

# Unique Food and Beverages

PURE

NATIONALE  
WEEK  
ZONDER  
VLEES  
EN ZUIVEL



At Leiden University, we aim every day to make you a happy customer. Naturally we do this with care and responsibility for health, people, the environment and community building.

PURE is LEI's conscious catering concept. It revolves around the pillars: vegetarian, healthy and sustainable food. And Pure is cheaper too.

The beautiful lime green, also the color of the reusable plates and bowls, points the way.



**100% vegetarian friendly**



**100% vegan dish**



**extra healthy products**



**care for people & the environment**



A vegetarian diet is more environmentally friendly than a meat diet for several reasons. It requires fewer greenhouse gas emissions because plant-based foods are less energy-intensive to produce. It also uses less land, water and causes less pollution than the meat industry.

By choosing plant-based protein sources we can contribute to conserving natural resources, reducing greenhouse gas emissions and protecting biodiversity.





At Pure we are real foodies: we love tasty and healthy food. We enjoy being in the kitchen, both for you and for ourselves.

Healthy consumption does not mean three salads a day, but a balanced diet full of nutrients that your body needs. Lots of fruit and vegetables, plenty of starchy carbohydrates, and less saturated fats, sugar and salt. Drink plenty of water, limit juices and avoid soda.





A sustainable diet is one whose production has little impact on the environment, protects and respects biodiversity and ecosystems and is nutritionally adequate, safe, healthy, culturally acceptable and economically affordable.





The National Week Without Meat and Dairy calls on the whole of the Netherlands to abstain from eating and drinking meat and dairy for a week from March 4-10.

Trying and tasting is believing. Because plant-based food is not boring, tasteless or complicated. It is a small effort with an unimaginably positive impact on people, animals and the environment. By choosing plant-based more often, we together make a difference for the future of our planet.

Will you also participate?



# Climate impact

## YOU MAKE THE DIFFERENCE

If you, as an adult, do not eat meat and dairy this week, you can save 193 liters of water and 80 kilometers of driving. That is 18% less water and 41% fewer kilometers of CO2 emissions than someone who does eat meat and dairy!

These calculations come from the National Week Without Meat Foundation and are based on replacing meat and dairy with plant-based meat and dairy substitutes such as legumes, nuts, vegan burgers, plant-based drinks and other meat and dairy replacement products.



# What else can you do?

By consciously choosing more plant-based food and fewer animal products, we are already taking an important step towards a more sustainable diet. But there is more we can do! Products such as snacks and soft drinks require a lot of energy to produce and package, while they do not necessarily contribute to a healthy diet. By consciously moderating, we prevent overproduction and unnecessary burden on the environment.

Let's also not forget to make more sustainable choices within other food categories. For example, choose seasonal fruits and vegetables more often and pay attention to the origin of your food. Let's strive together for a diet that is not only good for our health, but also for the planet. Every choice counts!



# Panel research

Through the Leiden University Panel, the university can gain better insight into the ideas, needs and wishes of employees and students in order to improve services.

Research shows that there is more demand for healthy, vegetarian and sustainable products. That wish motivated us to develop the PURE concept. PURE exists thanks to you!

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