

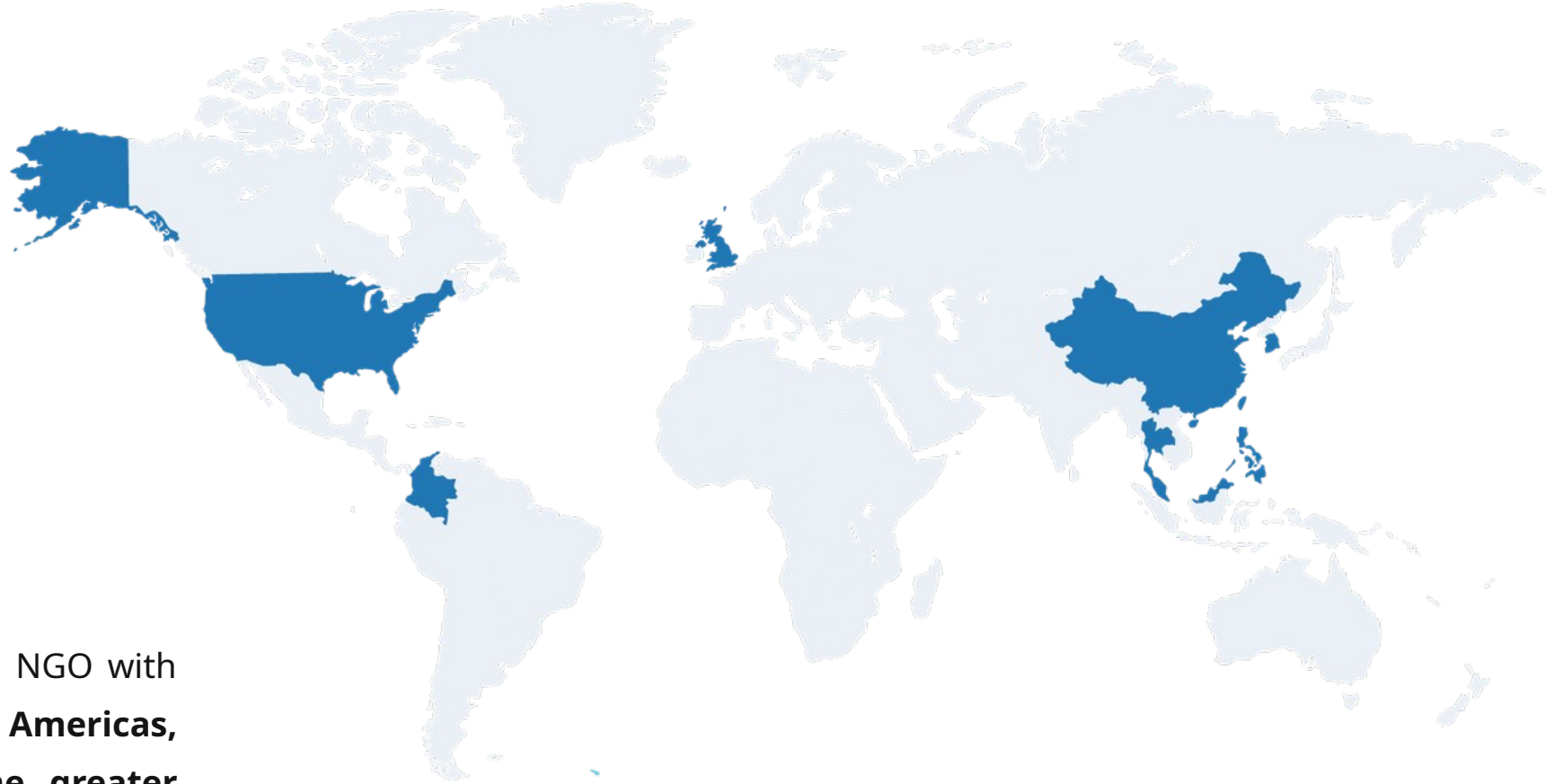


Plant-Forward Food Innovation As A Driver for Sustainable Tourism & Hospitality

WHO WE ARE

Lever Foundation

Lever Foundation is a U.S.-based NGO with team members **in Europe, the Americas, and across Asia, including the greater China region, Korea, the Philippines, Thailand, Malaysia, Singapore, and Indonesia.**



