



EDGY VEGGIES TOOLKIT

HOW TO INCORPORATE TASTE-FOCUSED LABELING
TO ENCOURAGE HEALTHIER EATING

YOU ARE:

A restaurant manager, chef, parent, or someone else who influences what other people eat.

THE PROBLEM:

People think healthy foods are depriving and bland, and so avoid them.

THE SOLUTION:

Describing the tasty and enjoyable attributes of healthy foods makes people more likely to choose them

THE RESULT:

People eat and enjoy more vegetables and plant-based foods, which help fight chronic disease and support sustainable planetary health.

EDGY VEGGIES TOOLKIT PARTNERS



WHAT IS A TASTE-FOCUSED LABEL?

Taste-focused labels elevate diners' expectations of a positive taste experience with vegetables and other plant-based foods. They do so by using words that elicit expectations of:

1. specific flavors (e.g., ingredients or preparation methods), and
2. positive experiences, by using words that are:



OLD-FASHIONED **SIZZLIN'** SPLASHED
NEW ORLEANS CARMELIZED MOUTHWATERING
GLAZED ABUELITA'S **HOMESTYLE**
SHANGHAI **INSPIRED** PROVENCE
BOLDLY COUNTRYSIDE **JUICY** MAMA'S
CREAMY TAVERN STYLE TWISTED **THAI**
CLASSIC

WHAT *ISN'T* A TASTE-FOCUSED LABEL?

Touting health qualities

People already know that vegetables are healthy, but many don't know that they can be tasty and enjoyable. Your job is to emphasize flavor and experience!

Merely listing ingredients

While still better than touting health qualities, this doesn't give expectations of a positive experience.

Using vague positives

Describing a dish as "awesome" or "wonderful" doesn't provide specific flavor expectations and is too vague to work.

Using fancy language

Describing a dish as "ebullient" or "viridescent" doesn't provide specific flavor expectations and diners may avoid it because they don't know what it means.

HOW TO USE THIS TOOLKIT

STEP 1: SELECT A HEALTHY DISH TO PROMOTE

Toolkit users should focus on giving edgy descriptions to healthy foods that can benefit from taste-focused language the most. Those include vegetables, whole grains, legumes, fruits, and plant-based entrées. Foods like pizza, burgers, and fries often enjoy rich labels and don't need to be described differently.

STEP 2: MAKE SURE THE DISH TASTES GOOD

Naming raw and unseasoned brussels sprouts “spellbinding” or bland eggplant “exciting” may backfire, as diners could feel deceived. The best approach is to prepare delicious veggies and label them that way. To do so, select fresh ingredients with complimentary seasonings. The best edgy veggie dishes often include two or more fruits and vegetables to build flavor. Below are some examples:

- Butternut Squash With Apples and Sage
- Brussels Sprouts With Pomegranate and Lemon
- Watermelon With Mint and Basil
- Green Beans With Garlic and Onion
- Zucchini With Basil and Oregano
- Cucumbers With Mint and Dill
- Carrots With Ginger and Citrus
- Sweet Potatoes With Nutmeg and Cinnamon
- Cauliflower With Lemon and Garlic

STEP 3: CREATE A TASTE-FOCUSED LABEL FOR YOUR DISH

Get your whole team involved! It's easier and much more fun to talk about dishes with other people. Your goal is to list as many new ideas as you can. Refrain from critiquing or criticizing. Often, ideas that seem unpromising can turn out to be food-description gold. Follow the directions below to come up with creative labels or use the labeling cheat sheets in this toolkit that the SPARQ team has put together.

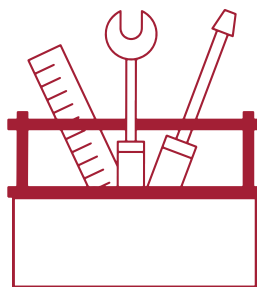
1. **Don't Say “No”:** Avoid food descriptors that suggest deprivation, such as “healthy,” “light,” “low,” and “reduced.” Also, think twice about using health-positive words like “high fiber” and “vitamin packed.” Many people already know that vegetables are healthy but don't expect them to be flavorful, so your job is to emphasize flavor.

