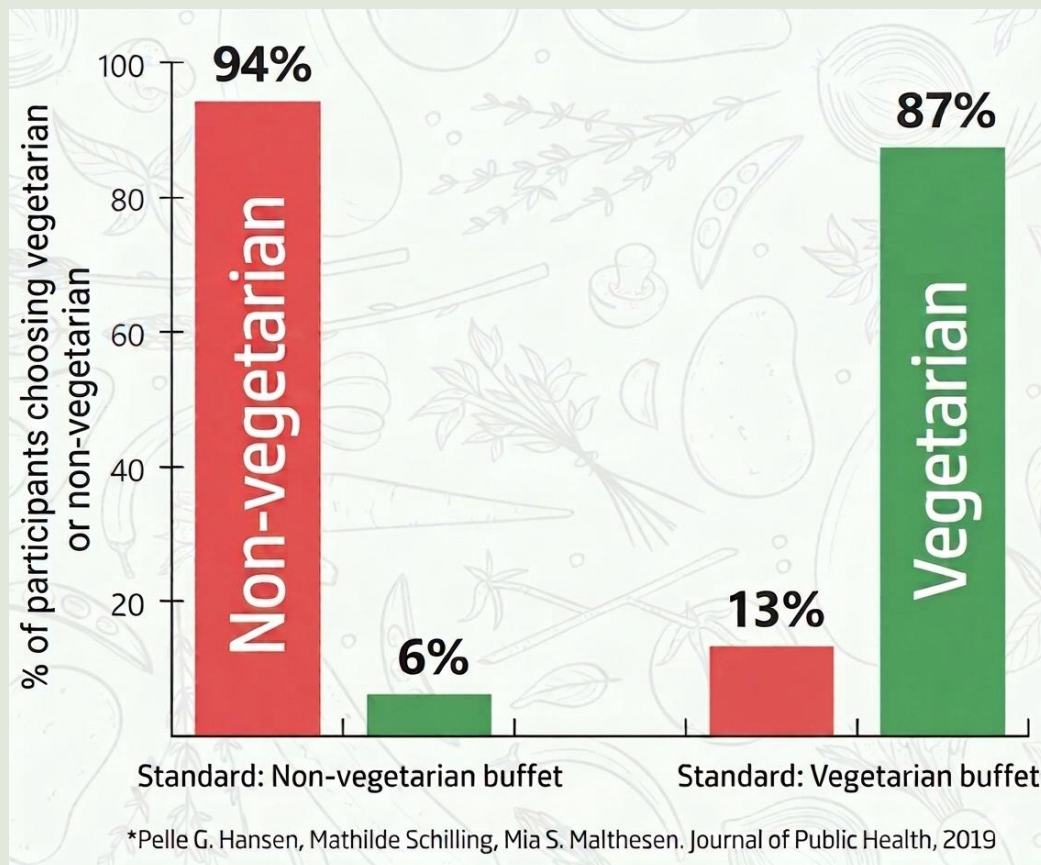
The conference will serve a non-vegetarian buffet.

Tick if you want a vegetarian dish.

