



THE *PETA* GUIDE TO

Introducing Vegan Options



Introduction

There's no doubt that interest in vegan food is booming, and a growing number of restaurants – from chains such as PizzaExpress and Vintage Inns to fine-dining establishments such as Gauthier Soho and Liverpool's The Art School – now offer a variety of vegan dishes, including all-important desserts.

Vegans don't consume meat, dairy "products", eggs, honey, or any other food derived from animals. A vegan diet can (and should) contain a wide variety of vibrant, nutritious foods, including vegetables, grains, pulses, nuts, seeds, and fruits.

PETA has put together this guide to help businesses reach the growing vegan market.



Why OFFER VEGAN OPTIONS?



1. VEGAN FOOD IS IN DEMAND

Google Trends indicates that searches for the word "vegan" are now three times as prevalent as those for "vegetarian". In April 2018, the number of vegans in the UK was estimated to be 3.5 million, an increase of 700 per cent over the past two years. One-third of British adults are vegan, vegetarian, or actively reducing the amount of meat they eat. An Opinion poll commissioned by PETA found that 76 per cent of British 18- to 34-year-olds are interested in trying more vegan foods.

2. IT'S MORE INCLUSIVE

Adding more vegan options to your menu will widen your customer base and ensure you have something for everyone. Vegan options are great because they can be enjoyed by most people, including vegetarians, flexitarians, those who avoid eggs and dairy "products" for any reason, and even the most ardent meat-eaters.

3. CUSTOMERS WANT HEALTHY CHOICES

Considering that plant-derived foods are often naturally low in fat and contain no cholesterol, it's no wonder that many people look for healthy vegan meals when they eat out. Accomplished athletes such as tennis star Serena Williams, ultramarathon runner Scott Jurek, and cage fighter Mac Danzig stay in top form by eating vegan. According to the British Medical Association, people who eat meat and dairy "products" are more likely to suffer from obesity, high blood pressure, and coronary heart disease – which is preventable and, in some cases, reversible simply by adopting a plant-based diet.

4. VEGANS WILL ADVERTISE FOR YOU

Word of mouth is a powerful advertising tool, and vegans are an enthusiastic bunch. When they realise that a restaurant serves tasty vegan menu items, they spread the word, often via social media. In the first half of 2018, **#vegan** was the biggest food trend on social media.

5. VEGAN FOODS ARE MORE ENVIRONMENTALLY SUSTAINABLE

Animal agriculture takes up about a third of the world's land, and the majority of the Earth's soya crop is fed to animals raised for their flesh, milk, or eggs. Ninety-two per cent more water is used in the production of an average beef burger than in that of a soya patty. And it takes 72 per cent more water to produce a litre of cows' milk than it does to make the same amount of soya milk. The United Nations has concluded that a global shift towards vegan eating is necessary in order to combat the worst effects of climate change. More and more companies (for example, IKEA, Hilton, and Google) are serving vegan food in order to lessen their environmental impact and reduce their carbon footprint.

6. YOU'LL IMPROVE YOUR ETHICAL PROFILE

Consumers are rightly shocked when they learn about the grim lives and violent deaths of animals raised for their flesh, eggs, or milk as well as those hauled from the oceans. One of the most popular videos on PETA's website is "[Glass Walls](#)", narrated by Paul McCartney, detailing the suffering of animals raised for food. Time and time again, investigations by PETA affiliates have shown that animals on so-called "high-welfare" and "free-range" farms also suffer greatly.

7. IT TASTES GREAT

Vegan food is delicious! In 2015, GQ magazine declared that the best burger in the world just happened to be vegan. Bill Gates, who has invested in Beyond Meat, a US plant-based meat start-up, noted that he couldn't tell the difference between chicken flesh and the brand's vegan chicken, saying, "What I was experiencing was more than a clever meat substitute. It was a taste of the future of food."

8. THE FUTURE IS VEGAN

Most of the world's biggest food companies – including Tyson Foods, Perdue, Cargill, General Mills, Kellogg's, Danone, The Coca-Cola Company, PepsiCo, Unilever, and Nestlé – are investing in plant-based products or have their own vegan range. Celebrity chef Jamie Oliver said, "[T]he future is a plant-based diet." Sales of meat have been falling in the UK for decades, while sales of vegan foods have grown year after year.