2. **Survey All Five Senses:** How would you describe this dish to someone who has never tried it?
 - a. What does it taste like? *Examples: Sweet and Spicy Squash, Ginger-Citrus Carrots.*
 - b. Look like? *Examples: Rainbow Chard, Sunny Yellow Curry.*
 - c. Feel like? *Examples: Silky Smooth Yogurt, Crispy Kale Chips.*
 - d. Smell like? *Examples: Cumin-scented Parsnips, Fragrant Lemon and Herb Broccoli.*
 - e. Sound like? *Examples: Sizzlin' Skillet Green Beans.*
3. **Place It:** What location, culture, or time period does this dish come from? *Examples: Tuscan Salad, Moroccan Tagine, Fisherman's Stew, Beekeeper's Quinoa, Ancient Grain Bowl, Thanksgiving Apples.*
4. **Mention the Method:** How was this dish prepared? *Examples: Slow-cooked Spanish Carrots, Pan-fried Eggplants with Soy-ginger Sauce, Butter-braised Asparagus.*
5. **Nod to Naughty:** Can this dish make diners feel relaxed, casual, and maybe even a little sinful? *Examples: Dirty Veggie Po' Boy, Sloppy Joes, Indulgent Endives, Luscious Leeks, Edgy Veggies, Naughty Nuts.*
6. **Tout a Trend:** Does the dish follow a food fad? *Examples: Street-style Tacos, Farm-to-table Salad, Hippie Bowl.*

If you're stuck, use the cheat sheets in this toolkit that provide label names grouped by vegetables and edgy words grouped by themes.

STEP 4: EVALUATE YOUR PROGRESS AND SHARE YOUR STORY

Now that you've constructed a list of edgier names for your dishes, consider the people who eat in your establishment. Choose which you think will appeal most to the typical person who eats in your venue, rather than the ones you personally like best. To evaluate the impact of this toolkit on diners, food managers should give a sample of diners the pre-toolkit survey before doing the dish-labeling activities and the post-toolkit survey after doing the dish-labeling activities. The survey is available as part of this toolkit or online at sparqtools.org/edgyveggies.



EDGY LABELS BY VEGETABLE



Arugula	Chef's Favorite Homestyle Baby Arugula	Cabbage	Lemon and Melted Butter-braised Cabbage
Asparagus	Ultimate Chargrilled Asparagus	Cabbage	Tender Butter-braised Cabbage with Bright Lemon Zest
Beets	Dynamite Chili and Tangy Lime-seasoned Beets	Cabbage	Sizzlin' Cajun-style Cabbage
Beets With Oranges	Twisted Citrus-glazed Beets	Cabbage	Southern-style Country-fried Cabbage
Bok Choy and Mushrooms	Tangy Ginger Bok Choy and Shiitake Mushrooms	Carrots	Maple-glazed Carrots with Herbs and Lemon
Broccoli	Sesame Garlic-roasted Broccoli with Creamy Tahini Sauce	Carrots	Caramelized Slow-roasted Carrots
Broccoli	Asian-inspired Sesame-glazed Broccoli	Carrots	Mouthwatering Slow-roasted Carrots with Olive Oil Drizzle
Broccoli	Flavorful Garlic and Herb Slow-roasted Broccoli	Carrots	Twisted Citrus-glazed Carrots
Broccoli and Cauliflower	Tender Oven-roasted Broccoli and Cauliflower	Carrots	Juicy Slow-cooked Rotisserie Baby Carrots
Brussels Sprouts	Tender Roasted Brussels Sprouts and Crispy Shallots	Carrots and Broccoli	Zesty Chili-garlic Carrots and Broccoli
Brussels Sprouts	Hickory-smoked Bacon and Chargrilled Brussels Sprouts	Cauliflower	Zesty Buffalo-garlic Cauliflower Bites
Brussels Sprouts	Tender Caramelized Brussels Sprouts With Olive Oil Drizzle	Cauliflower Mash	Creamy Homestyle Cauliflower Mash
Brussels Sprouts	Autumn Harvest Tender Brussels Sprouts	Collard Greens	Mama's Classic Salt n' Pepper Collard Greens

