06 November, 2025

ÖBB

Austrian Dishes Reframed



Course:
Management by Experiments

Presented by group 11:
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The Challenge: Low Choice of Vegetarian Options

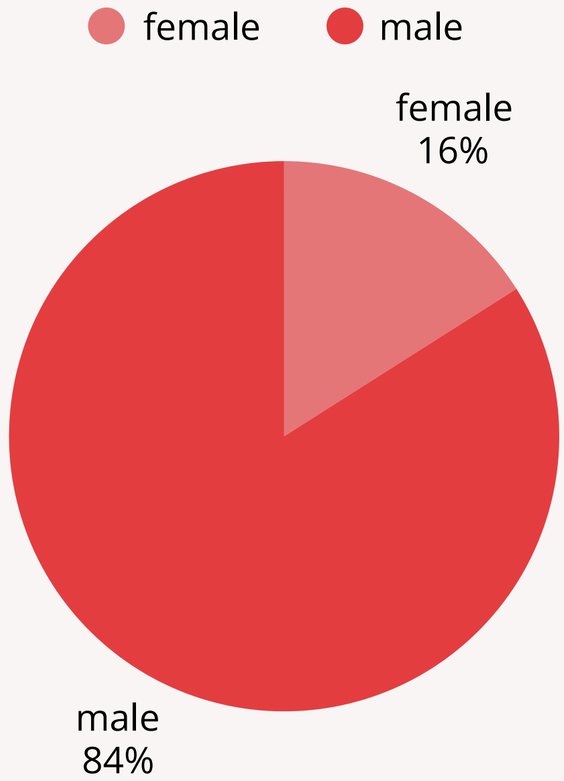
“Sustainable options exist – but employees rarely choose them.”

Problem Statement:

Why do ÖBB employees avoid vegetarian meals, despite growing awareness of sustainability?

Insights:

- Vegetarian options : generic and vague names
- Dishes lack familiarity → conflict with identity and cultural expectations
- Gender distribution at ÖBB is very male-dominant → green options perceived as less satisfying or more feminine, lowering adoption



gender distribution of ÖBB employees

The Theory:

Core Theories:

1. **“Is Eco-Friendly Unmanly?” (Brough & Wilkie, 2017)**
   - Eco-friendly products are often seen as feminine → reducing adoption by men
2. **Social Identity Theory (Tajfel, 1978)**
   - People prefer familiar options that reinforce their identity
3. **Appealing Dish Names (Gavrieli et. al., 2022)**
   - Well-chosen, hearty and appealing names increase adoption of plant-rich dishes

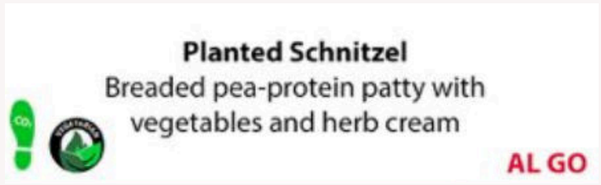


The Intervention: Menu Reframing & Design

“Make it Austrian. Make it Familiar. Make it Sell.”

1

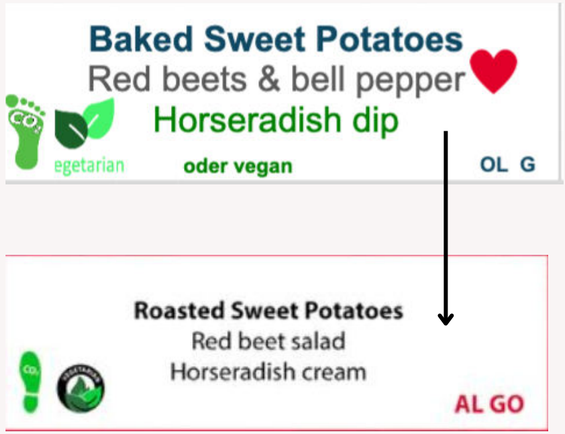
Replace 2 vegetarian dishes with vegetarian versions of traditional Austrian favorites.





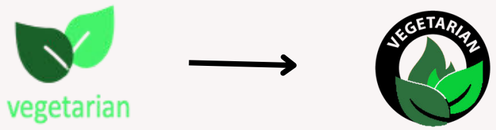
2

Reframe 3 existing veggie dishes with more appealing, hearty names.



