

CHINA HOSPITALITY INDUSTRY

PLANT-BASED FOOD SCORECARD





— INTRODUCTION

Plant-based food encompasses a diverse array of plant-derived products, **including vegetables, fruits, whole grains, legumes, nuts, and seeds**. A plant-based diet predominantly consists of these foods, representing a sustainable and environmentally friendly approach to nutrition. Notably, China has a longstanding tradition of plant-based dishes, tracing back to the Han Dynasty, with tofu's invention playing a significant role in the evolution of a wide variety of Chinese plant-based cuisine. However, with rising incomes over the past three decades, the average Chinese person's annual meat consumption has surged to 63kg, leading China to consume 28% of the world's meat, with pork accounting for half of that.

As part of its commitment to combat climate change, China has pledged to peak carbon emissions by 2030 and achieve carbon neutrality by 2060. Recognizing that livestock farming contributes significantly to greenhouse gas emissions, China is actively seeking alternative protein sources to help achieve these goals. As early as 2016, the Chinese government released guidelines to reduce meat consumption by half by 2030 to mitigate pollution and address obesity concerns. China's 2022 agricultural plan has included plant-based eggs and other "future foods" for the first time, signaling the country's openness to exploring innovative and eco-friendly protein options. President Xi himself emphasized the importance of embracing plant-based and other alternative protein sources during a national-level conference in March 2022 to protect the environment and foster sustainable development. In March 2025, the National Health Commission, jointly with 16 other departments, launched a three-year "Weight Management Initiative". This aims to promote healthy lifestyles and strengthen the prevention and control of chronic diseases. Increasing plant-based food is a critical way to help with the bodyweight management.

— CONTACT

CECILIA ZHAO

18721266505

cecilia@levervchina.com

www.leverchina.com

2024 China Hospitality Sector Plant-Based Foods Scorecard Scoring Machanism						
	Score	Criteria	Precise Timeline	Premier Policy Target	Lower Policy Target	Engaging in Action Steps
Green	A+	Has publicly set a target within a specific timeline (e.g. by 2027) to make at least 30% of meals offered plant-based meals, or to increase the percentage of plant-based foods served per guest by at least 20%. Is also engaging in 3 or more Action Steps.	✓	✓	-	✓
	A	Has publicly set a target within a specific timeline (e.g. by 2027) to make at least 30% of meals offered plant-based meals, or to increase the percentage of plant-based-foods served per guest by at least 20%.	✓	✓	-	✗
	B+	Has publicly announced to make at least 30% of meals offered plant-based meals within certain period of time, or to increase the percentage of plant-based foods served per guest by at least 20%. Is also engaging in 3 or more Action Steps.	✗	✓	-	✓
	B	Has publicly announced to make at least 30% of meals offered plant-based meals within certain period of time, or to increase the percentage of plant-based foods served per guest by at least 20%.	✗	✓	-	✗
	C+	Has publicly announced to make more of the meals offered plant-based within a certain period of time, or to increase the portion of plant-based foods served per guest. Is also engaging in 2 or more Action Steps.	✗	✗	✓	✓
	C	Has publicly announced to make more of the meals offered plant-based within a certain period of time, or to increase the portion of plant-based foods served per guest.	✗	✗	✓	✗
Brown		Is engaging in 2 or more Action Steps	✗	✗	✗	✓
Grey		None of the above applies	✗	✗	✗	✗
Action Steps		1. Providing at least 3 plant-based dishes in the F&B outlets of each hotel property				
		2. Making a sizable portion of the menu default plant-based (i.e. it is plant-based but customers can add meat or dairy to it) in 1 F&B outlet in each hotel property				
		3. Using signage or wording (for example on menus, signs in restaurants, etc) to encourage customers to choose plant-based meat items				
		4. Implementing at least 10 new plant-based recipes (annually) for chefs at hotel properties to utilize				
		5. Deploying at least one broader marketing campaign annually focused on highlighting or promoting hotel's plant-based foods initiatives				
		6. Offering professional development at least twice a year to staff regarding plant-based cooking, recipe development, nutritional benefits, etc				
		7. Working with third party organizations (such as Lever China or other) on increasing the availability of plant-based foods				

Hotel Group Name	Grade	Commitment
	A+	Transferring 50% menu of global hotels to plant-based items by 2030
	A+	Transferring 50% menu of global hotels to plant-based items by 2030
	A+	Transferring 30% menu to plant-based items in Greater China by 2025
	A+	Transferring 30% menu to plant-based items in Greater China by 2025
	A+	The South China region will ensure at least 30% of meals offered are plant-based by 2028
	A+	Transferring 30% menu to plant-based items in China by 2025
	A+	Transferring 70% menu of all Orange Hotel to plant-based items in China by 2025
	A+	The hotels in Macau and Hengqin will showcase its menu with no less than 30% delicious plant-based dishes by 2026
	A+	Transferring at least 30% of its menu offerings to plant-based options by 2026
	A+	Transferring 70% menu to plant-based items by 2025
	A+	Transferring 30% menu to plant-based items by 2025
		Transferring 30% menu to plant-based items by 2026