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Our business idea is a fast-casual restaurant that is sustainable and ethical. It focuses on serving delicious, healthy, and eco-friendly meals. Other services that our restaurant will include nutrition education workshops and courier services, which will be expanded upon later in this text. Our restaurant, named Green Palate, will aim to provide a dining experience that not only satisfies taste buds but also nurtures the environment and supports local communities.

One restaurant that is similar to ours and widely known is McDonald's. As one of the world's largest fast-food chains, it has implemented some sustainability practices over the years, including sustainable beef, cage-free eggs, sustainably-sourced coffee, etc. Thus, they have made commitments to reduce greenhouse gas emissions and use sustainable resources. However, their scale and complex supply chain make full sustainability challenging. McDonald's primary mission has historically been to provide fast and affordable food. This means that their business is constantly producing waste, especially packaging. Although the chain has attempted to implement more sustainable packages, it still produces waste, especially because many consumers of McDonald's generally don't recycle or reuse any of their packaging. Further, while they've made efforts to incorporate sustainable practices, these initiatives have not always been at the core of their mission. McDonald's, due to its size and global operations, has faced criticism for various practices that can contribute to environmental degradation. These include concerns about meat sourcing, single-use plastic waste, and overall energy consumption.

So, how will Green Palate fix the issues that companies like McDonald's are facing? Here is a list of differences in our business that will make an impact by reducing wastes and emphasizing eco-friendly practices:

1. **Local Sourcing:** We will prioritize sourcing ingredients from local farms and markets to support regional agriculture.
2. **Plant-Based Options:** We will offer a diverse range of delicious plant-based meals to promote healthier eating and reduce the carbon footprint associated with meat production.
3. **Zero-Waste Packaging:** We'll use eco-friendly and zero-waste packaging materials to minimize waste and plastic usage.
4. **Energy Efficiency:** We'll implement energy-efficient kitchen appliances and renewable energy sources to reduce energy consumption.
5. **Food Education Workshops:** Host workshops and events to educate customers about sustainable and ethical food choices.
6. **Courier Service:** We will create a delivery service that utilizes an electric delivery fleet for its courier service, minimizing carbon emissions associated with food delivery.

Elevator Pitch Script:

Are you tired of fast food that may serve its purpose but is unhealthy for you or the planet? Well, fret no more, as we have a new proposed business that might be right up your alley. Welcome to Green Palate!

Green Palate is here to redefine the fast-casual food industry. Our ingredients are fresh, local, and sustainable while also retaining their deliciousness and nutrition. We will provide many different eco-conscience services to our customers that reduce the impact of emissions and waste in this industry as a whole. Here at Green Palate, profit is not our only concern. We place people and their livelihoods and the environment before our personal aspirations because without a healthy planet, none of us could create delicious plant-based meals!

As previously stated, we love our environment. So, with our goals in mind, here are the products and services we are offering! We have designed dining with sustainability in mind, as we prioritize sourcing ingredients from local farms and markets to support regional agriculture, and we are offering a menu with many plant-based options that will cater to a variety of platters. Further, we also vow to use zero-waste packaging like biodegradable packaging and even edible packaging, and we will use energy-efficient appliances. We also want to host workshops to educate customers about sustainable and ethical food choices. Finally, we'd like to start our own delivery service that uses a fleet of electric cars to reduce emissions usually associated with courier services.

To end off for today, here is an example menu of ours! You are free to pause and take a look. It includes healthy appetizers, plant-based bowls, locally sourced burgers and sandwiches, a kids' menu, and drinks. It reflects Green Palate's commitment to sustainable products in our industry to benefit both our customers and the environment. We're not just a restaurant; we're a movement. We support local communities and will educate you on making sustainable food choices. Join us in savoring a future where your meals are not just delicious but also eco-friendly!



environminions2023 Day 19: Greenest 🍔🌱 Welcome to Green Palate! At our proposed restaurant, we strive to create eco-friendly meals that are also delicious! We are not only a restaurant, but a catalyst for change. Listen to our elevator pitch to learn more! @turninggreenorg #pgc2023



GREEN PALATE

WHAT IS GREEN PALATE?

01

A fast-casual restaurant that offers sustainable and ethical food options.

02

Emphasizes food that is quick and delicious yet also very nutritious and eco-friendly.

03

We will provide an array of services that don't focus on only profit, but rather on people and the environment as well.





OUR SERVICES

- 01 Local sourcing to support regional agriculture
- 02 Plant-based menu options
- 03 Energy-efficient sources and appliances
- 04 Food education workshops
- 05 Zero-waste packaging
- 06 Green courier service

ENVIRONMINIONS

DAY 19



The MENU

APPETIZERS

Local Harvest Salad 11 - A medley of fresh, locally sourced vegetables, mixed greens, and house-made vinaigrette.

Avocado Toast 9 - Sliced avocado on whole-grain toast with a sprinkle of locally grown microgreens.

Stuffed Mushrooms 6 - Cremini mushrooms stuffed with quinoa, spinach, and vegan cheese.

PLANT-POWERED BOWLS

Buddha Bowl 12 - A colorful mix of roasted sweet potatoes, chickpeas, quinoa, and tahini dressing.

Rainbow Rice Bowl 15 - Brown rice topped with sautéed seasonal vegetables, marinated tofu, and sesame-ginger sauce.

Mediterranean Meze 13 - A spread of hummus, falafel, tabbouleh, and fresh pita bread.

BURGERS AND SANDWICHES

Classic Veggie Burger 6 - A hearty vegetable patty with lettuce, tomato, and house-made vegan aioli on a whole-grain bun.

Spicy Black Bean Wrap 5 - A spicy black bean and quinoa wrap with avocado, mixed greens, and chipotle sauce.

Portobello Mushroom Burger 8 - A marinated portobello cap with arugula, roasted red pepper, and balsamic glaze.

KIDS' MENU

Mini Veggie Wrap 3 - A smaller portion of the Spicy Black Bean Wrap with a side of carrot sticks.

PBJ Fun 4 - Whole-grain bread with natural peanut butter and house-made fruit jam, served with apple slices.

BEVERAGES

Fresh Fruit Smoothies 8 - Blended with local, seasonal fruits and non-dairy milk.

Green Energy Juice 7 - A combination of kale, cucumber, apple, and lemon for a refreshing boost.

Iced Herbal Tea 5 - A selection of herbal teas, served over ice.

MENU

01 This is an example of a menu from our restaurant. It includes healthy appetizers, plant-based bowls, locally-sourced burgers and sandwiches, a kids' menu, and drinks.

02 This menu reflects Green Palate's commitment to sustainability, health, and the use of locally sourced, eco-friendly ingredients to create delicious, nutritious, and environmentally responsible meals.

GREEN PALATE