KEY AREAS

What We Work On

Lever Foundation has supported over 200 companies in strengthening sustainability across their food supply chains through two core program areas:

- **Plant-based food advancement:** Establishing policies and measurable targets to expand the use of plant-based foods, with end-to-end support to reduce reliance on animal protein.
- **Responsible animal protein sourcing:** Developing responsible sourcing policies to protect animal welfare across eggs, poultry, seafood, pork, and other animal protein sources.



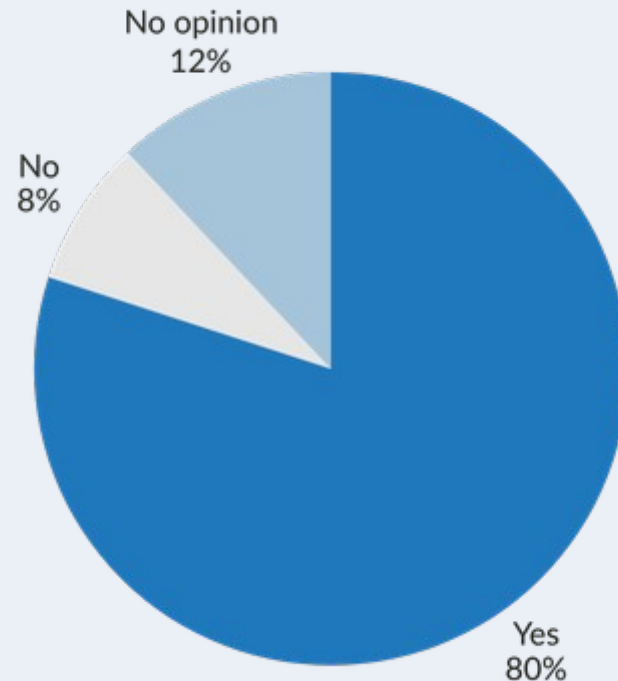
Can Plant-Based Food Be A Strategic Advantage – Not Just A Moral Choice?



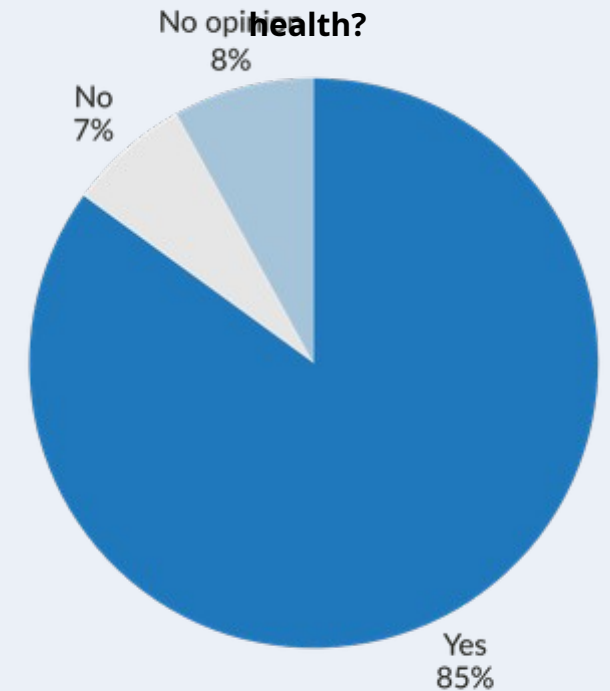
Consumer Demand For Plant-Based Food in Asia

- **85%** believe that restaurants should offer more plant-based foods to promote sustainability and public health.
- **80%** are more likely to patronize restaurants that set goals to increase their plant-based offerings.

