



Moving the Menu 2024

Restaurant Engagement Toolkit

This toolkit empowers you to advocate for more plant-based options at top restaurant chains in the United States.

Engaging with these companies drives meaningful change in the food industry toward adopting more humane and sustainable dining options. Your efforts can make a substantial impact on reducing animal suffering, improving public health, and protecting the environment.

This toolkit includes:

1. Customer Comment Form Guide
2. Phone/Call-In Guide with Corporate Phone Numbers
3. Social Media Engagement Guide for X and Instagram

How should I use this toolkit?

1. **Focus on the restaurants featured in the report** that need to improve their plant-based offerings. Note: any restaurants scoring lower than an A have room to improve!
2. **Engage across platforms:** Reach out to restaurants through multiple channels including comment forms, over the phone, and on social media.
3. **Be persistent:** Regular, respectful communication can make a significant impact.

Customer Comment Form Guide

Instructions:

1. Click on the link for each respective restaurant and fill out the customer comment form.
2. Use the following sample language as reference, but feel free to make it your own!

Sample Comment Form Language:

Dear [Restaurant Name],

I am deeply concerned about the limited plant-based options on your menu. I recently saw that you were given an [INSERT LETTER GRADE] in World Animal Protection's Moving the Menu report. Offering more meals and entrees that are plant-based by default is crucial. This change will help reduce animal suffering, promote human health, and support sustainability. I urge you to consider expanding your plant-based offerings to meet the growing demand for ethical and environmentally-friendly food choices.

Thank you for considering my request.

Sincerely,

[Your Name]

Customer Comment Form Links:

- | | | |
|-------------------------------|---|---------------------------------|
| - McDonald's | - Wingstop | - Jimmy John's |
| - Popeyes | - Subway | - Qdoba |
| - Dutch Bro's | - Moe's Southwest Grill | - Carl's Jr. |
| - Taco Bell | - Sonic Drive-In | - Dunkin' |
| - Burger King | - Raising Cane's | - Jersey Mike's |
| - Chick-fil-A | - Arby's | - KFC |
| - Peets | - Del Taco | - Tim Horton's |
| - Chipotle | - Hardee's | - Panera Bread |
| - Wendy's | - Starbucks | |

Phone/Call-In Guide

Instructions:

1. Call the restaurants' corporate offices or customer service line to request more plant-based options.
2. Be polite and concise. Use the script below as a guide.

Sample Phone Script:

Hello,

My name is [Your Name], and I am calling to express my concern about the limited plant-based options at [Restaurant Name]. Increasing these options and reducing the central role of meat items is essential for reducing animal suffering and promoting sustainability. I urge [Restaurant Name] to take meaningful steps towards offering more plant-based by default menus.

Thank you for your time.

Best regards,

[Your Name]

Corporate Phone Numbers:

- McDonald's: 1-800-244-6227
- Burger King: 1-866-394-2493
- Wendy's: 1-888-624-8140
- Sonic Drive-In: 1-866-657-6642
- Hardee's/Carl's Jr.: 1-877-799-7827
- KFC: 1-800-225-5532
- Popeyes (RBI): 1-877-767-3937
- Chick-fil-A: 1-866-232-2040
- Wingstop: 1-877-411-9464
- Raising Cane's: 1-833-442-2637
- Starbucks: 1-800-782-7282
- Dunkin': 1-800-447-0013
- Tim Hortons: 1-888-601-1616
- Dutch Bros: 1-541-955-4700
- Peet's: 1-800-999-2132
- Subway: 1-800-888-4848
- Arby's: 1-800-599-2729
- Jimmy John's: 1-866-276-6302
- Jersey Mike's: 1-800-321-7676
- Panera Bread: 1-855-372-6372
- Taco Bell: 1-800-822-6235
- Chipotle: 1-833-860-0467
- Moe's Southwest Grill: 1-877-663-7411
- Del Taco: 1-800-852-7204
- Qdoba: 1-888-497-3622

Social Media Engagement Guide: X

Instructions:

1. Tag the restaurant's official social media accounts and use relevant hashtags to amplify your message.
2. Use the sample posts for X below as a guide.

