



Beans is How and its partners have launched a new engagement initiative to encourage restaurants, caterers, cafés, schools, and other food providers to include **#beansonthemenu**.

Join us to help double bean consumption globally by 2028.

How to Join:

Step 1. Learn [Why beans](#) are a simple and affordable solution to our global climate, health, and cost-of-living challenges.

Step 2. Design a delicious beans-based dish and add it to your menu.

Step 3. Register as a participant at www.beansishow.com/menuchallenge

Step 4. Look out for the Beans is How Menu Challenge 'Welcome email' in your inbox. This includes additional digital or printable resources to promote your participation.

Step 5. Share your story

- Share your bean-spirational dish and a personal statement on social media to show why you put #beansonthemenu
- Invite influencers and the media to try your bean dish and help spread the word.
- Track bean inventory and consumption over time and be featured in a case study on our blog or annual report.

Step 6. Encourage others to put #beansontheMenu

- Donate a recipe to be featured on the Beans is How website.
- Film the preparation of your dish for the at-home-chef to recreate.
- Challenge other establishments in your city to put #beansonthemenu.
- Host a "Battle of the Beans" with other chefs.

www.beansishow.org
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[@beansishow](https://twitter.com/beansishow)
[#beansonthemenuchallenge](https://hashtagger.com/#beansonthemenuchallenge)