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](http://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](http://www.beansishow.org)
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@beansishow
#beansonthemenuchallenge