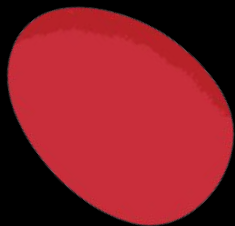
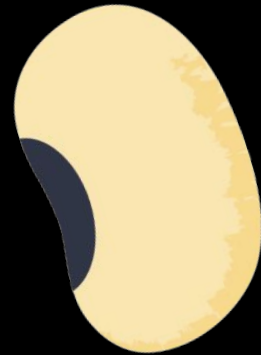




**Beans  
is How**

**Menu Challenge**

**#beansonthemenu**



# About

**Join us to double global bean consumption by 2028 and put #beansonthemenu!**

Targeting restaurants, caterers, cafés, schools, and other food providers, this initiative aims to get more bean dishes on menus globally, making beans a desirable food choice.

It highlights the unique role chefs can play in showcasing the versatility and tastiness of beans while influencing dietary trends and behaviors towards affordable, healthy, plant-forward diets.



**For all social promotion:**

Instagram & Twitter: @BeansisHow  
#beansonthemenu #beansishow



# Joining is easy! Just follow these steps:

[www.beansishow.org/menu-challenge](http://www.beansishow.org/menu-challenge)

1. **Learn** why beans are a simple and affordable solution to our global climate, health, and cost-of-living challenges
2. **Register** as a participant
3. **Look** for the 'Welcome' email in your inbox
4. **Design** a delicious bean-based dish and add it to your menu
5. **Share** your story
6. **Encourage** others to put #beansonthemenu

# This toolkit will explain:

1. Suggested ways to promote your participation:
  - a. Available resources to download
  - b. Ideas to promote your involvement and inspire more chefs to join the challenge
2. Social media assets and language
3. FAQs about the value of beans & challenge parameters.



# Promoting your Participation **#beansonthemenu**



# Available Resources

- **Digital / downloadable:**

- How to guide
- QR code & logo
- Social media assets
- Educational resources about beans

- **Printable resources:**

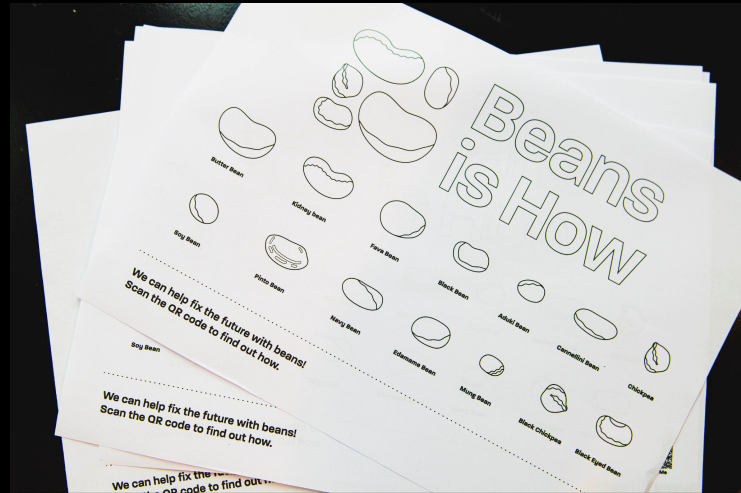
- Postcard flyer
- One page information sheet
- Table tent cards
- Colouring sheet

- **Other available resources:**

- Certificate of participation
- Design files - Beans is How T-Shirts, Tote bags, Pins, patches and stickers
- Recipe inspiration
- “Battle of the Beans” concept

**Link to download:**

<https://www.dropbox.com/sh/yps0k3ve8p1gq0c/AAAnXpJAvupCF64PN5RATpMa?dl=0>




**How do we tackle climate change from the dinner table, enjoying meals that don't cost the Earth?**

Chefs can play a pivotal role in showcasing the versatility and tastiness of beans, influencing behaviour shifts towards affordable, healthy, plant-forward diets.

Join our mission to **double global bean consumption** by 2028.

Get involved  
#beansonthemenu  
@beansishow




**Beans is How**

This is to certify that

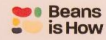
**Persons Name**

has joined the challenge to put #beansonthemenu, helping Beans is How double global bean consumption by 2028.

[www.beansishow.org](http://www.beansishow.org)

**Beans is How**



## TRUE OR FALSE?

Growing more beans has many environmental benefits.

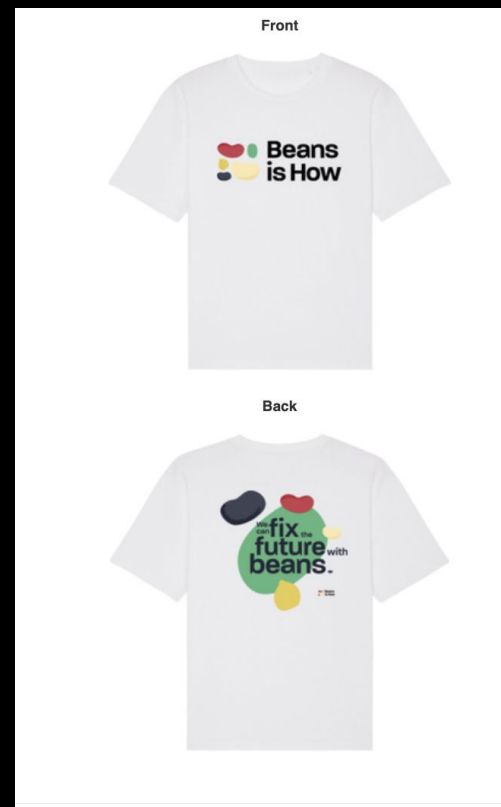


## Looking for a food choice that is:

- ✓ Nutritious?
- ✓ Delicious?
- ✓ Good for the Planet?







