

Menu Challenge

#beansonthemenu



Social Media Toolkit

In June 2024, Beans is How is inviting restaurants, caterers, cafés, schools, and other food providers to put more #beansonthemenu across the UK, making beans and other pulses a visible, desirable food choice.

Also called the Bean Menu Challenge, this initiative highlights the unique role chefs can play in showcasing the versatility and tastiness of beans while influencing dietary trends and behaviours towards affordable, healthy, delicious food choices.

Beans are a simple, affordable solution to our global health, climate and cost of living challenges. They are nutritious, good for the planet, affordable, and delicious. Join the [Beans is How](#) mission of doubling global bean consumption by 2028!

Quick references:

- Website: www.beansishow.org/menu-challenge/uk2024/ and www.beansonthemenu.com
- Tag @beansishow & use hashtags #beansonthemenu #beansishow
- Feel free to request collaboration on Instagram posts
- **Social media imagery and videos** [here](#)

Social Media Guidance

Below you will find social media messaging you can use to promote the challenge and your participation.

Promote the challenge

- Calling all UK-based Chefs and food service managers! This June 2024, join the challenge to put more #beansonthemenu across the UK. As trusted voices, chefs have the unique ability to showcase the versatility and tastiness of beans, making them a visible and desirable food choice. Learn how to join at www.beansishow.org.
- This June 2024, we want to see more #beansonthemenu in the UK. Beans are nutritious, good for the planet, affordable and delicious! Join the challenge by visiting @beansisHow www.beansishow.org

Promote your participation (food service / restaurant)

- 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
- Looking for the next delicious, nutritious, trending superfood? Everyone is raving about beans! Come try the new dish we've whipped up at [ESTABLISHMENT NAME]. Learn why @beansishow we can fix the future at 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]. See you soon! @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

Why beans?

- Beans are not just for vegetarians or those on a budget—they're a delicious, nutritious choice for everyone! Packed with fibre, protein, and essential nutrients, beans are a versatile food, and that's why we want to see #beansonthemenu www.beansishow.org
- Did you know that 180g (1 cup) of cooked beans provides almost half of your daily recommended fibre? Improve your digestive health, feel fuller longer, and reduce your risk of chronic diseases by putting #beansonthemenu. See great recipes at www.beansishow.org
- How can you tackle climate change from the dinner table? Beans are good for the planet, enhancing soil health through nitrogen fixation. They use less water and emit fewer greenhouse gases than other protein sources. Their long shelf-life helps prevent food waste, making them a great, healthy pantry staple. Let's ge more #beansonthemenu! www.beansishow.org