EDGY LABELS BY VEGETABLE

Corn	Salt n' Pepper Oven-roasted Corn on the Cob	Peas	Tavern-style Sizzlin' Sweet Peas
Corn	Autumn Harvest Sweet Corn on the Cob	Roasted Squash	Caramelized Slow-roasted Squash Medley
Corn	Rich Buttery Roasted Sweet Corn	Roasted Vegetables	Mouthwatering Slow-roasted Rotisserie Vegetables
Creamed Corn	Ultimate Creamy Parmesan Sweet Corn	Spinach	Classic Citrus-splashed Spinach
Creamed Corn	Southern Classic Creamed Sweet Corn	Spinach	Abuelita's Famous Guatemalan Spinach
Creamed Spinach	Southern-style Creamed Spinach and Caramelized Onions	Squash	Aromatic Thai Curry Kabocha Squash With Zesty Ginger
Edamame	Asian Sesame-glazed Edamame	Squash	Savory Balsamic and Herb-glazed Butternut Squash
Eggplant	Shanghai-spiced Glazed Eggplant	Squash	Artisan-glazed Butternut Squash With Sage and Brown Sugar
Green Bean Casserole	Hickory-smoked Bacon and Green Bean Casserole	Squash	Homestyle Brown Sugar-glazed Acorn Squash
Green Beans	Sizzlin' Szechuan Green Beans With Toasted Garlic	Squash	Ultimate Glazed Butternut Squash Wedges
Green Beans	Classic Hickory-smoked Bacon Green Beans	Squash	Twisted Garlic-ginger Butternut Squash Wedges
Green Beans	Chef's Favorite Toasted-almond Green Beans	Squash With Spinach	Smoky Butternut Squash and Delicious Curried Spinach
Green Beans	Old Fashioned Country-style Green Beans with Bacon	Sweet Potatoes	Slow-roasted Curry Sweet Potatoes With Fragrant Ginger and Garlic
Green Beans	Sizzlin' Garlic-parmesan Skillet Green Beans	Sweet Potatoes	Zesty Ginger-turmeric Sweet Potatoes
Green Beans	Sweet Sizzlin' Green Beans and Crispy Shallots	Turnips	Herb n' Honey Balsamic-glazed Turnips
Kale	Deluxe Sauteed Kale With Rustic Garlic and Onions	Vegetable Ratatouille	Fragrant Herbes de Provence Vegetable Ratatouille
Leeks	Tender Braised Leeks With Lemon Zest	Vegetables	Caramelized Balsamic and Herb Vegetable Medley
Lima Beans	Cajun-style Smoky Lima Beans	Vegetables	Bourbon Street Smoked Vegetable Jambalaya
Mushroom Barley Stew	Slow-simmered Sage and Rustic Mushroom Stew	Zucchini	Tuscan-style Fire-roasted Zucchini and Tomatoes
Mushrooms	Boldly Roasted White Button Mushrooms With Olive Oil Drizzle	Zucchini	Slow-roasted Caramelized Zucchini Bites
Okra With Tomatoes	New Orleans-style Okra and Creole Tomatoes	Zucchini and Tomato	Panko-cruste d Parmesan Zucchini and Tomato Medley

EDGY WORDS BY THEME

AMERICAN REGIONAL

Southwest, Southwestern, Southern, Western, Northern, Philly, California, Maine, New Orleans, Hawaiian, Nashville, NY, New York, Atlantic, Brooklyn, Carolina, Napa, Texas, Boston, Wisconsin, Daytona Beach, Idaho, Alaska, Alas-kan, Baltimore, Bayou, Louisiana, Pacific, Cali, Californian, Colorado, Dakota, Hollywood, Kansas City, Nantucket, Americana, Sedona, Sierra, Smoky Moun-tain, St. Louis, North Beach, Key West, East Coast, Bourbon Street, American, Santa Fe, Coastal, Cajun

ARTISAN

Artisan, craft, crafted, handcrafted, hand-cut, hand-breaded, hand-carved, hand-folded, hand-chopped, hand-battered, hand-dipped, hand-made, hand-tossed, hand-wrapped, hand-rolled, by hand, hand-pressed, hand-prepared, hand-twisted, hand-shucked, hand-seasoned, organic, aged, grade, premium, delicate, culinary, natural, pure, finest, handbreaded, handmade, refined, slow, slowly, fancy, imperial, certified, market, thinly, gourmet, peak

CHOICE

Choice, choices, choose, any style, substitute, specifications, options, pick, your way, your own, your liking, your favorite, you like, way you want, select, variety, alternative, choosing, request, requested

