BEANS CAN

Fall 2026

# CAMPAIGN OVERVIEW

## WHAT'S BEANS CAN?

Beans Can is a national two-week dining campaign where you feature beans more prominently on your menu, with the aim to drive more bean consumption, excitement, and joy!



### We envision a movement where Beans Can...

- **...work with what you already have.** Canned, dried, heirloom, fresh — your call.
- **...hold the center of the plate.** Not a side, not a substitute — a meal-worthy star.
- **...take any form.** Arepas, feijoada, sloppy joes — whatever fits your menu and your diners.

## WHAT COUNTS AS A BEAN?

"Beans" for this campaign includes beans, pulses, and legumes such as: black, pinto, kidney, and garbanzo beans, peanuts, edamame, lentils, and bean-based products such as black bean burger patties and tofu.

# OVERVIEW

**Dates: October 19–30, Monday–Friday**

**Offer bean entrées on 5 weekdays (half of the campaign)**

**Promote the specials with campaign materials**

**Measure and share data for bean and meat dishes**



## WHAT YOU GET

- Marketing Consulting
- Hands-on support via a text line (optional)
- Comprehensive Resource Hub
  - Menu Inspiration
  - Marketing Assets
  - Operational Guidance
  - Staff Training Materials
- Data Collection Templates
- Impact + Insights Report

# DATA COLLECTION REQUIREMENTS

## Welcome Form

| | | | | |
|---|---|---|---|---|
| Institution | Dining venue | # of guests & staff | Contact information | Initial bean menuing ideas |

## Menu Plan

**All bean dishes served + All dishes where guests can choose between a meat or bean protein option**

| | | |
|---|---|---|
| Dish Name, bean type or meat featured, protein weight per serving | Whether or not it contains meat | Cost and Price per serving |

## October Data Snapshot

**A la carte:** dish name, quantity sold, # of guests

**All-you-care-to-eat:** dish name, servings prepared, servings leftover, # of guests

**Procurement:** product name (bean and meat), # of units purchased, cost per unit - only if post-production is not available

# TIMELINE

## PREPARE:

### August-October

- Plan Campaign Menu and submit for BITE review by September 1
- Review Marketing assets and plan campaign materials by October 16
- Connect with other sites and/or reach out to BITE for additional support throughout the year

## RUN CAMPAIGN:

### October 19-30

- Offer bean-forward specials
- Utilize campaign assets for promotion
- Snap photos of setup and guests

## CELEBRATE:

### November-January

- Submit October baseline and campaign data by November 15
- Receive and share customized impact report in early January