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PETA's Top 10 Tips

FOR SUCCESSFUL VEGAN OPTIONS

1. LEAVE NO TRACE (INGREDIENTS)

Recipes made with an incidental amount of animal-based ingredients are a missed opportunity. Making tiny tweaks can open up your menu to even more customers. No one is choosing foods because there's a little bit of milk or egg in them, but there are certainly people who are **not** choosing them for that very reason.



YO! SUSHI SWITCHED TO VEGAN MAYONNAISE IN ITS AVOCADO MAKI AND OTHER PREVIOUSLY VEGETARIAN MENU ITEMS, MAKING THEM SUITABLE FOR VEGANS.

2. DARE TO BE DIFFERENT



CAFFÈ NERO'S VEGAN CHEESE, PESTO, AND TOMATO TOASTIE

Everyone is looking for the full experience when dining out, and businesses offering vegans something a bit different will stand out among the competition. Hummus and falafel are tasty but ubiquitous. Come up with something more

original and you'll get repeat customers in return.

3. PLAY TO YOUR STRENGTHS

There are vegan versions of virtually every animal-derived food – from Parmesan cheese to caviar and even prawns. Pizza restaurant? Add vegan cheese and meats. Known for fish and chips? Try vegan fish. Sutton and Sons – a traditional chippy chain – created quite a stir when it offered vegan fish and chips made with banana blossoms. Just a few months later, it made one of its locations entirely vegan to keep up with demand.



SUTTON AND SONS' VEGAN FISH AND CHIPS

4. PACK IN THE PROTEIN

If you're creating a vegan version of an existing dish, replacing the meat with beans, tofu, tempeh, or vegan meat (as opposed to just removing it) will help make the meal healthy, filling, and appealing.

THE GRINGO VEGAN BURGER AT ANNIE'S BURGER SHACK, WHERE EVERY BURGER ON THE MENU CAN BE MADE VEGAN



5. SATISFY THEIR SWEET TOOTH



ZIZZI'S STICKY CHOCOLATE & PRALINE TORTE

Everyone likes to indulge a bit when eating out. Sorbet and fruit salad are fine but not as exciting as this egg- and dairy-free delight from Zizzi.

6. (PLANT-BASED) MILK IT!

Offering soya, nut, or oat milk for tea and coffee is easy and gives dairy-avoiding guests the full dining experience. Many hot chocolate powders are also suitable for vegans when mixed with plant milks.

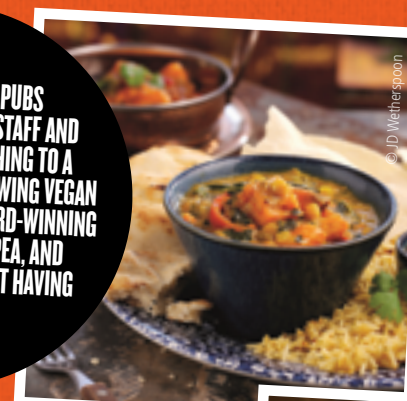


COSTA'S VANILLA LATTE, MADE WITH COCONUT OR ALMOND MILK

7. KEEP IT CLEAN

You don't need a separate kitchen to prepare vegan foods. With due diligence (and separate deep fryers), the risk of cross-contamination can be minimised. Making a dish vegan from the start is the best way to keep things simple and inclusive, as swapping out ingredients to make a meal vegan can be confusing for customers and staff.

JD WETHERSPOON PUBS MADE LIFE EASIER FOR STAFF AND CUSTOMERS BY SWITCHING TO A VEGAN NAAN RECIPE, ALLOWING VEGAN DINERS TO ORDER ITS AWARD-WINNING SWEET POTATO, CHICKPEA, AND SPINACH CURRY WITHOUT HAVING TO SUBSTITUTE.



8. "BUTTER" THEM UP



GREGGS' VEGAN SAUSAGE ROLL FEATURES FLAKY PASTRY WITH A BUTTERY TASTE WITHOUT ANY DAIRY 'PRODUCTS'

Cooking with vegetable oil and offering dairy-free spreads is more inclusive than using butter. Dominic Teague, executive chef at Indigo at One Aldwych, a high-end, completely dairy-free restaurant, uses rapeseed oil for his mashed potatoes and says they are "still amazing but healthier".