EXCITING

Infused, fiery, tropical, twist, twisted, swirled, thunder, turbo, feature, secret, kick, crazy, street, rockin', splash, ripped, unique, spellbinding, ragin', bang, buzz, firecracker, banzai, primetime, action, adventure, blasts, festival, inspired, limited, luau, meltdown, overdrive, sombrero, transform, upgrade, corkscrew, jammin', jump, kaleidoscope, kickin', mojo, rainbow, slam, swirl, zest, magic, power, featuring, dive, deepest, debut, creation, boost, bloomin', packs a punch, butterflyed, crushed, knock, shaken, shaking, sizzlin', sizzling, rooty tooty, jallelujah-spiced, new level, not just your standard, build, create, fiesta, go wild, smashed, steel-drum band, you won't find, high gear, surfer, heck-yeah, roll up your pants, roped, trip, upside-down, wave, yeah baby

FARM

Farm, farms, farmer, farmers, farmhouse, farm-raised, field, harvest, organic, country, countryside, smokehouse, sawmill, natural, ripe, vine-ripened, raised, seasonal, free-range, cage-free, wild, garden, root, sprouted, groves

FOREIGN

Asian, Italian, French, Tuscan, Thai, Mexican, Belgian, Baja, Mediterranean, Mongolian, Korean, Cantonese, Jamaican, Sichuan, Mandarin, Greek, Chinese, Aussie, Danish, Vietnamese, Caribbean, Argentinean, Hunan, Bavarian, British, Canadian, German, Montreal, Sicilian, Bolognese, Chilean, Cuban, Dutch, England, English, Fuji, Italiano, Italy, Milanese, Moroccan, Norwegian, Paris, Shanghai, Siciliani, Singapore, Spanish, Swedish, Swiss, Sydney, Westminster, Zealand, Arctic, Marsala, Yukon, Calabrian, Florentine, Madeira, Saigon, Toscana, Toscano

FUN

Fun, dip, dips, dipper, dipped, dipping, dippable, create, toppings, topping, fin-ger, fingers, boneless, bite, bites, bite-sized, piece, pieces, sticks, stickers, slider, sliders, skewer, skewers, skewered, build, sampler, stack, stacker, stacked, bits, rings, bubbly, chunks, chunk, chunky, medallions, puff, scoop, skins, snacks, tanglers, tips, triangles, twists, wedge, balls, crispers, crisps, dollop, links, straws, strings, strips, tenders, fritters, tots, shooter, shooters, scoops, ring, handful, petals, slice, slices, minis, wrappers, cubes, dome, spears, squares

INDULGENT

Prime, sweet, crispy, creamy, melted, full of, buttery, crunchy, flaky, glazed, glaze, gooey, juicy, moist, rich, smothered, velvety, stuffed, loaded, layered, layers, chunky, covered, caramelized, fill, filling, filled, thick, powdered, pile, piled, hearty, savory, meaty, hungry, mouthful, aromatic, bliss, buttered, cheesy, chocolaty, dream, feast, fluffed, galore, indulge, indulgent, layer, over-stuffed, richest, succulent, treat, ultimate, enjoy, enjoying, melting, candied, lover, creamed, battered, marbled, marinated, specialty, trimmings, crowned, everything, love, mouthwatering, cravers, decadent, gobble up, both at once, why settle, supreme, the works, king would approve

PROVOCATIVE

Dangerous, dynamite, sharp, dark, volcano, extreme, molten, fiery, thunder, insane, lava, ninja, piranha, vampire, wildfire, explosion, flame, ghost, renegade, Wild West, outlaw, dirty, naked, decadent, gooey, velvety, moist, temptation, bold, boldly, sinful, envy, goddess, burnin' love, diavolo, crazy, love, brace for the stampede, dare ya, beat of your heart, icy waters, garden of eatin', gloves not required, aren't wearing gloves, could get messy, see if you can hang on, heart throb, not for the weak of tongues, lip-smoking, mad, masquerades, ooh-la-la, outrageous, no rules, have you seeing things, the usual suspects, tuxedo, cowboy

TASTE

Spicy, sweet, sour, salty, salted, tangy, flavor, flavorful, flavored, flavors, gar-licky, taste, tasty, taster, delicious, scrumptious, deliciousness, deliciously, sweetness