Sample X Posts:

@[RestaurantHandle] I recently saw you were given an F in @MoveTheWorldUS' Moving the Menu report. It's time to offer more plant-based by default options to reduce animal suffering and promote sustainability and human health. #PlantBasedNow

@[RestaurantHandle] An F on @MoveTheWorldUS' report? Really? Your menu needs to modernize and meet the growing demand for ethical plant-based food. Let's see some actual change! #PlantBasedNow

@[RestaurantHandle] I'm so disappointed by the lack of plant-based by default options revealed in the new report from @MoveTheWorldUS. Let's make a shift toward kind and sustainable food practices! #PlantBasedNow

X Handles:

- McDonald's: [@McDonalds](#)
- Burger King: [@BurgerKing](#)
- Wendy's: [@Wendys](#)
- Sonic Drive-In: [@sonicdrivein](#)
- Hardee's/Carl's Jr.: [@Hardees](#) / [@CarlsJr](#)
- KFC: [@kfc](#)
- Popeyes: [@Popeyes](#)
- Chick-fil-A: [@ChickfilA](#)
- Wingstop: [@wingstop](#)
- Raising Cane's: [@raisingcanes](#)
- Starbucks: [@Starbucks](#)
- Dunkin': [@dunkindonuts](#)
- Tim Hortons: [@TimHortons](#)
- Dutch Bros: [@DutchBros](#)
- Peet's: [@peetscoffee](#)
- Subway: [@SUBWAY](#)
- Arby's: [@Arbys](#)
- Jimmy John's: [@jimmyjohns](#)
- Jersey Mike's: [@jerseymikes](#)
- Panera Bread: [@panerabread](#)
- Taco Bell: [@tacobell](#)
- Chipotle: [@ChipotleTweets](#)
- Moe's Southwest Grill: [@Moes_HQ](#)
- Del Taco: [@DelTaco](#)
- Qdoba: [@qdoba](#)

Social Media Engagement Guide: Instagram

Instructions:

1. Comment on posts from restaurants featured in the report. Use the sample comments below as a guide.

Sample Instagram Comments:

I recently saw you were given a [INSERT GRADE] in the new Moving the Menu report from @worldanimalprotectionus. It's time to move your menus to include more plant-based by default options! Animals are suffering every day, and we need sustainable, humane food choices.

We need more plant-based by default meals on your menu! Promoting health, sustainability, and humane food practices should be a priority and change your grade in @worldanimalprotectionus' Moving the Menu report!

Disappointed by the limited plant-based by default options. Expanding these choices is crucial for a sustainable and ethical food system. Please act and change your grade in the Moving the Menu report from @worldanimalprotectionus.

Instagram Handles:

- McDonald's: [@mcdonalds](#)
- Burger King: [@burgerking](#)
- Wendy's: [@wendys](#)
- Sonic Drive-In: [@sonicdrivein](#)
- Hardee's/Carl's Jr.: [@hardees](#) / [@carlsjr](#)
- KFC: [@kfc](#)
- Popeyes: [@popeyes](#)
- Chick-fil-A: [@chickfila](#)
- Wingstop: [@wingstop](#)
- Raising Cane's: [@raisingcanes](#)
- Starbucks: [@starbucks](#)
- Dunkin': [@dunkin](#)
- Tim Hortons: [@timhortons](#)
- Dutch Bros: [@dutchbroscffee](#)
- Peet's: [@peetscoffee](#)
- Subway: [@subway](#)
- Arby's: [@arbys](#)
- Jimmy John's: [@jimmyjohns](#)
- Jersey Mike's: [@jerseymikes](#)
- Panera Bread: [@panerabread](#)
- Taco Bell: [@tacobell](#)
- Chipotle: [@chipotle](#)
- Moe's Southwest Grill: [@moessouthwestgrill](#)
- Del Taco: [@deltaco](#)
- Qdoba: [@qdoba](#)

Thank you for taking action for animals and pushing for more plant-based options at top US restaurant chains. Together, we can make a difference!