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Sustainable production
and consumption in the
out-of-home catering
sector

The most appropriate nudge to facilitate sustainable nutrition in out-of-home catering – a comparison of three nudges in three settings

Bettina Lorenz*, Nina Langen, Pascal Ohlhausen, Melanie Speck, Holger Rohn, Tobias Engelmann, Christine Göbel, Petra Teitscheid

*Institute of Vocational Education and Work Studies, Division of food consumption / food science, Technische Universität, Berlin, Germany, bettina.lorenz@tu-berlin.de





Effects from positioning and descriptive names on food choices

- Increase accessibility by the positioning of different food items at service counters (Hanks et al. 2013; Rozin et al. 2011)
- Increase choice of specific food items by positioning them prominently in the menu (Dayan & Bar-Hillel 2011)
- Improve the perception of dishes, increase their sales and manipulate their perceived taste by figurative language / naming (Wanskink et al. 2012; Wanskink et al. 2005)

Research Question

Can different nudges (positioning and descriptive naming) increase consumer choices of sustainable* dishes in different out-of-home settings to a comparable extent?

*measured by 15 ecological, social, health-related and economic indicators (www.nahgast.de/speisenbewertung)

Research Design



Setting 1 <i>Company Canteen</i>	Setting 2 <i>Hospital Canteen</i>	Setting 3 <i>Company Canteen</i>
~1,500 meals / day 4 hot dishes, 2 soups, salad and vegetable bar	~270 meals / day 3 hot dishes, soup, salad bar	~500 meals / day 4 hot dishes, soup, salad and vegetable bar

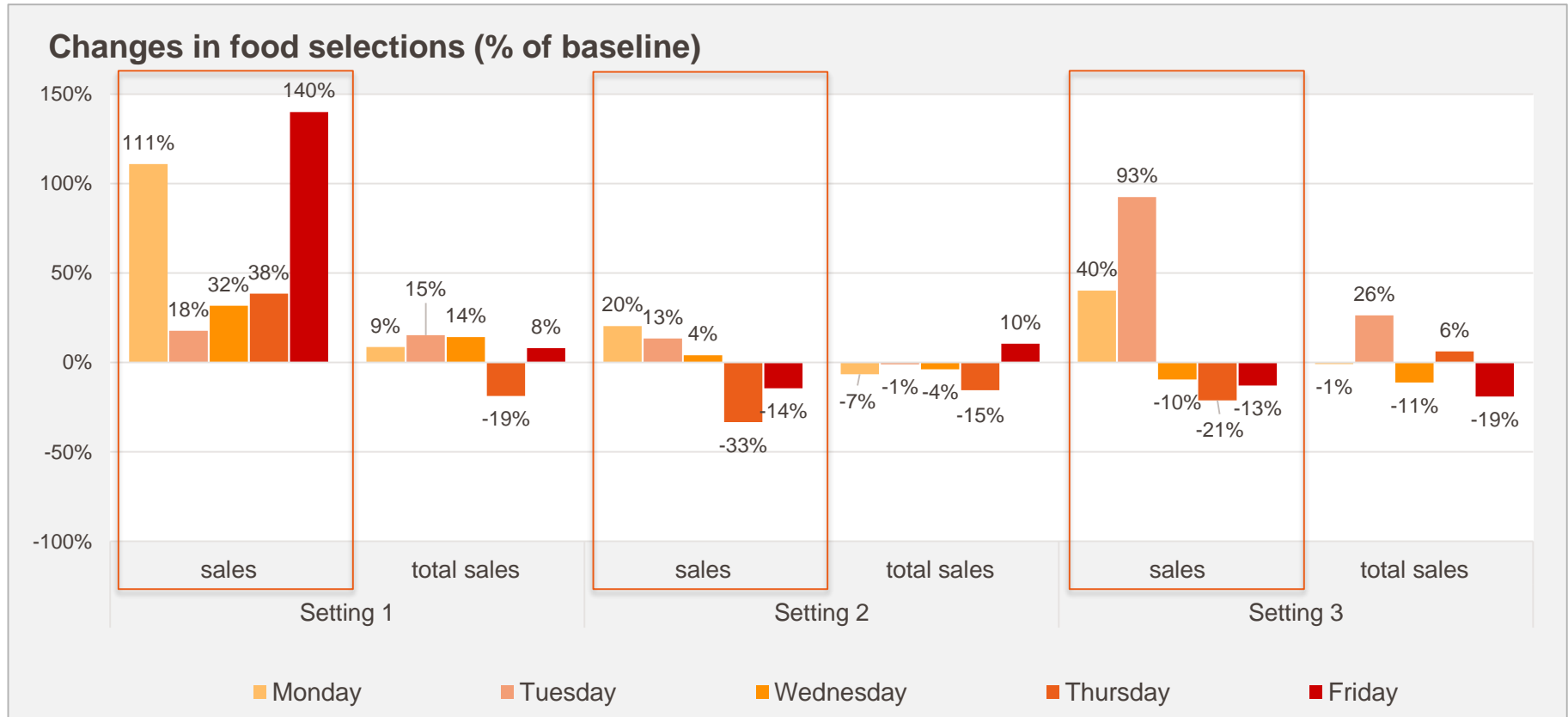
Monday	Tuesday	Wednesday	Thursday	Friday
<u>vegetarian curry</u> steak (beef) chicken fricassee	<u>stir-fried vegetables</u> schnitzel (pork) fish (pollock)	<u>hash browns with</u> <u>vegetables</u> rice pudding <u>spaghetti bolognese</u> **	<u>(vegetable) stew</u> schnitzel (chicken) goulash	<u>vegetarian schnitzel</u> lasange <u>sausage with</u> <u>potatoes</u> **