EDGY WORDS BY THEME

TEXTURE

Crisp, crispy, crisply, creamy, crunch, crunchy, moist, flaky, gooey, juicy, velvety, chunk, chunks, chunky, powdered, crusted, coated, curly, firm, flakier, flakes, fluff, fluffy, silk, silken, smooth, soft, tender, tenderness, wavy, breaded, consistency, crumb, crumbs, crumbled, crumble, crumbles, fluffed, silky

TRADITIONAL

Country, countryside, clubhouse, Southern, house, house-made, classic, classics, tradition, traditional, home, homestyle, homemade, signature, famous, American, buttermilk, applewood, farm, farmhouse, field, fixin', bourbon, hickory, smokehouse, recipe, hearth, sawmill, old, kitchen, kitchens, authentic, true, generations, harvest, old-fashioned, favorite, favorites, genuine, heritage, roadhouse, rustic, tavern, scratch, original, barrel, campfire, comfort, smoky, smokey, club, corralled, Southern charm, soothed, homestead, county fair, sack lunch, American standard, tribute, tried to copy, for over 35 years, Southern style, old

SIZE

Double, triple, thick, deluxe, giant, extra, exxxtra, grand, grande, towering, tower, maximum, monster, plump, portion, pile, huge, jumbo, hearty, enor-mous, plenty, loads, gigantic, generous, heaping, bottomless, unlimited, big, biggest, mega, large, brawny, buff, mammoth, larger, more, Big Poppa, king-sized, piled, lots, decker, even more, fully loaded, lumberjack, hearty man, stacked to the rafters, the works, full of, full half-pound, enough for two, enough of a mouthful

SOCIAL

Family, everyone, people, smile, grinning, popular, daddy, grandma, granny, mom, mama

SPICY HOT

Zesty, buffalo, mesquite, chipotle, habanero, fiery, firecracker, ragin', kick, spicy, burnin', seriously spicy

VAGUE POSITIVE

Fabulous, great, perfect, perfected, perfectly, perfection, super, favorite, sensation, wonderful, good, unforgettable, love, better, special, specially, exceptional, iconic, legendary, amazing, best, bravo, championship, goodness, grinning, groovy, loved, nice, prized, tremendous, worthy, popular, can't be beat, can't be messed with, tough to beat, five-star, five stars, wow



PRE- AND POST-TOOLKIT SURVEY

This survey accompanies the Edgy Veggies toolkit from SPARQTools.org. It provides a way for food managers to evaluate the impact of the toolkit's activities on diners. Food managers should give diners the survey before and after doing the dish-labeling activities. To get a copy of this document in your preferred format, visit sparqtools.org/edgyveggies.

INSTRUCTIONS:

Select the option on each row that best describes how you feel about eating healthy.

Eating healthy is:

① ————— ② ————— ③ ————— ④

Very hard Somewhat hard Somewhat easy Very easy

Eating healthy is:

① ————— ② ————— ③ ————— ④

Very unenjoyable Somewhat unenjoyable Somewhat enjoyable Very enjoyable

Eating healthy is:

① ————— ② ————— ③ ————— ④

Very stressful Somewhat stressful Somewhat relaxing Very relaxing

Eating healthy is:

① ————— ② ————— ③ ————— ④

Very depriving Somewhat depriving Somewhat indulgent Very indulgent

Eating healthy is:

① ————— ② ————— ③ ————— ④

Very boring Somewhat boring Somewhat fun Very fun

Eating healthy is:

① ————— ② ————— ③ ————— ④

Very lonely Somewhat lonely Somewhat social Very social

Eating healthy is:

① ————— ② ————— ③ ————— ④

Very bad tasting Somewhat bad tasting Somewhat good tasting Very good tasting

Eating healthy is:

① ————— ② ————— ③ ————— ④

Very inconvenient Somewhat inconvenient Somewhat convenient Very convenient

Thank you for taking this survey, which captures your mindset about eating healthy. To calculate your score, add up the numbers in each circle and divide by 8, the number of questions. A score below 2.5 reflects the mindset that eating healthy is cringe-worthy — or boring, depriving, and disgusting. A score above 2.5 reflects the mindset that eating healthy is crave-worthy — or fun, indulgent, and delicious.

RELEVANT RESEARCH

THE ORIGINAL STUDIES

Turnwald, B. P., Bertoldo, J., Perry, M. A., Policastro, P., Timmons, M., Bosso, C., Connors, P., Valgenti, R. L., Pine, L., Challamel, G., for The Menus of Change University Research Collaborative, Gardner, C. D., & Crum, A. J. (2019). Effects of taste-focused vs. health-focused labeling on vegetable intake in university dining halls: a randomized controlled multi-site intervention. *Psychological Science*.

