



**Nestlé** Good food, Good life



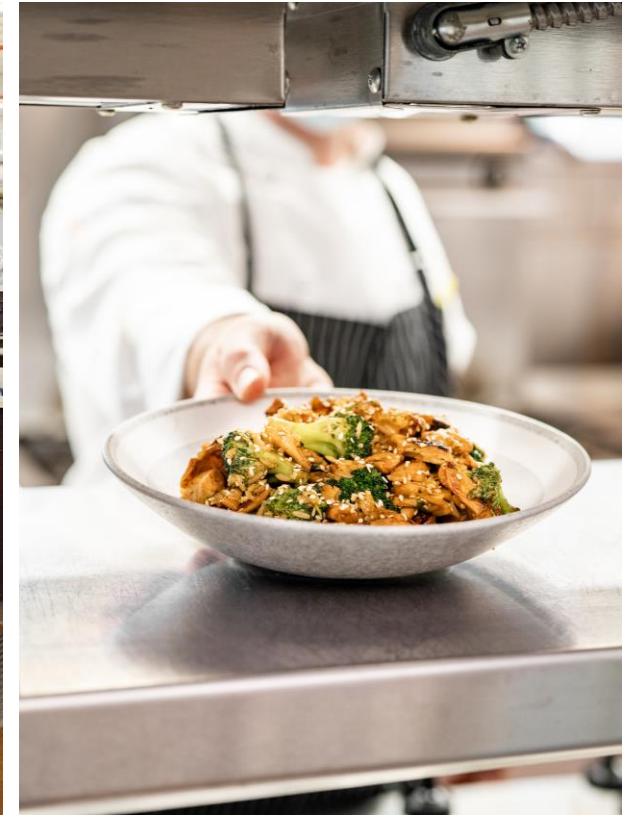
## **Incubating a Purpose-Driven Plant-Based Menu in C&U**

Fleur Veldhoven, VP Food Marketing, Nestlé Professional

Cassie Hoover, Sr Manager Nutrition & Sustainability, Nestlé Professional

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# Nestlé Professional partnering with C&U



# The Incubator Project



UMassAmherst  
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# The Incubator Project



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Student Insights



# Student Results: Winning Concepts



# Student Results: Health & Sustainability Attributes that Matter Most



Positive Nutritional  
Benefits



100%  
Plant-Based



Helps Address  
Food Insecurity



Promotes Zero  
Food Waste



# What's Next: Playbook, Bootcamp & Campus Support



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UMass Dining



**PURPOSE-DRIVEN**  
PLANT-BASED  
MENU PLAYBOOK

UMass **Amherst**  
UMass Dining



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information or**

**participate**



Questions?