



THE GREAT AMERICAN MEATOUT

Targeting the Fast Food Industry

Why Target Fast Food?

Fast food has an undisputedly overwhelming presence in American culture and worldwide. Of the 97% of Americans who eat at fast food restaurants regularly, 35% frequent them at least once a week.* These customers are looking to eat a cheap, quick, and tasty meal. This provides an excellent opportunity to create awareness about meat alternatives.

Distributing vegetarian/vegan food samples has the potential to not only divert customers from their original food cravings, but also prove how delicious and fulfilling healthy meat-free options are.

*Statistics taken from the ACNielsen Consumer Confidence and Opinion Survey conducted in Oct. 2004.

How to Start

Here are some ways you can reach out to fast food customers:

- Set up an information table near the fast food restaurant of your choice.
- Hand out pro-vegetarian info (leaflet).
- Provide free samples of meat alternatives to customers on their way into the restaurant.

Decide on your location based on convenience, visibility, and popularity. Pick a vegetarian product suitable for your location. For example, if you choose to target Burger King you may want to consider focusing on hamburger substitutes and give away samples of Gardenburger Grillers. If you decide on Kentucky Fried Chicken, consider giving away chicken alternatives, such as Boca Chik'n Nuggets. Or you may decide to give away a variety of meat-alternatives.

Get creative to draw attention and create a fun atmosphere. Try wearing costumes or setting up eye-catching displays, and make sure you are friendly and approachable.

Hints & Tips

Location: Set up along a sidewalk or other public property. Be sure not to block the sidewalk or any doorways/entrances. You should not have to obtain a permit unless you plan on having a large group of people. A courtesy call beforehand to the local police defuses hostility if upset restaurant managers call them.

Set-Up: Create an attractive, friendly display to promote Meatout. Have a table large enough to neatly display posters, materials, and food (if handing out samples).

Food: Prepare food ahead of time, making bite-sized portions to give away. If the food is best served warm, you can bring a portable hot plate or foil pan with sternos underneath. Bring condiments, such as ketchup, mustard, relish, etc. so food samples closely resembles what customers are used to. Be sure to let them know what they are sampling and where they can buy the product. If available, give away coupons for the product you are promoting.

Volunteers: Try to round up a few helpers. It is ideal to have a few people giving out food samples and answering questions, as others pass out leaflets.

Materials:

Register your event at www.MEATOUT.org and FARM will provide you with display materials and handouts for a successful event.

Check the Meatout website for sponsors and information on how you can obtain free food samples and coupons. Food samples are limited and are based on a first-come, first-serve basis, so plan ahead.

Questions? E-mail info@meatout.org or call 1-800-MEATOUT (632-8688).