Turnwald, B. P., & Crum, A. J. (2019). Smart food policy for healthy food labeling: Leading with taste, not healthiness, to shift consumption and enjoyment of healthy foods. *Preventive Medicine*, 119, 7-13.

Turnwald, B. P., & Crum, A. J. (2019). The taste-focused labeling intervention. In G. M. Walton & A. J. Crum (Eds.). *Handbook of Wise Interventions: How Social-Psychological Insights Can Help Solve Problems*, Guilford Press: New York.

Turnwald, B. P., Boles, D. Z., & Crum, A. J. (2017). Association between indulgent descriptions and vegetable consumption: Twisted carrots and dynamite beets. *Journal of the American Medical Association: Internal Medicine*, 77(8), 1216-1218.

Turnwald, B.P., Jurafsky, D., Conner, A., & Crum, A.J. (2017). Reading between the menu lines: Are restaurants' descriptions of "healthy" foods unappealing? *Health Psychology*, 36 (11), 1034-1037.

SUMMARY

In a previous study, Stanford SPARQ researcher Brad Turnwald and colleagues found that restaurants use less appealing language to describe "healthy" menu items than to describe standard-menu items. As a result people most likely avoid the healthy menu items.

And so the researchers asked: What would happen if restaurants flipped the script and used more attractive language to describe healthy foods?

To answer this question, Turnwald's team conducted a 3-month experiment in a university dining hall, accounting for 28,933 diners' lunch decisions. Each day, they named the main vegetable dish in one of three ways:

Healthy Label: Low-sodium Carrots or Lighter-choice Beets

Indulgent Label: Twisted-citrus Glazed Carrots or Tangy Lime-seasoned Beets

Basic Label: Carrots or Beets

The researchers then secretly measured how many diners chose the vegetable and the total weight of the vegetables that diners selected. They found that 41% more diners served themselves the main vegetable when it had an indulgent label than when it had a healthy label, and 25% more diners choose the indulgently labeled vegetable than the basic one.

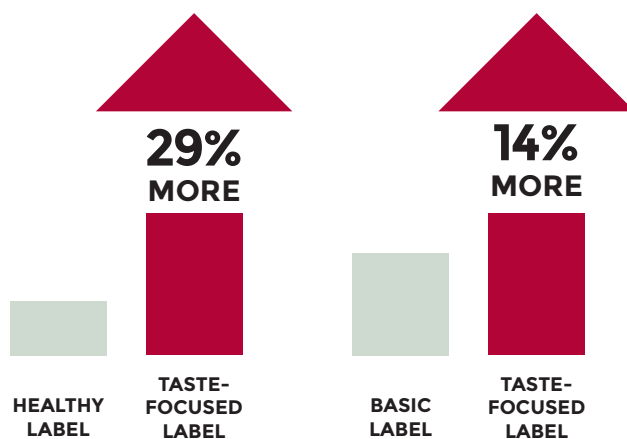
The following year, the researchers then replicated these results across 5 different university dining halls throughout the United States. Across 137,842 diner decisions, 185 days, and 24 vegetable types at 5 universities, taste-focused labels increased vegetable selection by 29% compared to health-focused labels and 14% compared to basic labels. Vegetable consumption also increased. These findings suggest that labeling vegetables in tasty and enjoyable ways can lead more people to eat them.

WHY THIS WORKS

People typically assume that nutritious foods do not taste as good and are not as filling as unhealthy foods. Food marketers confirm these negative assumptions when they rely on emphasizing health benefits and nutritional properties of healthy foods instead of language that emphasizes flavor and positive experience. But when healthy foods emphasize flavorful, enjoyable, and exciting descriptors, people give them a try because it matches their top priority of choosing something that tastes good. Many learn that eating healthily can be flavorful and enjoyable.