Would you be more likely to patronize restaurants that set goals to increase their plant-based offerings?



Do you agree that restaurants should offer more plant-based foods to promote sustainability and public health?

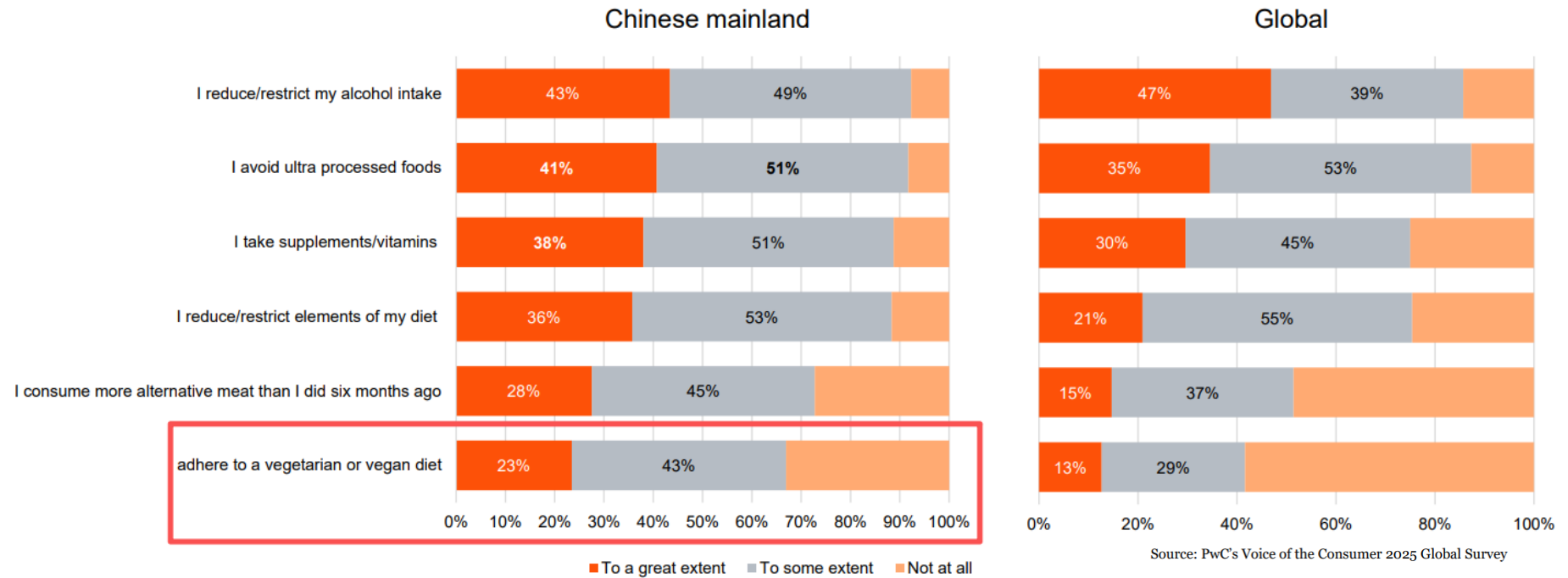


China Leads The Shift

PwC 2025 Global Consumer Survey:

- **23%** “to a great extent” follow a plant-based diet
- **43%** “to some extent”
- **66%** total – far above global average (42%)

Figure 7: To what extent do you make the following health-related choices in your diet?



Plant-Based Ingredients: A Treasure Trove for Profit & Brand



Cost, Value & Trust – Three Financial Drivers for Plant-Forward Menus

Cost optimization

Lower ingredient cost, higher reuse rate (broths, sauces, snacks from offcuts)

Value enhancement

Rename “cheap sides” as “healthy creative dishes” and “seasonal & local storytelling.”