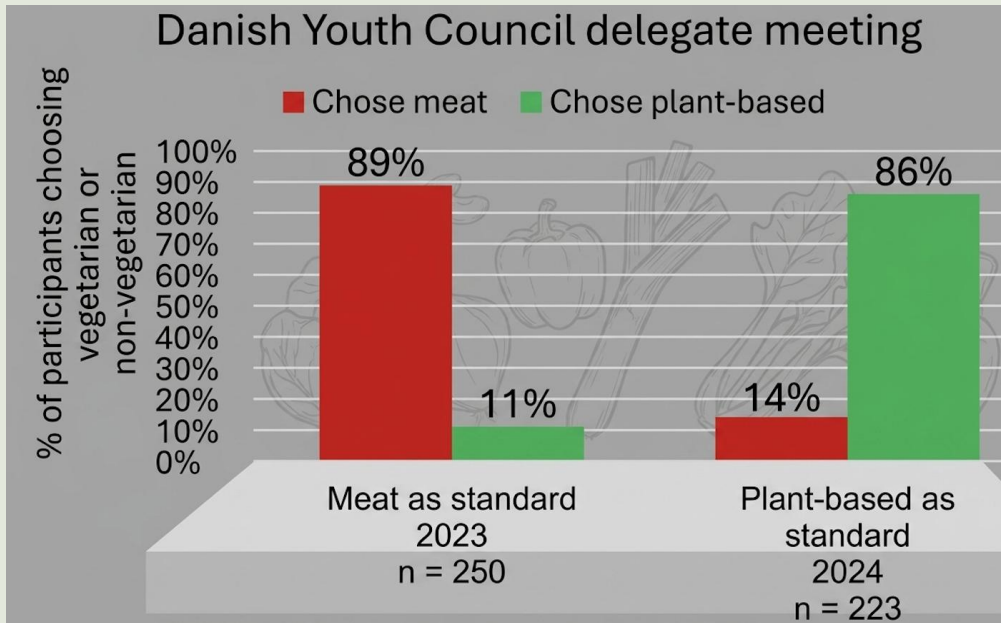
Group 2:

The conference will serve a vegetarian buffet.

Tick if you want a meat dish.



A similar experiment was conducted at the Danish Youth Council's delegate meeting with comparable results:



But guests at concerts or amusement parks do not order food in advance. Here it is usually the food vendors' menus that inspire guests to choose. If we translate 'plant-based as the default' to a menu, it could for example be designed so that meat can be added for an extra charge, or by making the plant-based dish extra attractive by making it unique.

Offer a Satisfying Plant-Based Dish, and Make Meat an Add-On at an Extra Cost

A food vendor tried this technique at a music festival. In 2024 guests had to choose between meat, vegetarian, or vegan, but in 2025 they made the same dish, but vegetarian by default, and guests could add meatballs for an extra fee if desired. This relatively small change significantly increased sales of vegetarian dishes.

2024: **<10%**
sold vegetarian dishes

2025: **Over 36%**
sold vegetarian dishes



There was also a pizza vendor in 2024 that had three satisfying vegetarian pizzas (Potato, Margarita and Mushroom), and guests could add meat (chorizo) for an extra charge if desired. When we interviewed the staff, they said: "Almost no one chose to add chorizo."



Make the Plant-Based Dish Unique or with a Distinctive Flavor Variant

You should not have both a BBQ beef burger and a BBQ mushroom burger on the menu. Instead, ensure that the plant-based dish has its own flavor or is unique. A burger vendor did this in 2024 when they redesigned their menu from the previous year. In 2023, the guest had to actively choose between a beef patty or a veggie patty - available in both burgers. In 2024, they instead offered a Festival Special Burger (vegetarian) and a Classic Cheese Burger (Beef). Implementing this change doubled their plant-based sales share.

2023: **10%**
sold vegetarian burgers



2024: **22%**
sold vegetarian burgers

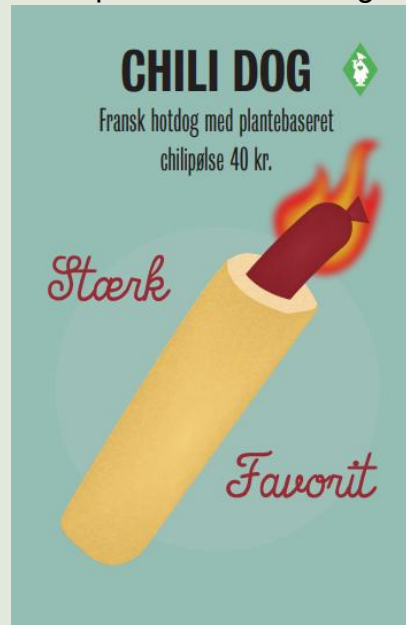


A classic hot dog grill chose to introduce a specific flavor variant for their hotdog in 2025 - namely with a plant-based chili sausage - and increased sales compared to the year before, where guests actively had to ask for a plant-based sausage.