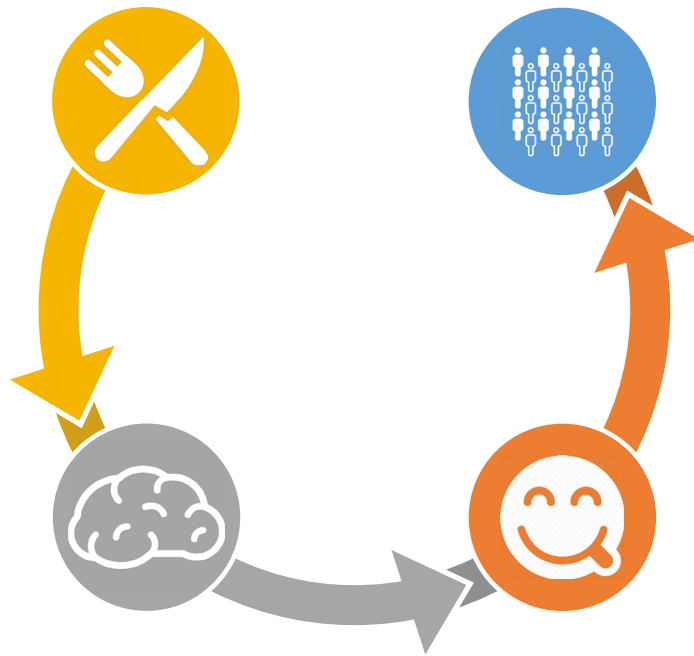
WHEN THIS WORKS BEST

This technique works best in restaurants and dining settings where nutritious foods have less appealing names and descriptions than do unhealthy foods. It also works particularly well for people who value taste more than health when choosing what to eat — which is most people. Importantly, the vegetables must be prepared deliciously so that the taste lives up to the expectations. In one research study, for example, taste-focused labeling was not effective at a dining hall that served more bland vegetable preparations, like plain boiled carrots and steamed brussel sprouts. See examples of our creative flavor combinations on pages 2-4 to make sure that the flavor of your vegetable dishes lives up to their new taste-focused labels.



RELEVANT RESEARCH

CHANGE MODEL



1

ACTIVITIES

1. Select a healthy dish to promote
2. Make sure the dish tastes good
3. Brainstorm taste-focused, evocative and irresistible language that emphasizes the flavor of your dish.
4. Give the dish a new name and description

2

PSYCHOLOGICAL CHANGES

Diners view healthy foods as more tasty and enjoyable instead of as depriving and restrictive.

3

BEHAVIORAL AND PHYSIOLOGICAL CHANGES

Diners:

1. Eat more healthy foods with a focus on flavor
2. Feel more satisfied after eating healthy foods
3. Have healthier and stronger bodies

4

SOCIETAL CHANGES

People view healthy foods as flavorful and enjoyable, leading them to eat more vegetables and plant-based foods that fight chronic diseases.

ADDITIONAL RESEARCH

Bacon, L., Wise, J., Attwood, S., & Vennard, D. (2018). "The language of sustainable diets: A field study exploring the impact of renaming vegetarian dishes on U.K. cafe menus." Technical Note. Washington, D.C.: World Resources Institute. Available online at: <https://wriorg.s3.amazonaws.com/s3fs-public/language-sustainable-diets.pdf>.

Crum, A. J., Corbin, W., Brownell, K., & Salovey, P. (2011). Mind over milkshakes: Mindsets, not just nutrients, determine ghrelin response. *Health Psychology*, 30(4), 424-429.

Finkelstein, S. R., & Fishbach, A. (2010). When healthy food makes you hungry. *Journal of Consumer Research*, 37(3), 357-367.

Raghunathan, R., Naylor, R.W., & Hoyer, W.D. (2006). The unhealthy = tasty intuition and its effects on taste inferences, enjoyment, and choice of food products. *Journal of Marketing*, 70, 170-184.

Suher, J., Raghunathan, R., & Hoyer, W.D. (2016). Eating healthy or feeling empty? How the "healthy = less filling" intuition influences satiety. *Journal of the Association for Consumer Research*, 1, 26-40.

Woolley, K., & Fishbach, A. (2016). For the fun of it: Harnessing immediate rewards to increase persistence in long-term goals. *Journal of Consumer Research*, 42, 952-966.

IN THE MEDIA

CNN: A veggie by any other name may actually get eaten.

Stanford News: Decadent-sounding descriptions could lead to higher consumption of vegetables, Stanford research finds.

The New York Times: Would Carrots by Any Other Name Taste as Sweet?

TIME: Here's the Easiest Way to Eat More Vegetables.

CBS News: Researchers Find Clever Way to Get People to Eat More Vegetables.