# Share Photos and/or Narrative:

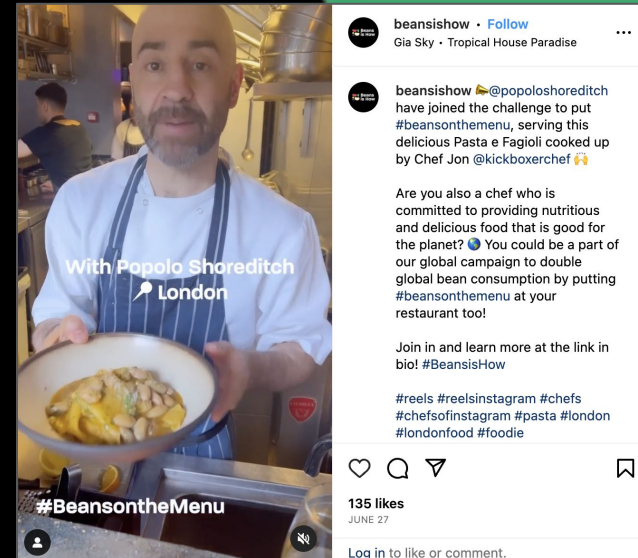
Share high quality photos (both portrait and vertical) of:

- Delicious plated dishes featured at your restaurant
- Chef preparing the dish
- Beans is How swag at your establishment



# Send a Vertical Video:

- **Format:** 60-90 sec video; Collaborative IG post with @beansishow
- **Suggested talking points:**
  - "My name is, and I am [title]"
  - "I've joined the challenge to put beans on the menu"
  - Describe how & why you're putting beans on the menu (highlight a specific dish, or how it's integrated into multiple!)
  - Share a call to action, ie: "Come visit us" "You can try this recipe at home; I encourage you to try cooking with this ingredient"
- **Additional B-Roll content to work in:** Preparation of the dish, video of the Beans is How logo / swag in your establishment.
- **Support we can provide:** Compiling a final edit, adding branding, in some cases we can come capture content in your establishment if desired.



**EXAMPLE:**

[https://www.instagram.com/p/Ct\\_ZnI9I3jy/](https://www.instagram.com/p/Ct_ZnI9I3jy/)



# Have your recipe featured:

- Fill out this ([form](#)) to be featured on our website, socials, and perhaps at future events
- Take 3-4 high-quality photos of your dish (portrait and vertical)
- Share a short bio and headshot
- Share a short statement about the dish and why you're excited about it (300 words)
- Share a step-by-step video preparing the dish (optional)

**EXAMPLES:** <https://beansishow.org/get-involved/>



Preparation time: 10 min    Cooking time: 30 min    Serves: 750ml

**Chef Mokgoditsweng**

**Ingredients:**

250g butternut squash, peeled and cubed.  
1 tablespoon olive oil  
1 garlic clove finely grated.  
100g dried chickpeas (which must be soaked) or 400g chickpeas, drained with the water reserved for use as aquafaba.  
1 tablespoon peanut butter  
Juice of ½ lemon  
1 teaspoon ground cumin  
¼ cup olive oil  
salt and pepper to season  
For topping  
50g feta  
handful sunflower seeds, roasted.  
fresh herbs

**Method:**

- Preheat oven to 200C and brush the roasting tray with oil.
- Place the butternut squash on the roasting tray and roast for 20-25minutes, until the butternut squash is cooked. Allow to cool.
- In a blender or food processor, blend butternut, oil, garlic, chickpeas, peanut butter, lemon juice and cumin together.
- Season with salt and pepper and add a little water if the mixture is not blended smoothly.
- Scoop the hummus into a serving bowl and top with crumbled feta cheese, chopped herbs and toasted seeds.
- Serve with crackers or vegetables as part of a grazing board.

\*My granny grew butternut squash in her allotment garden, she would use the whole plant, from seed, which she dried and roasted for snacking, to the skin which she roasted into crispy chips, and the flesh which she used to make all sorts of dishes and for baking.

For this recipe, I use canned chickpeas, but dried chickpeas also work well for this recipe. If using dried chickpeas, you need to soak them in water overnight or for at least 4 hours before using. This helps with cutting down on the cooking time, which is a great energy and time saver. If using canned chickpeas like me, drain them and keep the water to use as aquafaba, a protein rich water that can be used in vegan baking and cooking. The chickpeas are the real hero of this dish as they add protein and depth of flavour to the hummus. The feta cheese in this recipe adds saltiness and the seeds add crunchiness to the hummus.

