

**THOUGHTFUL
BITES**

Soch Sahi, Waste Nahi

Join India's Zero Food Waste Movement



Why Your Support Matters

Your efforts can build a zero-food waste culture for people, nature, and the climate. These collaterals have been provided to support you in bringing the change.



What's inside



Table Tent Cards for consumers to read insightful messages while they wait for their food. Suggested placement: Dining area, hotel rooms.

Posters that carry messaging to encourage mindful dining in a fun way. Suggested placement: Dining areas, lobby, lifts.

Badges that serve as a gentle reminder for the consumers to be mindful eaters.

Selfie-backdrop / Photobooth that celebrates thoughtful diners with messaging that praises them.

One-minute Animated Video that explains the problem of food waste and suggests measures to prevent it. Shared on a pen drive.

Jingle that motivates people to make mindful decisions and prevent food waste. Shared on a pen drive.

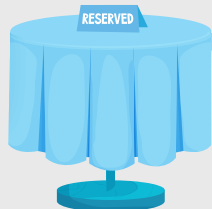
Digital Banners that are adapted from posters to help spread the message of mindful eating and reducing food waste digitally.

Goodie Bag for Zero Food Waste Champion Consumers that contains a card game, an informational flyer for consumers, consumer badges, and fridge magnets that promote mindful eating habits.

— More possible actions

Ring a Food Bell

- Consumers can ring a bell once they have completed their meal so that others can appreciate them and be motivated to follow suit



Offer special table reservations

- Star consumers who complete their meal as a reward for their next visit

Name a table

- In honor of the consumers as a token of appreciation for finishing their food.



Give incentives

- Complimentary desserts that can be served or packaged for takeaway
- Tie-up coupons with nearby stores can be offered to consumers
- Small complimentary items like muffins, chocolates, and candies to enhance consumer satisfaction.

Involve the staff

Front-of-house staff can be trained to:

- Explain portion sizes and meal components clearly to consumers
- Communicate meal-related information effectively



Add more ways to communicate



- Mention ingredient information in menus to promote transparency
- Short and engaging messages for staff uniforms and aprons
- Key campaign messages on tissue paper
- Messaging printed on cutlery or packaging
- Membership points

Inform about portion sizes

- Offer smaller portion sizes of dishes and help control the portion sizes.
- Include information about portion sizes in the menu



Learn more about food loss and food waste issue in India [here](#)