9. BE ON TREND

Search for #vegan on social media and you'll find an array of exciting new vegan food trends. Jackfruit is a great alternative to pork and lamb, Buddha bowls are the new salads, and everyone is going crazy for vegan steak! Vegans and non-vegans alike are buzzing about these innovative dishes.



PIZZAEXPRESS' VEGAN PULLED-JACKFRUIT PIZZA

10. GET SOCIAL

Announcing new vegan menu items by posting photos of them (tagged #vegan) on social media is a sure-fire way to spread the word about your business. There are many prominent vegan Facebook groups that are always keen to share new finds and promote them, and vegans have a huge presence on Instagram.



PRET A MANGER'S VEGAN MAC & GREENS

THERE'S A VEGAN VERSION OF THAT!

No matter the ingredient, there's sure to be a tasty animal-free alternative!

BURGERS

Everyone loves a good burger, and vegan ones don't disappoint. Many restaurants choose to make homemade "signature" burgers using beans, vegetables, and grains, and there's also a wide variety of excellent "meaty" vegan burgers on the market that are sure to satisfy. Beyond Meat estimates that 70 per cent of customers who buy its Beyond Burger are meat-eaters!

BUTTER

Vitalite Dairy Free, Flora Dairy Free, and Pure are among the popular lines of vegan margarine, while pure vegetable oils, such as coconut or olive oil, can replace butter in many recipes.

CHEESE

There are now gourmet vegan versions of Cheddar, mozzarella, blue cheese, feta, and more. Vegan cheese is great in a sandwich, on a pizza, or on a cheeseboard.

CHOCOLATE

Most dark chocolates are suitable for vegans (but check the ingredients), and some milk chocolate varieties are made with rice milk or other plant milks.

DESSERTS

Like everyone else, vegans want to enjoy a dessert when they dine out. Vegan ice cream sundaes, rich cakes, and flaky pastries are sure to be instant bestsellers.



EGGS

Tofu is an excellent alternative to eggs in a number of dishes, such as scrambled eggs. There are also [many ways](#) to substitute eggs when baking, and black salt can be used to impart an eggy flavour to savoury dishes.

ICE CREAM

Creamy vegan ice creams abound and taste just as good as dairy ice cream – without the allergen risk. Pair one with a vegan chocolate sauce and you have an easy dessert that's sure to please.

MAYONNAISE

Vegan mayonnaise is egg-free and shelf-stable for longer than egg mayonnaise.

MEATS

There's a vegan alternative to every traditional meat, including "ham" slices, turkey-style roasts, beef-style strips, sausage rolls, hot dogs, and "bacon" rashers.

MILK

Unsweetened plant milks – such as soya, oat, and almond varieties – are good to have on hand for use in hot drinks and for recipes that call for cows' milk.



PASTRY

Create delicious vegan pastry by using a plant milk instead of cows' milk and vegan margarine instead of butter.

SEAFOOD

There has been a revolution in vegan fish products. "Fish" steaks, fishless fingers, tuna-style pâté, "prawns", and even vegan caviar are now available. Some restaurants, including an increasing number of traditional chippies, use battered tofu or even banana blossoms to make satisfying [vegan fish and chips](#).

YOGURT

Flavoured or plain soya, almond, and coconut yogurts have all the creamy tang with none of the cows' milk.



menu MUSE



© Café Forty One at La Suite West Hotel

CHEFS OFTEN REPORT THAT PREPARING VEGAN MEALS ENHANCES THEIR CREATIVITY IN THE KITCHEN AS THEY EXPLORE NEW INGREDIENTS AND IDEAS. HERE'S A SAMPLING OF VEGAN FOODS TO INSPIRE YOU:

Breakfast

A vegan breakfast can be as simple or as elaborate as you like – from a quick fuel-up to a full English. Explore some of our favourite [breakfast recipes](#).