Double global beans consumption by 2028



# Promote your efforts to put **#beansonthemenu**

- **Invite influencers and the media to:**
  - Try your bean dish
  - Learn about the benefits of beans
  - Help spread the word about the Menu Challenge
- **Track bean inventory and consumption over time.** Share the outcomes to be featured in a case study on our blog or annual report.
- **Share Bean-y blogs, quote or personal statement about why you put #beansonthemenu.**



# Encourage others to put #beansonthemenu

- **Challenge other establishments to put #beansonthemenu:**
  - Create a social media post tagging other chefs or establishments
  - Download our flyer and other printable assets to bring to local businesses
  - Share why Beans is How we can fix the future with the Beans is How presentation
- **Host a “Battle of the Beans” with other Chefs to explore the versatility and tastiness of beans.**



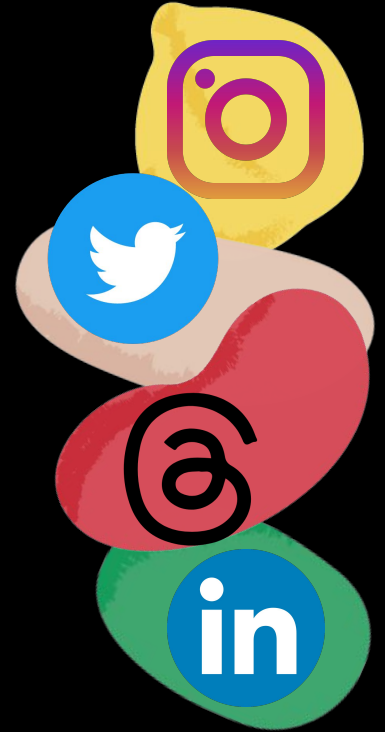
# Social Media

**#beansonthemenu**



# Sample social media language:

- We've joined the challenge to put #beansonthemenu! Visit us to try our delicious new dishes & learn why we are helping @beansishow double global bean consumption: [www.beansishow.org](http://www.beansishow.org)
- Looking for the next delicious, nutritious, trending superfood? Everyone is raving about beans! Come try the new dish we've whipped up at [RESTAURANT NAME]. Learn why @beansishow we can fix the future at [www.BeansisHow.org](http://www.BeansisHow.org) #beansonthemenu
- We are committed to providing healthy, environmentally friendly food. That is why we put #beansonthemenu. Visit us to try our new [DISH DESCRIPTION]. @beansishow
- What's tiny but mighty, is good for you and the planet, and has been eaten around the world for millennia? We've joined the @beansishow international call to action to put #beansonthemenu.





# Social Media Imagery



# FAQ

[#beansonthemenu](#)



# What is Beans is How?

**A campaign to fix the future by doubling global bean consumption by 2028.**

Over the next few years, we aim to make beans visible, exciting, desirable and necessary.

To learn more, visit [www.beansishow.org](http://www.beansishow.org)



# Why are beans so amazing?



## **BEANS ARE NUTRITIOUS!**

Beans are nutrient-dense, rich in protein and dietary fibre, which is great for gut health. They have no cholesterol, are low in fat and rich in micronutrients including iron, potassium and B vitamins like folate.

## **BEANS ARE GOOD FOR THE PLANET!**

Incorporating beans into agricultural practices can improve soil and water quality. Beans reduce the need for synthetic fertilizers by converting atmospheric nitrogen into a plant usable form. They use less water than many other crops, helping to conserve water.

## **BEANS ARE CULTURALLY RESPONSIVE & AFFORDABLE!**

Beans have been part of many global cuisines for millennia. You can purchase them dry, canned or jarred and they are shelf-stable and store for long periods of time.

# Are there guidelines for my bean dish?

## BEANS ARE VERSATILE AND DELICIOUS!

Push the boundaries of how the bean is used in your dish:

- They can be eaten for breakfast, lunch, dinner, or in between as snacks.
- They can be served as standalone dishes, or incorporated into sauces, spreads, desserts, beverages and as toppings.
- They can be elevated to fine dining, or gourmet street food.

## THERE ARE HUNDREDS OF VARIETIES OF BEANS

You can use beans, peas, lentils or any pulse in the larger Fabaceae family. We invite you to explore the diversity of bean, including local varieties, the more the better!

Looking for recipe inspiration? [Check out these dishes](#)



# How do I register?

**FOLLOW THIS LINK TO SIGN UP:** [www.beansishow.com/menuchallenge](http://www.beansishow.com/menuchallenge)

Prepare your submission in advance:

1. About the business/ establishment
2. About the chef
3. About the dish (this is optional if you are not yet ready to share)

**Look for the welcome  
email in your inbox!**



**Now that you've  
'bean there, done that'...**

**Let's put  
#beansonthemenu  
and double bean  
consumption globally  
by 2028!**

**[info@sdg2advocacyhub.org](mailto:info@sdg2advocacyhub.org)  
[@beansishow](https://www.instagram.com/beansishow)**

