



*Celebrating a decade  
of deliciousness as the  
nation's first and only  
100% plant-based  
(vegan) Dining Hall*



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# 2009

## *Fully self-operated campus dining*

UNT leadership opted to **in-source all campus food service operations** under one self-operated umbrella. Prior to this, campus dining was a hybrid model, utilizing a third-party contractor to manage retail food service in the student union.



# 2010

## *Real food, made from scratch*

Dining Services began shifting towards being **100% scratch kitchens** by starting from whole ingredients and hiring professional chefs to develop house recipes.







# 2011 *Mean Greens Café*

UNT opened the **nation's first and only** 100% plant-based (vegan) university Dining Hall, resulting in widespread media coverage and an enthusiastic following of students, faculty, staff and community members. Prior to its conversion to Mean Greens Café, Maple Dining Hall was one of UNT's six all-you-care-to-eat Dining Halls.



## *Using whole ingredients*

Mean Greens focuses on starting from **whole ingredients** and using the entire plant whenever possible. With made-to-order paninis, flatbread pizzas, fresh desserts and a rotating menu of delicious plant-based options, anyone can enjoy the **satisfying, healthy options** Mean Greens has to offer.

## *In the media*

### **All-Vegan Dining Hall at UNT Making Waves**

"Dining Services at the University of North Texas are making waves in Denton and beyond with the opening of an all-vegan dining hall on campus."

– *GreenSource DFW*

### **COMPASSIONATE CAMPUS AWARD University opens nation's first vegan cafeteria**

"North Texas is winning praise from animal welfare advocates even if its officials didn't set out to make a statement of that sort: People for the Ethical Treatment of Animals is awarding North Texas a 'compassionate campus award.'"

– *USA TODAY*

### **And additional mentions in the media by**

*The Dallas Observer (x2), CBS Local News, NBC, DFW News, the North Texas Daily, food-management.com, vietnamanchay.com, masress.com, ntxe-news.com, vegansaurus.com, greensourcedfw.org and mercyforanimals.org.*



# 2012

## *In the media*

### **University of North Texas Goes Vegan at Mean Greens Dining Hall**

– *Foodservice Equipment & Supplies*  
(fesmag.com)

### **Vegan Cafeteria Sets a New Standard**

– *One Green Planet*

### **UNT Dining Services received 2012 Goldies Food Democracy award**

“Everyone eats, so everyone counts.” ...that means making sure that there is something for everyone, and that the desires of student customers are never forgotten or ignored.

The way that simple premise plays out at UNT is what led judges to select it as the 2012 Goldies Award winner in the category Food Democracy.”

– *FoodService Director*



# 2013

## *Clark Bakery*

UNT opened Clark Bakery, which scratch-bakes all cakes, buns, breads, ice cream, pastries and more served on campus, including many of the treats served during Mean Greens Café's **special events** such as National Pumpkin Cheesecake Day and National Baklava Day.

## *A+ Ratings*

2013 began our 7-year A+ rating streak by Peta2, with 91% student satisfaction!

# 2014

## *In the media*

### **UNT 's all-vegan café sees continued growth**

“Mean Greens’ success is proving to be a model for other colleges and universities considering upping their vegan and vegetarian offerings. [UNT] is regularly contacted by both administrators and students from other campuses for advice and guidance on following Mean Greens’ lead.”

– *FoodService Director*







# 2017



UNT joined the **Menus of Change University Research Collaborative (MCURC)**, a nationwide network of universities using dining halls as living laboratories for behavior change, “cultivating the long-term well-being of all people and the planet—one student, one meal at a time.”

## *Change in leadership*



**Chef Matthew Ward** joins Mean Greens Café as Chef/General Manager.

## *In the media*

**Hydroponic Garden Provides Organic Produce for Mean Greens Cafeteria**

– *FoodService Director*

**And 2 additional mentions in the media by**

*wedentondoit.com and livekindly.co*

# 2015

*Mean Greens Café began making our own seitan from scratch*

Seitan is a popular plant-based alternative with a meat-like texture.