3

Redesign vegetarian iconography to feel neutral/masculine instead of eco-feminine.



BahnBistro MENU PLAN

Corporate Headquarters

20.10.2025 - 24.10.2025



Monday

	Pumpkin Cream Soup vegan L	
Lentil-Ebly Pan Garden vegetables & raisins Feta-Tzatziki vegetarian oder vegan AL GO	Spaghetti Bolognese Minced beef Parmesan LAGC	Styrian Chicken Pan Runner beans, leek, bell pepper Butter rice LOG
	1 piece of banana	

Tuesday

	Beef Soup & Liver Rice LAGC	
Gnocchi Zucchini-asparagus ragout Arugula & parmesan vgetarian ACOLG	Pork Strips in Cream Sauce Mushrooms & bacon Hash browns LOGM	UZ XL Burger-Beef Patty Lettuce, onion, tomato, cheese Homemade sauce ANOMG
	Coconut-Almon Mousse & Cookie AGCOH	

Wednesday

	Paprika-Bean Soup vegan LFO	
Baked Sweet Potatoes Red beets & bell pepper Horseradish dip vgetarian oder vegan OL G	Paprika Chicken Tagliatelle Sour cream AGCLOM	Beef steak French fries Café de Paris LOGCMA
	Chiapudding with Raspberries vegan HFO	

Thursday

	Clear Vegetable Soup with 1 Semolina Dumpling LACG	
Kisir-Bowl Falafel, kisir (bulgur salad), hummus Almond-mind yoghurt vgetarian oder vegan AFNH	Paris Schnitzel Parsley potatoes Sour cream ACGOML	Pasta Carbonara Parmesan Fresh parsley AGCL
	Sweet Pancake AGCH	

Friday

	Zucchini Cream Soup vegan L	
Carinthian Cheese Dumplings Browned nut butter Chives vegetarian AGC	Grilled Char Fillet Red beet purée Broccoli D GL	1/2 Grilled Chicken French fries Sweet chilli dip O
	Dessert assortment AGCHOFNE	

Menu Prices, Opening Hours & Contact Information

ÖBB employees	€	5.00
ÖBB apprentices	€	3.20
ÖBB retirees	€	6.50
Main course	€	9.70
Soup	€	2.60
Salad	€	2.40
Dessert	€	2.70
Fruit	€	1.50

Prices subject to change

Opening hours:
Mo - Do: 11:00 am - 2:00 pm
Fr: 11:00 am - 1:30 pm
Menu serving times:
Mo - Do: 11:00 am - 2:00 pm
Fr: 11:00 am - 1:30 pm

Contact informtion:
BahnBistro Corporate Headquarters
Am Hauptbahnhof 2, 1100 Wien
T. 0664 61 70 935
E. uz.bahnbistro@oebb.at

Business Competence Center

BahnBistro MENU PLAN

Corporate Headquarters
3.11.2025-7.11.2025

ÖBB employees	5.00 €
ÖBB apprentices	3.20 €
ÖBB retirees	6.50 €
Main course	9.70 €
Soup	2.60 €
Salad	2.40 €
Dessert	2.70 €
Fruit	1.50 €

Prices subject to change

Opening hours:
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Monday

	Pumpkin Cream Soup	
Planted Schnitzel Breaded pea-protein patty with vegetables and herb cream AL GO	Spaghetti Bolognese Minced beef Parmesan LAGC	Styrian Chicken Pan Runner beans, leek, bell pepper Butter rice LOG
	1 piece of banana	

Tuesday

	Beef Soup & Liver Rice	
Stone-Ground-Gnocchi Roasted vegetables Bold cheese sauce AL GO	Pork Strips in Cream Sauce Mushrooms & bacon Hash brown LAG	UZ XL Burger-Beef Patty Lettuce, onion, tomato, cheese Homemade sauce LOG
	Coconut-Almon Mousse & Cookie	

Wednesday

	Paprika-Bean Soup	
Roasted Sweet Potatoes Red beet salad Horseradish cream AL GO	Paprika Chicken Tagliatelle Sour cream LAGC	Beef steak French fries Café de Paris LOG
	Chiapudding with Raspberries	