Consumer trust

Calorie, protein, and fiber labeling and “health star” or “low-carbon” icons increase order rates.



Cultural Resonance – Leveraging Asia’s Deep Plant-Based Culinary Heritage

China: Food as medicine (药食同源) – harmonizing health, seasonality, and balance

Japan: Shojin ryōri – Zen Buddhist mindfulness, simplicity, and respect for seasonal ingredients

Thailand: Herb-intensive balance – using aromatic plants to create depth without heavy animal products

Indonesia: Tempeh & vegetable abundance—everyday proteins and vegetables in coconut-based preparations

Malaysia & Singapore: Nyonya & Buddhist vegetarian fusion—spice-forward, plant-based adaptations of local classics



Corporate Commitments to Plant-Based Food – Multinational Hotels Groups



Global

By 2030, 50% of hotel menu dishes globally will be vegetarian or plant-based.



Greater China

Committed to making 30% of all menu offerings plant-based by 2025.



Southern China and the Philippines

Will offer 30% plant-based dishes by 2025, rising to 40% by 2027.



Global

Committed to making 50% of all menu offerings plant-based by 2028.



Global

By 2030, 50% of hotel menu dishes globally will be vegetarian or plant-based.



Greater China and the Philippines

Committed to making 30% of all menu offerings plant-based by 2027.



The Philippines

Committed to making 30% of all menu offerings plant-based across all properties in the Philippines by 2029.



Pilot Brand

Piloting Orange Hotel as the pioneer, committed to making 70% of all menu offerings plant-based by 2025.

Corporate Commitments to Plant-Based Food – Multinational F&B Groups



Committed to making 50% of restaurant meals and 80% of packaged foods plant-based by 2025.



In 2021, Wagamama committed to making 50% of its menu plant-based.



By 2025, at least 30% of meals from brands will be plant-based or vegetarian.



Committed to making 60% of its menu plant-based by 2025.



By 2025, 44% of its residential dining menu offerings at more than 250 colleges and universities will be plant-based.



By 2026, 40% of the hotpot menu globally will be plant-based.

The Plant-Based Food Criteria in GSTC F&B Standard

A10.3. Where the organization offers food, the organization demonstrates a clear commitment to reducing reliance on animal-based ingredients.



The Plant-Based Food Criteria in GSTC F&B Standard—Guidance:

For à la carte and buffet-style restaurants

Compliance is demonstrated by ensuring that a substantial share of core food offerings (e.g. main dishes or complete meal options) are plant-based or predominantly plant-based, which is no less than 30%.



The Plant-Based Food Criteria in GSTC F&B Standard—Guidance:

For single-dish concepts, fixed degustation menus, street food vendors, or very small operations

Compliance may be demonstrated through alternative approaches, such as:

- Reformulating recipes to increase the proportion of plant-based ingredients and reduce animal protein content per serving;
- Adjusting portion balance so that animal protein plays a smaller role within the overall dish;
- Or offering optional plant-based or plant-forward variations of the core dish where feasible.



The Plant-Based Food Criteria in GSTC F&B Standard—Guidance:

In culturally specific food traditions

Compliance may be demonstrated by considering the entire meal composition rather than the main protein alone. For example, where meals are customarily served with a wide range of plant-based side dishes, mezes, salads, grains, or vegetables, these may be taken into account in assessing whether the overall offering meaningfully reflects a plant-forward balance.




The Plant-Based Food Criteria in GSTC F&B Standard—Guidance:

For operations where none of the above approaches can reasonably achieve a menu-based threshold

The organization is expected to demonstrate a documented transition pathway focused on reducing animal protein use per guest meal over time through recipe design, purchasing practices, or portion adjustments. Drinks, condiments, and minor garnishes alone do not qualify as plant-based offerings.



A close-up photograph of a person's hand pouring a golden liquid from a glass bottle into a stainless steel pan. The pan is on a stovetop and contains a mixture of vegetables including broccoli, tomatoes, and onions. Steam is rising from the pan, indicating it is hot. The background is dark and out of focus.