**due to different recipes, vegetarian bolognese was the most sustainable dish on Wednesday in Setting 2

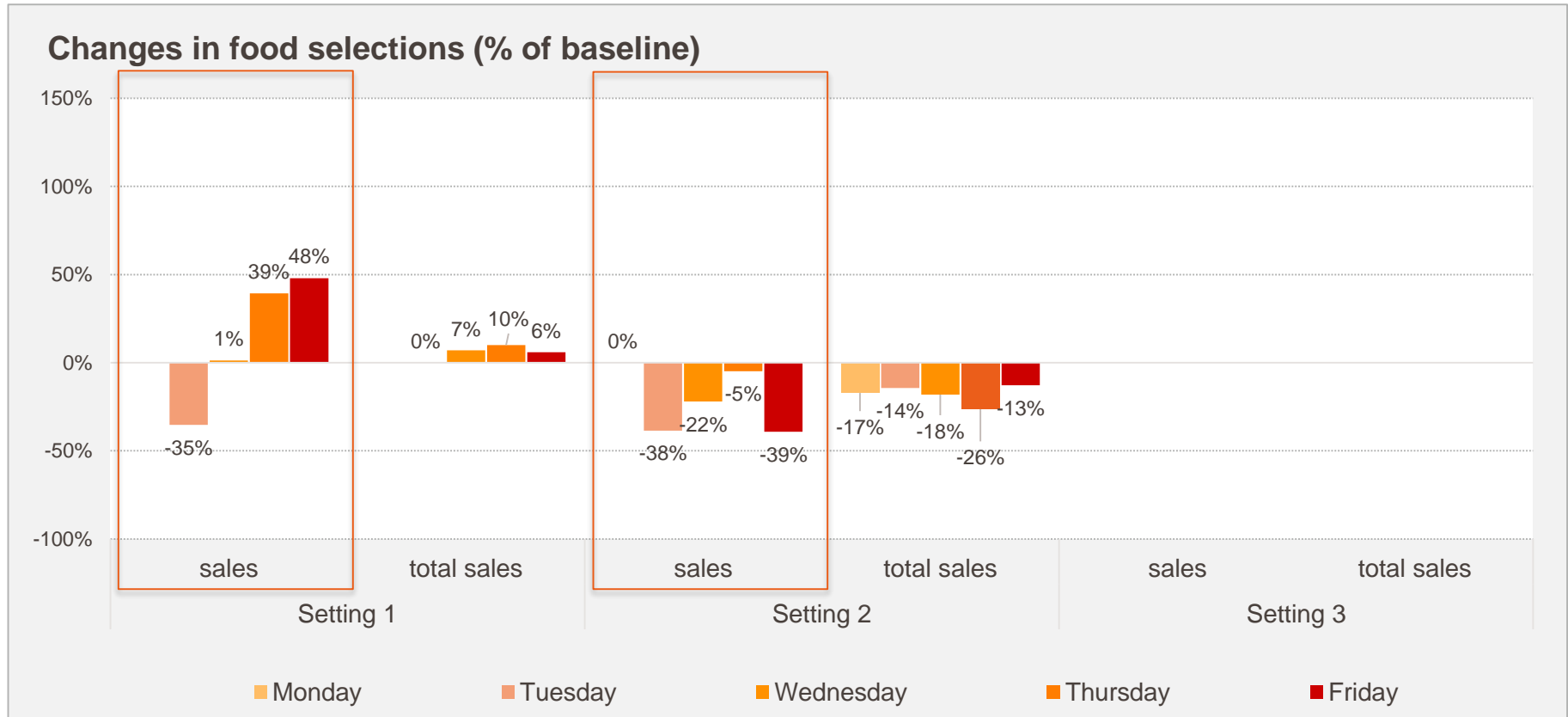
■ Data Collection (point-of-sale data)

Week 1	Week 2	Week 3	Week 4
Baseline	<u>Changed Position</u> best position at service counter for target dishes	<u>Changed Position</u> best position <u>in menu</u> (online, info screen) for target dishes	<u>Descriptive Name</u> more attractive naming for target dishes