2024: **1.2%**
sold plant-based sausages



2025: **5.3%**
sold plant-based sausages



Nudging Tips for the Menu

No menu design is neutral. The way the menu looks today is the result of someone at some point having decided to layout the menu in a particular way. What names have been chosen for the dishes, where are they placed, what colors, images, and symbols have been included? All of this is often not thought about much afterwards - people usually just use the same design from last year.

There are various tools for fine-tuning your menu and presenting plant-based dishes attractively. Below you will find five good nudging tips, with the three most effective tips highlighted, which all promote a normalization of plant-based dishes on the menu. By adjusting the menu this way, these dishes have a better chance of being sold.

MAMAS MENU

Dish Name	Description	Price
MAMA'S CHILI	A variety of organic vegetables and beans seasoned with Mama's own spice blend. Served with organic bread and sour cream.	69.-
FALAFEL BOWL	Fried organic falafels with organic cabbage salad and garlic dressing. Served with organic bread.	69.-
PORK ROAST SANDWICH	Crispy organic pork roast, homemade red cabbage salad, fresh apple slices in a crispy organic bun, spread with spiced mayo.	89.-
CHUNKY FRIES	Crispy chunky organic potato fries with chili mayo or veggie mayo.	45.-

Use recommendations

The plant-based dish is **on top** of the menu

More plant-based than meat dishes

Use pictograms. Don't use "veg"-words in naming but use **appetizing names and descriptions.**

The plant-based dishes are **cheaper** than the meat dishes.



On the following pages, you will find a description of each of the 5 effective nudges, along with a few examples of how they can be implemented in real life and the impact they have had on sales at the selected locations.

Tip #1: Use Appetizing Names

The naming of dishes must be appetizing. This means naming and describing dishes so that guests want to try them. A 'Veggie Burger' does not sound appetizing, but a 'BBQ-marinated mushroom burger with pickled red onions' sparks interest.

Appetizing naming is a basic prerequisite for success. **If the dish is not named appetizingly, it will be very hard to succeed**, regardless of any other nudging initiatives.

Below are examples of appetizing versus unappetizing words and themes:

TASTE	SMELL	TEXTURE	PROCESS	
Delicious	Aromatic	Crispy	Boiled	 Vegan Vegetarian Healthy Low Calorie Fat Free Meat Free
Tasty	Fragrant	Crunchy	Fried	
Sweet	Smoky	Soft	Roasted	
Spicy	Fresh	Tender	Grilled	
Sour	Strong	Juicy	Baked	
Salty	Pleasant	Chewy	Steamed	
Bitter	Burnt	Creamy	Stir-fried	
Savory	Sweet-smelling	Smooth	Slow-cooked	
Juicy	Mouth-watering	Greasy	Barbecued	
Bland	Appetizing	Fluffy	Sautéed	
 Spices – Origin – Look – Content				

On the following pages, examples are given of good and bad naming and the results thereof in the form of sales shares compared to other dishes. All examples are from festivals in Denmark.

The first example shows two types of vegetarian sandwiches, where one has "veggie" in the name and the other features "mushroom". Twice as many guests purchased the "mushroom" option compared to the "veggie" option.

Mushroom sub: 67%
(share of sales in 2024)

Veggie sub: 33%
(share of sales in 2024)

NEW YORK STYLE MUSHROOM SUB 90,-
Crispy bread
Spicy tomato sauce
Marinated mushroom
Melted cheese

NEW YORK STYLE VEGGIE SUB 90,-
Crispy bread
Spicy tomato sauce
Veggieballs
Melted cheese

If you name your dish with "Vegan", "Vegetarian", etc., you are only addressing the 5–10% who eat vegetarian/vegan. Here are a few examples of burger vendors that have named their burgers in a way that does not promote sales.

