MILLENNIAL FOOD TRENDS

"Food as an experience"

BOSS MAGAZINE, 2018

"Make it worth talking about" UPSERVE.COM, 2018

"Unique dining experiences"

VERDICTFOODSERVICE.COM, 2019

"Seeking out a unique dining experience" THE BALANCE SMB, 2018 To draw attention on how our food choices affect forests, we organize **the most unique dining experience ever.**

EATING WHERE THERE'S

NO TOMORROW



PR APPROACH

THE UNIQUE EXPERIENCE	We target lifestyle focused media
	to gain reach.

THE ENDANGERED FORESTWe target science and innovation mediato get our facts out.

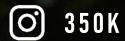
THE MENUWe target food-focused bloggers and mediato change dining behavior.

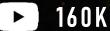
THE UNIQUE EXPERIENCE

"Dinner with a grim side; see the pop up restaurant in a forest that's about to be cut down"

UPWORTHY







THE ENDANGERED FOREST

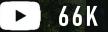
"WWF opens a restaurant in an Amazonian forest to fight against deforestation"

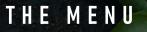
FAST COMPANY

480K









"Ditch the burgers – here's a forest-friendly menu that doesn't harm our planet"

DELICIOUSLY ELLA

1.5M

0





240K

AMAZON

EASTERN AFRICA

NEW GUINEA

CREATING BUZZ

Under the campaign hashtag, we share information about how food production harms our planet – and tag the companies most guilty for deforestation.

We encourage influencers and our followers to do the same. Everyone can join the movement and lay the blame where it's due.

#notomorrow

We've reached our goal when millennials choose to dine sustainably; because they want the forests – and the planet – **to have a tomorrow.**