Lever Foundation's Plant-Based Initiative with the New GSTC F&B
Criteria:

How Lever Helps

RESOURCES AND SUPPORT

Policy Development & Benchmarking

Lever Foundation supports partners by reviewing existing menus to assess both the quantity and type of plant-based options currently offered. These findings are then evaluated against relevant industry practices and feasible standards to identify strengths, gaps, and opportunities for expansion.

The insights from this assessment are used to guide the development of realistic, data-informed plant-based food targets and sustainability policies.



RESOURCES AND SUPPORT

Stakeholder Education & Sales Enablement

Lever Foundation provides structured education and training on food sustainability to build a strong, evidence-based case for expanding plant-based food options and fostering stakeholder alignment.

This support is complemented by practical sessions focused on improving the performance and sales of plant-based offerings.



BusinessMirror
Wine & Dine

Monday, July 27, 2025

Local hospitality brand goes first in offering a plant-based menu

By ROBY VISCO
Contributor

MANY international hospitality brands are now slowly transitioning to a plant-based menu, given the fact that more and more diners have become increasingly aware of the value of taking care of their health and well-being while dining on diverse yet flavorful dining options.

Philippine hospitality brands are also treading this path to wellness by choosing to offer healthy, plant-based dishes and meat alternatives that their customers can dine on without the guilt and at the same time reduce the risk of chronic illnesses—and even help the environment—by consuming a smaller carbon footprint compared to meat-heavy food.

One such hospitality brand is Eco Hotels Philippines, who expressed its firm commitment to increase its plant-based menu offerings to 30 percent across all of its properties in the Philippines this year. This makes Eco Hotels Philippines the first true-blue, Pinoy-owned hospitality brand to concretize such a landmark and noteworthy plant-forward endeavor.



Eco Hotels



MASHED Backyard Taro



FARM Fresh Seasonal Vegetable Spring Roll

Food sourcing upgrade

AS such, it was lauded by international non-government organization Lever Foundation, which works with leading companies to help upgrade their food sourcing for a more humane, safe and sustainable supply chain, focusing on upgraded animal protein and plant-based foods, which worked with Eco Hotels Philippines in this initiative.

Research has shown that plant-based proteins generate up to 90 percent lower greenhouse gas emissions and require up to 50 percent less land and water use than animal proteins, and the United Nations Food and Agriculture Organization (FAO) has found that plant-based foods generate approximately 50 percent of our menu plant-based, we strengthen our mission to prioritize People, Planet, and Profit, while reinforcing our role as a sustainability leader in Filipino hospitality."

Leading by example

This development also builds on the company's expansion of its existing sustainability framework, making it a leader in eco-conscious hospitality as it incorporates innovative plant-based dishes while responding to growing consumer demand for environmentally responsible dining options.

These Cebu Hotels Are Leading the Shift to Plant-Based Menus in the Philippines

By Anay Mridul — Published on Oct 14, 2025 — Last updated Oct 14, 2025

VEGAN DINING GREEN BUSINESS PHILIPPINES



× FUTURE FOOD WEEKLY

RESOURCES AND SUPPORT

Public Relations & Marketing Support

Strengthening plant-based and sustainable food offerings policies aligns with growing consumer interest, strengthens brand reputation, and reduces food-related reputational risks. Lever Foundation supports partners by securing positive coverage in industry, mainstream, and social media, highlighting plant-based initiatives and progress.

Lever also provides sector-specific marketing guides with clear messaging recommendations and peer case studies on effective signage and promotions.



RESOURCES AND SUPPORT

Menu Inspiration

Lever Foundation curates plant-based menu inspiration resources, designed by professional chefs and tailored to each partner's dining concepts and brand identity.

These materials are created to help culinary and operations teams identify practical, appealing plant-based dishes that align with existing menus, kitchen capabilities, and customer preferences.



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