6,5%

Sold Veggie Burgers in 2025

MENU

Cheese Burger 95
Potato bun, beef, pickles, red onions, cheese & secret burger sauce
FRIES & DIP +

Pulled Pork Burger 95
Potato bun, pulled pork, coleslaw, BBQ & honey-mustard sauce
FRIES & DIP

Veggie Burger 85
Potato bun, mushroom patty, pickles, red onions, cheese & secret burger sauce
FRIES & D

9,5%

Sold Vegan Burgers in 2025

Fish Burger
DKK 115
0,6 €

Vegan Burger
DKK 95
1,2 €

Classic Ox Burger
DKK 105
5 1 €

So far, we are seeing signs that naming dishes after legumes does not make an impression on guests, as they may not have an idea of how the legumes/dish tastes. In the example below, changing the name of the vegetarian dish from "Veggie" to "Beluga" made no difference. However, as legumes become better known among guests, it can be assumed that legume-based naming will in the long run yield better results for plant-based dishes than words like "veggie", "vegan", etc.

2024: 13,6%
Sold plant-based dishes



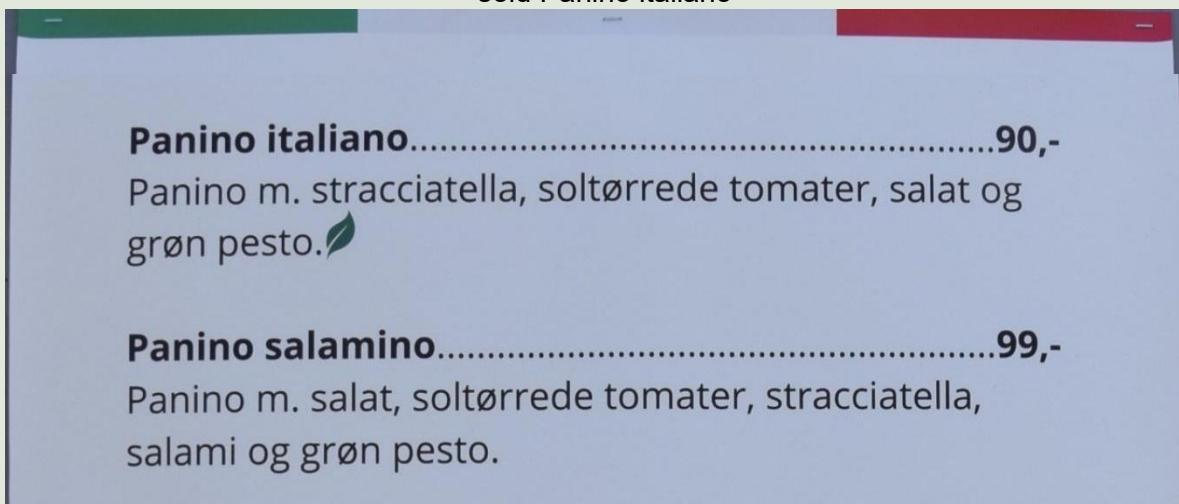
2025: 13,6%
sold plant-based dishes



If you leave out words like "Vegan", "Veggie", and "Vegetarian", but wish to make it clear that the dish is plant-based, you can use the official pictograms for vegetarian 🌿 and vegan 🌱 (developed by HORESTA and the Danish Vegetarian Society, and free to use – [download here](#)).

The Italian food vendor below used a pictogram and named their panini "italiano" as a form of recommendation, instead of, for example, "vegetariano". A good decision, as they achieved a sales share of over 30% for the vegetarian panino.

2025: 31,2%
sold Panino italiano



Tip #2: Recommend the plant-based dish

As we saw with the Italian food vendor, the use of recommendations is one of the ways to name dishes. This can include phrases or names such as:

- 'Chef's recommendation'
- 'House burger'
- 'The favorite'
- A name incorporating the vendor's name/theme

One example can be seen at the food vendor "Brazil". They changed the name of their "1Planet - Veggie" to "Brazil Classic - veggie".

Sales of the plant-based dish increased by 34% from 2024 to 2025 - significantly more than the overall sales increase of 15% in the same period.

