



## **Momentum for Change: Climate Neutral Now Category**

### **MAX Burgers: Creating the World's First "Climate Positive" Menu**

*Sweden, Norway, Denmark, Poland*

The Swedish restaurant chain, [Max Burgers](#), launched the world's first "climate positive" menu in June 2018. Climate positive is defined as "removing more climate gases than the value chain emits while at the same time reducing emissions in line with the 1.5 degree goal from Paris".

Max Burgers ensures that each item on its menu is "climate positive", taking into account all emissions from the "farmers land to the guests hand", while even including the customer's journey back and forth to the restaurant. This has required extensive efforts by the company to measure its entire footprint. Each item on Max Burger's menu includes a CO<sub>2</sub>e label to empower customers to better understand the climate impact of food and guide them towards options with a lower carbon footprint. The initiative builds on the company's 2016 launch of plant based "green burgers", which have a fraction of the climate impact of beef burgers.

#### **Key Facts**

- Max Burgers has undertaken a range of measures to cut emissions, including: switching to 100% wind power in all of its Swedish restaurants, being the first restaurant in the world to add "CO<sub>2</sub>e" labels to each menu item, and adopting 92% renewable packaging.
- Sales from Max's green range of burgers (lacto-ovo and fully plant based) increased by 1000% between 2015 to 2018. In 2022, the company is aiming to ensure that every second meal sold is made without beef.
- Less than 1% of the food in Max's kitchens is wasted and no palm oil is used in any of Max Burgers' European operations.
- Max Burgers has been recognized as "one of the world's most innovative companies in 2019" by Fast Company's "World Changing Ideas" series.

#### **More information**

Digital assets are available for download at <http://bit.ly/mfc-2019>

#### **Project Contacts**

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#### **Website**

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