## *Room for growth*



**Chef Christopher Williams** joins the Mean Greens Café team as Operations Chef and Farm Manager.

## *Mean Green Acres*

Our **hydroponic garden** is built inside a specially designed freight trailer behind Mean Greens Café. Five to eleven different types of lettuce and herbs are grown inside year-round, allowing Dining Services to produce up to **750 heads a week** for dining locations on campus – on about one gallon of water per day!

## *A greener future*

Mean Green Acres largely reduces food shipments and UNT’s **carbon footprint**. We’re proud to produce **non-GMO greens** – grown from organic seed stock in an organic growing medium.

## *Menus of Change*

UNT was invited to join Menus of Change, an organization that works to integrate optimal nutrition, environmental stewardship, and social responsibility in the foodservice industry.

**And 5 additional mentions in the media by**

*NBC DFW News, news.unt.edu, The Philadelphia Inquirer, nyunews.com and takepart.com.*





# 2018

## *Making headlines*

UNT landed the No. 2 spot in Delish.com's list of "Colleges with the Best Campus Food You've Ever Seen" due in large part to the national reputation of Mean Greens Café.

## **Mean Greens hailed as "best vegan dining experience in North Texas" by Dallas Culture Map**

"Mean Greens is the world-famous all vegan cafeteria that debuted at the University of North Texas in Denton in 2011, **long before vegan became the big trend it is today.**

As the first all vegan university dining hall in the country, it earned the university national attention ('Texas cattle country seems an odd place to break new ground in veganism,' yee-haw).

But it's really the best vegan dining experience in North Texas."

### **And 8 additional mentions in the media by**

*The North Texas Daily, CBS Local News, food-management.com (x3), foodservicedirector.com, insider.com and Executive Business Media magazine.*



# 2019

## *UNT Dining shows it "means green"*

UNT celebrated **Earth Day** with a university-wide cookout for over **3,000 students** featuring a 100% plant-based (vegan) menu.

## *DISH Study*

UNT Dining Services participated in an MCURC groundbreaking **academic research study** led by researchers from Stanford University. The DISH Study found that emphasizing the tasty and **enjoyable attributes of vegetables**, rather than their health attributes, increased the number of people choosing to eat them.



### **And 9 additional mentions in the media by**

*WFAA, foodservicedirector.com, US News and World Report, universitybusiness.com, the Harvard Independent, livekindly.co, audacy.com and idahopotato.com.*



# 2020

## *Passing the baton*

**Chef Cristopher Williams** is promoted to Chef/General Manager. **Chef Matthew Ward** is promoted to Executive Chef, Residential Dining.

## *Leadership at MCURC*

Chef Matt accepts the position of co-chair for the Executive Chef's Committee for MCURC.

## *Award-winning*

Mean Greens Café's **famous Tomato Curry recipe** received the Gold Award in the Best Vegan Recipe category of 2020 NACUFS Nutrition Awards.



# 2021 *Continuing Excellence*

UNT Dining Services continues to be ranked **2nd Best** College Food in Texas and among the **top 3%** in the country, and was awarded an **A+ Campus Food** rating by Niche.

## *A campus-wide plant-based culture*

The Mean Greens team trains other Dining Services chefs on vegan recipes. Each Dining Hall has at least one vegan or vegetarian entrée or full line **every day**, spreading the goodness of plant-based cooking to the **entire campus**.

## *Championing inclusivity*

**Chef Cris** is named Co-chair of the MCURC **Racial Equity Working Group**.

## *In the media*

- **Gen Z Takeover: Colleges embrace vegan foods to meet student demand**  
– *Higher Ed Dive*
- **Is Beef the New Coal? Climate-Friendly Eating Is on the Rise**  
– *Bloomberg*
- **Dallas' vegan-Mexican trend mushrooms with new Denton restaurant**  
– *CultureMap Dallas*



# *The future of Mean Greens Café is brighter than ever!*

Chef Cris and his team have big plans for fresh, new flavors and fun twists on everyone's favorite dishes.

We hope to expand our on-campus hydroponic garden program so that Mean Green Acres will provide all of the leafy greens and fresh herbs served at UNT.

*Experience the innovative future of plant-based goodness right here on our campus. Visit again soon!*