2024	2025
<p>RICE BOWL RICE WITH COCONUT, VEGETABLES AND CURRY PASTE</p> <p>PULLED PORK 80</p> <p>CHICKEN 80</p> <p>1PLANET VEGGIE 75</p>	<p>RICE BOWL RICE WITH COCONUT, VEGETABLES AND CURRY PASTE</p> <p>CREME FRAICHE DRESSING 10 JALAPEÑOS 10</p> <p>BRAZIL CLASSIC VEGGIE 85</p> <p>PULLED PORK 90</p> <p>COELHO CHICKEN 99</p>

Another example comes from a pizza vendor that used the recommendation "Denny Special" for their potato pizza, which achieved a far greater sales share than "Vegan Vibes".

Denny Special: 34,1%
(Sales share in 2024)

Vegan Vibes: 2,6%
(Sales share in 2024)

<p>DENNY SPECIAL 105</p> <p>Øllingegaard mozzarella - mild goat cheese potato - rosemary - truffle oil</p>
<p>SPICY SALAMI 110</p> <p>Slowcooked tomato sauce Øllingegaard mozzarella - spicy salami</p>
<p>VEGAN VIBES 100</p> <p>Eggplant cream - potato - chimichurri</p>

Tip #3: Increase the proportion of plant-based dishes

Having several different plant-based dishes on the menu leads to a higher sales share of plant-based options - provided that the plant-based dishes are attractive (in terms of naming and appearance), as described under Tip #1.

Below is an example of declining sales at a food vendor that offered two out of three plant-based dishes in 2024, and then in 2025 only one of two dishes was a plant-based dish:

2024: **38,7%**
plant-based dishes sold

2025: **29,1%**
plant-based dishes sold

 <p>PORK ROAST SANDWICH 89.- Crispy organic pork roast, homemade red cabbage salad, fresh apple slices in a crispy organic bun, spread with spiced mayo.</p>	 <p>FLÆSKESTEGSSANDWICH 89.- Sprød økologisk flæskesteg med hjemmelavet rødkål, friske skiver af æble i en sprød bolle smurt med kryddermayo.</p>
 <p>MAMA'S CHILI 69.- A variety of organic vegetables and beans seasoned with Mama's own spice blend. Served with organic bread and sour cream.</p>	 <p>MAMA'S CHILI 79.- Et væld af økologisk grønsager, tomater og bønner krydret med Mama's egen chili-krydderiblanding. Serveres med økologisk brød og creme fraiche.</p>
 <p>FALAFEL BOWL 69.- Fried organic falafels with organic cabbage salad and garlic dressing. Served with organic bread.</p>	

However, the proportion of plant-based options has no effect on the sales share if the plant-based dishes are still targeted at those who already eat plant-based. This was seen, among other places, at a burger vendor where the share of plant-based dishes was increased from 33% to 50%, but without any significant effect on the sales share, as both burgers featured a prominent "Veganer" text in their names, signaling that the burgers were aimed at vegans.

2024: **8,9%** plant-based burgers sold

 <p>Vigges Burger Hjemmelavet frikadelle med mixsalat, syltet rødløg og vores hjemmelavede chillimayo 79 kr.</p>	 <p>Klassisk Burger Hjemmelavet frikadelle med rødkål/agurkesalat og vores hjemmelavede Sennepsmayo 79 kr.</p>	 <p>Vigges Veganer Burger med mix salat, syltet rødløg og vores hjemmelavede chillimayo 71 kr.</p>
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2025: **9,5%** plant-based burgers sold

 <p>Klassisk Burger Hjemmelavet frikadelle rødkål og agurkesalat hjemmelavet sennepsmayo 79 kr.</p>	 <p>Roskilde Burger Hjemmelavet frikadelle mixsalat med syltede rødløg hjemmelavet chillimayo 79 kr.</p>	 <p>Klassisk Veganer Burger rødkål og agurkesalat hjemmelavet sennepsmayo 71 kr.</p>	 <p>Vigges Veganer Burger mixsalat med syltede rødløg hjemmelavet chillimayo 71 kr.</p>
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Similar examples have been seen from other types of food vendors. For instance, there was no significant change in sales when going from 66% plant-based dishes in 2024 to 50% in 2025, as the pancakes were called "vegan" and "vegetarian".

