



# **Vegan Catering Made Easy**

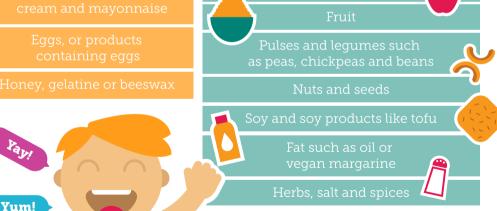
How to tap into a vibrant, growing market



Veganism is on the rise and is charted as **one of the biggest consumer growth areas.** So why not take the chance to open your business up to this burgeoning market sector? After all, vegan food can be enjoyed by pretty much everyone!

## **Vegan Basics**

## Vegans **DO NOT** eat



Vegans **DO** eat

## **Handy Tips**

If a product 'may contain traces' of a non-vegan ingredient, this means that is has not been created in a vegan factory and therefore could

There's a simple way to check if a product is vegan. Do any of you're good to go! If you are unsure, look out for a vegan label

Look out for the Vegan Trademark on

veganism is not the same thing as healthy eating. You can eat a great, healthy diet as a kinds of treats. So don't just think "health food" when you think about vegan food - vegans love cake as much as anyone else!

# **Easy Ways to Update Your Menu**

A few simple changes will have your food standing up and above the crowd.

SWAP	FOR
Animal stock	Vegetable stock
Animal milk	Soy milk or other alternatives like almond, coconut, rice, oat or hazelnut
Butter	Vegan margarine
Honey	<ul><li>Maple syrup, golden syrup or agave syrup</li></ul>
Cream	Vegan pouring cream is widely available, or use coconut cream
Ice Cream	Vegan ice cream is widely available
Cheese	Vegan cheese is widely available
Yoghurt	Vegan yoghurt is widely available
Pastry	<ul> <li>Make using vegan margarine and glazing with plant milk. Or, readymade vegan pastry is widely available</li> </ul>
Meat	<ul> <li>Vegan sausages, mince and burgers are widely available</li> </ul>

### Replacing Eggs

To replace scrambled eggs, scramble tofu in some oil with plenty of seasonings. There are many ways to replace eggs in baking, from commercial egg replacer powders to vegetable oil to vegan yoghurt. You can find plenty of handy information online

#### **Protein Power!**

Vegan cooking is not about just removing the meat and dairy. You will need to make sure your meals contain protein to make them tasty and filling. This can be done by using vegan meat alternatives, otherwise you can use tofu, beans, peas, chickpeas, nuts, brown rice, quinoa, oats and seeds

#### **Vegan Drinks**

Replace dairy milk with a plant milk alternative. It's worth experimenting with a few different kinds to see which your customers prefer. If you serve alcohol, remember this may not be suitable for vegans. The website barnivore.com can help you to clarify this. Otherwise, look for a vegan label or contact the manufacturers if you are unsure.

#### **Need Inspiration?**

The internet is an invaluable resource - searching for 'vegan chocolate cake', 'vegan shepherd's pie or 'vegan curry' will bring up more recipes than you could ever make!



# **Vegan Catering Checklist**

- Review your menu
- Get creative think up some exciting new vegan dishes
- Check your drinks list what drinks are suitable for vegans?
- Check your condiments and sides
- Taste test your vegan recipes with your regular customers
- Take steps to avoid cross-contamination

- Olearly label the vegan items on your menu
- Train your staff on how to help vegans find something great to eat
- Advertise in your shop window, on menu boards, online
- Tap into the market hold an event to celebrate the new menu, make contacts in the local vegan community
- Enjoy the extra happy customers!

