

**Planetarians**

# Cost Cutting Playbook

**Will the price of healthy meals  
cut itself?**

**Will students perform well  
without proper nutrition?**

**Could the planet use our help?**



**Let's do it then.**

# Step 1: Buy Planetarians Savory Strips



**Save money**



**Save time and staffing**



**Protein your customers want**



Ask your rep about availability at: **Goldstar #154292, Sysco #7283247, US Foods #1042711**

# Step 2: Attract attention with posters in cafeteria



Create **awareness**



Generate **good vibes**



See **smiles**

Link to poster: ([PDF to print](#))

## Fun Fact.

Planetarians

### Eating Planetarians Vegan Meat once a week equals planting 19 trees

Every kg of Planetarians Vegan Meat reduces 32 kg of carbon dioxide (compared to animal meat production)

A US person consumes 102 kg meat per year

A tree absorbs ~25 kg of CO2 per year

### Inspire others Eat Healthy



	Carbon footprint	Water use	Resource consumption
Planetarians	265	0.27	2.56
Beyond meat	2,380	6.44	31.83
U.S. Beef	32,628	1,925	83.78

Impact per kg      g CO2 eq      Liters      MJ

Life Cycle Assessment Study completed by IMECON, 2022

# Step 3: Enable talks with leaflet and nutrition facts



**More protein** than beef?



**The fiber** of an apple?



**Clean ingredients?**



**120x lower GHG emissions?**

Link to leaflet: ([PDF to print](#))

**Planetarians**  
Planetarian Savoring Strips  
As affordable as chicken  
More protein than beef + Fiber of a one apple

Optimize your budget!  
**Deliver quality that everyone** ❤️  
Save money, Save time.

72% acceptance rate by students    2-ingredient clean label    Versatile whole cuts    Ready to Heat and Serve    100% Plant based

## Tastes great! ★★★★★

"The thing we liked the most is the texture and the ability to absorb other flavors. I had not seen it in any other meat alternative products. We're really excited that tons of our students are really enjoyed Planetarians!"

*Randal "R.J." Lane,  
Cenra Costa Unified School District Chef, serving Planetarian savory strips to kids in 23 schools.*

Per 4 oz	Animal meat		Plant-based Minced Meat		planetarians Vegan Meat Whole Cuts	Tofu
	Chicken whole	Beef ground	Impossible burger	Beyond burger		
Protein, g	31	16	20	21	28	10
Fiber, g	0	0	3	3	7	0
Fat, g	16	32	15	15	3	5
Calories	270	373	240	230	200	87
Number of ingredients	2	2	50	64	2	2



**Eating Planetarians Vegan Meat once a week is equal to planting 19 trees**

An average person in the US consumes 224.6 lb of meat per year. 1 lb of Planetarians meat prevents 32 lb of CO2 emissions compared to beef. An average tree absorbs approximately 55 lb of CO2 per year.

Switching to Planetarians meat once a week is equal to planting 19 trees.

# Step 4: Save time with proven recipes and video tutorials



**Tex-Mex**



**Tikka Masala**



**Sweet Chili**



**Fryer tutorial**

Planetarians Orange Chicken style strips with rice



Tex Mex strips with tostada rice bowl, loaded nachos or SW taco salad

Tikka Masala w/savory strips over brown rice w/steamed vegetables



Link to popular recipes: ([Popular recipes](#), [Video Tutorials](#), [Full recipe book](#))

[planetarians.com/what](https://planetarians.com/what)

# Step 5: Capture their reactions with QR-code



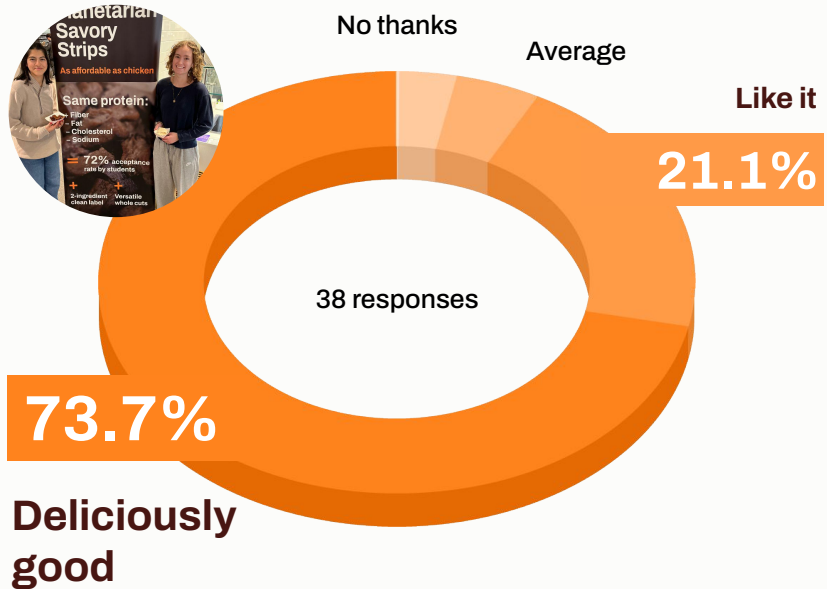
How tasty did you find Savory Strips?- **To warm up the Q&A**



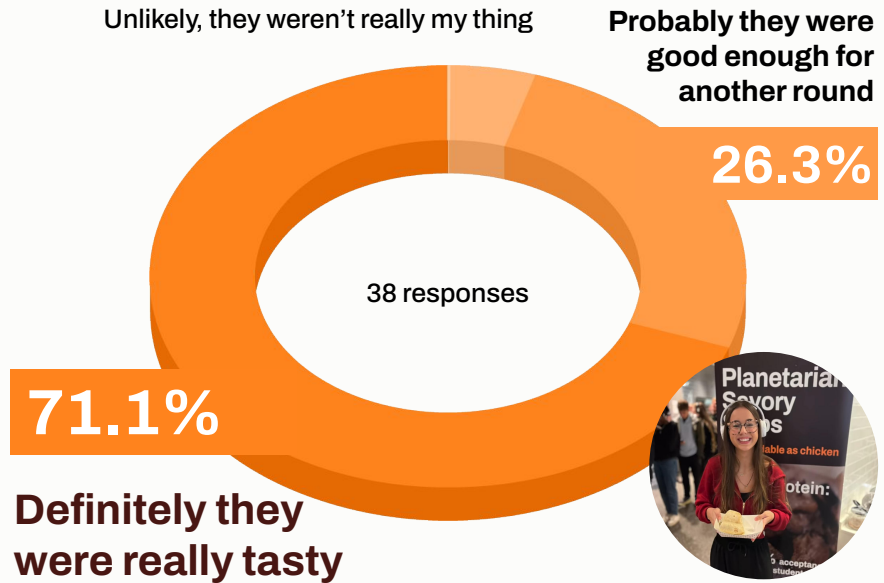
Should **Savory Strips** be added to the dining hall?



# How tasty did you find the Savory Strips?



# Should Savory Strips be added to the dining hall?



# Share best practices with your colleagues



*It tastes like meat, I'm surprised! I really am.  
It shocked me!*  
The University of Texas at Austin, Dining Staff



**If you are looking for a sustainable meat, this is the one folks!**

Keith Morrison, The University of Texas at Austin Culinary Director



Planetarians





# You're in good company!

Ask your rep about  
availability at **Goldstar,**  
**Sysco, US Foods:**



**Item number-122206**  
**Planetarians Savory Strips**



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