2024: 14%
Sold plant-based pancakes



2025: 15%
Sold plant-based pancakes



Below is an Indian vendor that removed a chicken dish in 2025, but it had no effect on the sales share of the vegan Channa Masala. Guests who had bought Chicken Tikka in 2024 simply bought Butter Chicken in 2025 – not a vegan Channa Masala.

2024: 8,0%
sold vegan Channa Masala



2025: 7,4%
sold vegan Channa Masala



Offering more plant-based dishes generally increases the sales share, but it requires that the dishes are attractive and well-named.

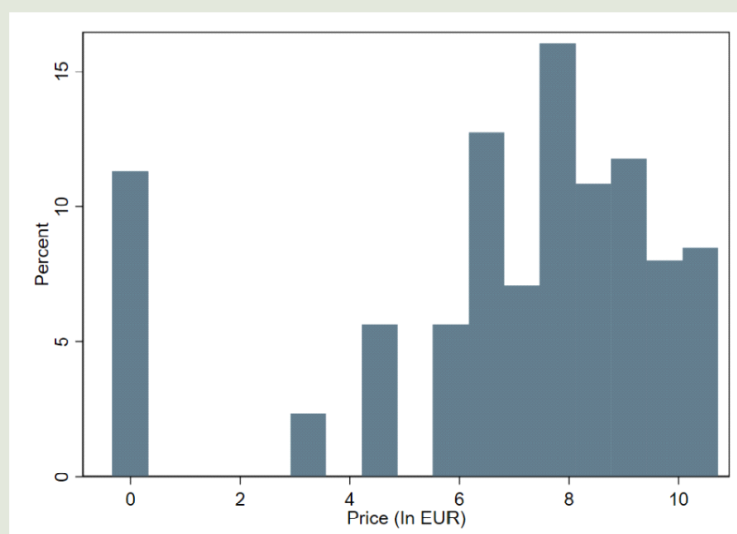
Tip #4: A low price does not necessarily promote sales

Price is often a major purchasing factor for consumers. Generally speaking, the lower the price, the more people will choose that option. But the price factor for a festival guest who has decided to buy food at the festival may not be as decisive as we see in supermarkets, because food at festivals is generally more expensive than if one were to shop at a supermarket. Other factors, such as one's physical state (level of alcohol consumption) at the festival, may also mean that 1 to 2 EUR does not make much of a difference in one's choice. Whether a dish costs 17 EUR or 15 EUR is not decisive, either way it is a lot of money for a meal, and the guest will therefore prefer to feel confident in their choice and select the dish that tastes good, is filling, etc. Other factors also play a role, such as waiting time (whether there is a queue), the weather, traditions, alcohol consumption, and so on. And of course, the type of festival guest varies. Young guests who camp and attend the festival for several days have different food preferences compared to older guests who do not stay overnight but have a day ticket. Festivals that are open and free to attend, and which are often held in cities where local restaurants are part of the food offering, will also face greater competition than, for example, a festival held in the countryside.

We do not recommend setting a lower price for the plant-based dish compared to the meat dish, if it comes at the expense of the quality and quantity of the plant-based dish. Rather use quality products that taste good, look appetizing and with a sufficient meal size rather than giving guests a bad experience. A lower price in a festival setting could also signal that it is an inferior dish. Only set a lower price for the plant-based meal if it is cheaper to make.

DTU conducted an experiment at a burger vendor at a festival in 2025, examining where consumers' willingness to pay lay when choosing the vegetarian burger over the beef burger. The graph shows at what point guests would choose the vegetarian burger over the beef burger at a given price.

Figure 1 – Switching price (The price point for switching towards the vegetarian option).



As can be seen from the graph, consumers switch at different price points. The conclusion from DTU was that it would not be particularly economically attractive to change only the price to sell more plant-based burgers. In fact, 11% of guests would never switch, even if they were given the vegetarian burger for free.

In our own data from music festivals, we see a mixed picture of the impact of price on sales shares. In the example below, the price of a chicken burger was priced 10 DKK (1,5 EUR) higher than the price of the pork burger from 2024 to 2025. This resulted in the sales share of the chicken burger being halved.

