

TALKING TO LOCAL BUSINESSES

Here are a few ways you can help local businesses become more **vegan friendly**...

- ✓ Distribute The Vegan Society's **Vegan Catering Made Easy** leaflet
- ✓ Offer to **go through the menu with staff**, and point out any options which are already vegan
- ✓ Advise staff on how you swap out ingredients at home
- ✓ **Share a list** of your favourite vegan brands for condiments, ice cream, vegan spread, etc
- ✓ **Recommend your favourite ideas** for vegan meals
- ✓ **Suggest ways to advertise** - on the menu, on a blackboard, on a sandwich board outside the shop and/or using a 'Vegans Catered for Here' window sticker
- ✓ Encourage the business to **share the news that they cater for vegans** - for example on social media, with local vegan groups, and on websites such as **happycow.net**

Tips for Conversation...



Be patient. You may have to explain what veganism is. That may seem obvious to you, but some people just aren't aware yet.



Be focused. Businesses are interested in the bottom line, so highlight how a more inclusive menu could benefit them.

Be thankful. If a business decides to add more vegan options, this has taken time and hard work on their part.

Be polite. Find the most convenient time, when they are least busy. And remember, you may be the first vegan this person has met – so make a good impression!



Be friendly. Take the time to strike up a rapport – the conversation is more likely to stick in their mind.



Be confident. Where possible ask to see the manager, as they will be best placed to make decisions. Be prepared to highlight the growth of veganism with a couple of stats.



For support and to share your successes email campaigns@vegansociety.com

www.vegansociety.com | t: 0121 523 1730
Registered Charity No. 279228 | Company Reg No. 1468880