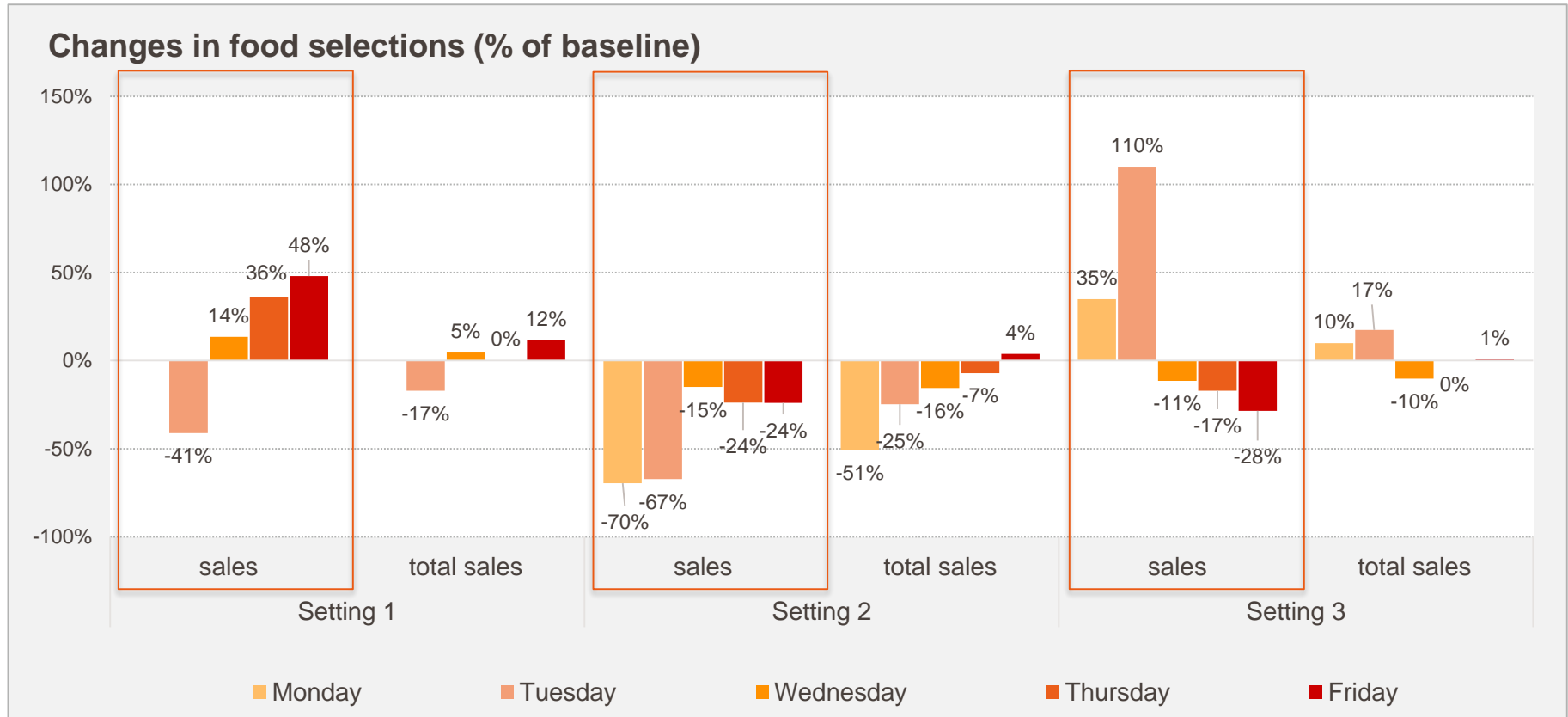
Results: Changed Position at the Service Counter



Results: Changed Position in the Menu



Results: Descriptive Names



Conclusion



- There is no 'most appropriate' nudge
- Tendency: 'best position at service counter for target dishes' has the greatest and most consistent impact
- Descriptive food names might work if chosen properly for a specific setting
- Not only the settings influence results but also the different target dishes and accompanying menus



Thank you very much for your attention!

Questions?

References: **Dayan**, E. Nudge to obesity II : Menu positions influence food orders. *Judgement Decis. Mak.* 2011, 6, 333–342. | **Hanks**, A. S.; **Just**, D. R.; **Wansink**, B. Smarter Lunchrooms Can Address New School Lunchroom Guidelines and Childhood Obesity. *J. Pediatr.* 2013, 162, 867–869. | **Rozin**, P.; **Scott**, S.; **Dingley**, M. Nudge to obesity I : Minor changes in accessibility decrease food intake. *Judgement Decis. Mak.* 2011, 6, 323–332. | **Wansink**, B.; **Just**, D. R.; **Payne**, C. R.; **Klinger**, M. Z. Attractive names sustain increased vegetable intake in schools. *Prev. Med. (Baltim).* 2012, 55, 330–332. | **Wansink**, B.; **van Ittersum**, K.; **Painter**, J. E. How descriptive food names bias sensory perceptions in restaurants. *Food Qual. Prefer.* 2005, 16, 393–400.