Share of sales:

Veggie: 9%	13% Veggie
Pork: 61%	72% Pork
Chicken: 30%	15% Chicken



The above example concerns a price difference between two meat dishes, but when we look at the price difference between plant-based and meat-based dishes, we do not see quite the same pattern.

Here we see an example where a price increase from 69 kr. to 79 kr. on the plant-based dish resulted in only a 2-percentage points drop in sales share.

2024: 31%
Sales share of Mama's Chili vs. roast pork sandwich

2025: 29%
Sales share of Mama's Chili vs. roast pork sandwich



Although a lower price can be an incentive to buy the cheaper dish, a lower price on a dish can also carry other connotations, such as:

- The dish may be smaller and therefore not as filling as the expensive dish
- The dish is of lower quality

If the plant-based dish has a lower price than the meat dish, it can also impose limitations on the food vendor in the form of:

- Lower margin on the plant-based dish and therefore less incentive for the vendor to promote it

Some plant-based dishes can sound as though they are less filling, have less flavor, or are of lower quality. Examples have been seen where the plant-based dish on offer is identical to the meat dish, just without the meat. In these cases, a lower price will have no effect on willingness to purchase, as in the example below at a pasta vendor, where bacon is simply removed from the "Pasta vegetar", making it 10 DKK cheaper. One would not buy "Pasta Vegetar" because it is cheaper or more appealing – one would only buy it if one wanted a dish without pork.



Tip #5: Adapt the dish to the vendor's theme

The plant-based dish that a food vendor serves should ideally fit into the vendor's theme. So, a vendor serving classic Danish food should not offer a Mexican bean stew as a plant-based option, but should instead find something from Danish cuisine – for example, vol-au-vents with asparagus and peas.

In the example below, we see a burger vendor that replaced a pulled jackfruit burger with a falafel bowl. Even though the price of the bowl in 2025 was set lower than the burgers, and even though the bowl was the only option for guests with a food voucher (M), the sales share of the plant-based dish fell by 41% from 2024 to 2025. Guests in the burger vendor queue were probably not there to buy a bowl – they wanted a burger.

2024: **4,3%**
Jackfruit burgers sold

2025: **2,6%**
Falafel bowls sold



Tools for Management / Sustainability Officers / Food & Beverage Managers

F&B managers and management can drive sustainable food consumption by setting targets and implementing various standards for food vendors at their festival. Here are some factors for which targets or requirements can be set:

1. Sales of plant-based dishes, or purchasing of ingredients relative to animal products
 - a. e.g. 25% of all dishes sold should be plant-based or set an ingredient ratio target of 90% plant-based and 10 % animal-based ingredients.
2. Range of plant-based dishes relative to animal-based dishes
 - a. e.g. all vendors must offer a plant-based dish or 50% of all dishes at the festival are plant-based
3. Organic share
 - a. e.g. 90% of purchased ingredients are organic or all animal ingredients must be organic
4. Reducing CO₂ emissions
 - a. e.g. specifying a maximum climate impact per dish
5. Only use animal products with certifications
 - a. e.g. Organic/Bio label, or national certifications animal welfare certifications
6. Improve food vendors' menu design
 - a. E.g. use nudging tools on the menus to normalize the plant-based dishes and thereby give them a greater chance of success

The ability to implement these tools depends greatly on what data the organizer has available. If purchase data and sales data from the food vendors are available, all factors can be worked on. But if sales or purchase data are not accessible, observable targets must be used — e.g. the range of dishes or the design of the food vendors' menus.



Danish Center for a Plant-Based & Organic Future

The Danish Center for a Plant-Based and Organic Future was founded in 2020 and strengthens the knowledge base for developing a more plant-based, organic food system. The Plant-Based Knowledge Centre advances the necessary change in Danish food culture — for the benefit of the climate, sustainable development within food systems including ocean life, improved public health, and better animal welfare.

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Normalizing Plant-Based Dishes at Festivals and Attractions

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