

# REACHEAT

Every year, many of us make New Year's resolutions to eat better. These days, eating healthier isn't just a matter of personal wellbeing - we also have the health of the planet in mind. As food trends move increasingly in the direction of environmental consciousness, people are looking for options which align with these values. Consumers are hungry for information, and food chain players who can service this demand with clear insights will be best placed to succeed.

## WHAT IS THE CHALLENGE FOR RESTAURANTS?

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Restaurant dining is one of the greatest pleasures of our modern lifestyle, whether that means visiting your favourite eatery, trying somewhere new, or ordering directly to your door. But with environmental concerns preoccupying an ever-growing number of today's clientele, restaurants need to cater not only to the demands of flavour, but also to the growing desire for environmentally conscious meals. Offering menus designed with climate-friendly goals in mind is an easy way to keep pace with

consumer sentiment, attracting new, eco-conscious patrons to your establishment, as well as building loyalty and promoting innovation amongst your existing customer base.



**“THE FOOD WE PRODUCE AND THE FOOD WE BUY IS RESPONSIBLE FOR 60% OF GLOBAL NATURE LOSS AND GLOBALLY CONTRIBUTES OVER A THIRD OF TOTAL GREENHOUSE GAS EMISSIONS – NEARLY 19 TIMES THAT OF THE COMMERCIAL AIRLINE INDUSTRY.”**

**WWF PRESS RELEASE**

**“TO KEEP 1.5 DEGREES ALIVE, WE NEED ACTION FROM EVERY PART OF SOCIETY, INCLUDING AN URGENT TRANSFORMATION IN THE WAY WE MANAGE ECOSYSTEMS AND GROW, PRODUCE AND CONSUME FOOD ON A GLOBAL SCALE.”**

**UK ENVIRONMENT SECRETARY  
GEORGE EUSTICE.**

Reducing emissions and increasing efficiency across your menus doesn't only benefit the customer, it can also reduce overall costs. What's more, research suggests that up to 80% of UK adults are willing to pay more for socially positive meals. This means that putting sustainability at the forefront of your menu choices also supports competitive pricing strategies and greater profit margins on your meals.

"WE ARE, AFTER ALL, THE GREATEST PROBLEM SOLVERS TO HAVE EVER EXISTED ON EARTH. IF WORKING APART, WE ARE A FORCE POWERFUL ENOUGH TO DESTABILIZE OUR PLANET. SURELY WORKING TOGETHER, WE ARE POWERFUL ENOUGH TO SAVE IT."

**DAVID ATTENBOROUGH**

## WHY IS IT DIFFICULT FOR RESTAURANTS TO ACCESS THIS DATA?

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Before REACH EAT, the lack of readily available information made it difficult and expensive for restaurants to participate in sustainability initiatives. REACH EAT is here to change that. With our transparent, affordable, and easily digestible calculations, REACH EAT offers a wealth of accessible scientific data to help restaurants

understand and reduce their climate impact. What's more, our connected business allows us to directly join restaurants with suppliers, food brands and clientele who share their goals, expanding their network and increasing the rate of positive change across the food chain.

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## WHY DO RESTAURANTS NEED REACH EAT?

REACH EAT works with restaurants by helping them understand the most efficient and environmentally friendly ingredients and processes to use. This allows them to create greener menus, reduce waste, and attract clientele who want a dining experience that is both satisfying and sustainable.

### KEY BENEFITS



- Reduce the environmental impact of procurement and logistics of raw food materials.
- Empower and educate consumers, allowing them to compare the environmental impact of different menu options and make more environmentally friendly choices.
- Assess and improve the environmental impact of food production and menu creation processes.
- Increase transparency around compliance and traceability of food products and their origins.
- Increase customer retention by promoting values-driven innovation amongst existing clientele, alongside attracting new clientele who share these goals