Thursday

	Clear Vegetable Soup with 1 Semolina Dumpling	
Falafel Vanguard Herb bulgur, smoky paprika hummus Almond-mint yoghurt AL GO	Paris Schnitzel Parsley potatoes Sour cream LAGC	Pasta Carbonara Parmesan Fresh parsley LOG
	Sweet Pancake	

Friday

	Zucchini Cream Soup	
Mountain Tafelspitz Braised seitan, vegetables Mushroom Sauce AL GO	Grilled Char Fillet Red beet purée Broccoli LAGC	1/2 Grilled Chicken French fries Sweet chilli dip LOG
	Dessert assortment	

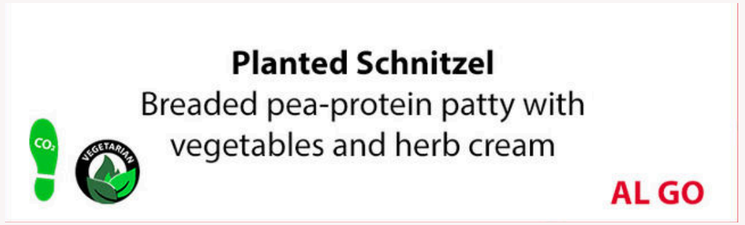
Business Competence Center

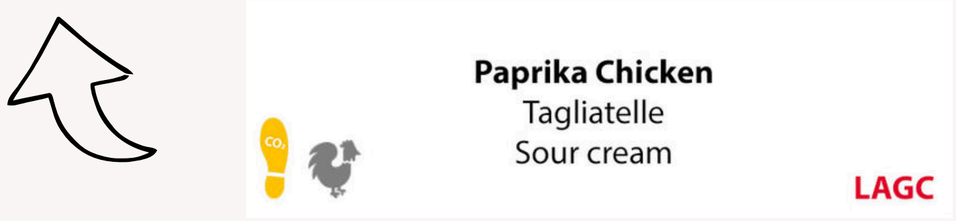
Data-driven Menu: Adapting To Preferences

Future Expansion: Smart Swap

1. **Collect monthly sales data to identify top-performing vegetarian dishes.**

2. **Replace underperforming meat dishes with these popular vegetarian options.**





Expected impact:

- Uses familiarity to reduce perceived risk.
- Increases veggie uptake without new recipe development.
- Leverages social proof to make vegetarian meals desirable.
- **Over time add more vegetarian options to the menu.**

ÖBB

Higher Vegetarian Adoption

Cultural Resonance

Overcoming “Eco = Feminine”

Why should you choose our idea??

Data-Driven Availability

Brand Enhancement

Stronger Sustainability KPIs

Appendix: Documentation

Main target group:

- Blue-collar ÖBB employees, mostly male.
- Often in a hurry and hungry during lunch hours.
- Key insight: men are harder to convince to choose vegetarian options.

Design rationale:

- Menu rearranged and simplified for faster decision-making.
- Stronger ÖBB brand association using red highlights and train icons.
- Vegan/vegetarian icons redesigned to appear more masculine/neutral.
- Focus on clarity, cultural resonance, and quick visual guidance.

Font sizes (Photoshop): Heading 35-37 pt, subheadings 12 pt, body text 8-9 pt.
Font sizes (Canva): Heading 63 pt, subheadings 30 pt, body text 25 pt.

Grid: Same 3x5 grid as in the old menu template.

Icon use: Vegetarian and vegan icon for plant-based foods, CO2 footprint icons (green, yellow, red), and meat source icons.

Appendix: Sources

Gavrieli, A., Attwood, S., Wise, J. et al. Appealing dish names to nudge diners to more sustainable food choices: a quasi-experimental study. BMC Public Health 22, 2229 (2022). https://doi.org/10.1186/s12889-022-14683-8

Rosenfeld, D. L. (2019). Gender differences in vegetarian identity: How men and women construe meatless dieting. Food Quality And Preference, 81, 103859. https://doi.org/10.1016/j.foodqual.2019.103859

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Trepte, Sabine. (2006). Social Identity Theory. https://www.researchgate.net/publication/215640111_Social_Identity_Theory

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Trepte, S. (2013). Social identity theory. In Psychology of entertainment (pp. 255-271). Routledge.