Sandwiches

A little creativity goes a long way – think beyond falafel and hummus. Here's some inspiration:

- **Chickpea "tuna" salad sandwich** ([PETA US recipe](#))
- **Rainbow Veg sandwich** ([M&S](#))
- **Artichoke, Olives & Tapenade baguette** ([Pret A Manger](#))
- **Vegan ham and cheese sandwich** ([Tofurky](#))
- **"Cheese" toastie** ([90° Melt](#))

You can also check out our feature on "[12 Delicious Vegan Sandwiches Available in the UK](#)" or create your own with these [100 ideas](#)!



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© Frankie & Benny's

Mains

Whether you choose to make vegan versions of menu favourites, tweak existing recipes, or present a different take on "steak", the possibilities are endless when it comes to creating satisfying vegan signature dishes. Check out our [recipes](#) for the main event, and draw inspiration from some other brands' offerings:

- **Vegan fish and chips** ([Hungry Horse](#))
- **Nachos with smoked chipotle pulled jackfruit and beetroot** ([Las Iguanas](#))
- **Buffalo cauliflower tacos** ([Marston's](#))
- **Vegan pulled jackfruit burger** ([Lounges](#))
- **Roasted mushroom and ale pie** ([Toby Carvery](#))

Snacks, Sides, and Starters

Providing a variety of options that can be eaten and shared at any time during (or even instead of) dinner is key to offering an enjoyable dining experience. Who can resist ordering a side of fries or starting the meal with a light, fresh salad? Here are some ideas:

- **Nachos** ([Club Mexicana](#))
- **Chips, sweet potato fries, and garlic bread** ([Frankie & Benny's](#))
- **Fish-free sushi** ([YO! Sushi](#))
- **Creative salads** ([PETA recipe](#))

Desserts

Leave them wanting more, and then deliver – with luscious vegan desserts. Say goodbye to fruit salad and sorbet – offering gorgeous vegan treats is a piece of cake. Check out PETA's [recipes for success](#), and here's some sweet inspiration:

- **Dolcetti Carrot Cake** ([PizzaExpress](#))
- **Sticky Chocolate & Praline Torte** ([Zizzi](#))
- **Sticky Toffee & Pecan Cookie** ([Costa](#))
- **Vegan Blood Orange & Chocolate Tart** ([ASK Italian](#))



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LOOKING FOR MORE IDEAS FOR VEGAN DISHES?
CHECK OUT [PETA'S RECIPE SECTION](#).

Quick Switches

FOR MENU FAVOURITES

Tuna mayonnaise sandwich: Replace the tuna with mashed chickpeas and red onion, and use vegan mayonnaise.

Ham and cheese sandwich: Use vegan ham and non-dairy cheese.

Hot dogs, chicken nuggets, and burgers: Use vegan versions.

Pie and chips: There are many delicious vegan pies available, offering wonderful comfort food for any time of the year.

Pizza: Top with dairy-free cheese, veggies, and vegan meats to make this option suitable for all.

Chicken curry: This dish can be made vegan by swapping the chicken for tofu.

Ice cream sundae: Replace dairy ice cream with a vegan one, and top with fresh fruit, chocolate sauce, and “[accidentally vegan](#)” products like Lotus Biscoff biscuits.

Roast dinner: Substitute a pie, a nut roast, a Wellington, or vegan meat for the meat.

You’ll find more ideas in PETA’s “[On the Menu – Vegan Options at Chain Restaurants](#)”.



CLEARLY VEGAN

There’s no need to create a separate menu for vegan options, and research has shown that integrating them into your main menu can increase uptake. It can be helpful to use symbols (such as “V” for vegetarian, “Vg” for vegan, and “VO” when a vegan option is available upon request) to give diners the information they need at a glance.



WAGAMAMA'S
VEGATSU CURRY
IS LABELLED WITH
A “VG” SYMBOL.

Hidden Ingredients

Avoid using products that contain small amounts of the following animal-derived ingredients, which can easily go unnoticed:

**ANCHOVIES • ASPIC • CARMINE AND COCHINEAL
CASEIN • HONEY • LACTOSE • WHEY**



No licence or certification is legally required in order for businesses to refer to foods as “vegan” or “suitable for vegans”. For an item to be labelled “vegan”, it shouldn’t contain any animal-derived ingredients. The Food Standards Agency recommends that vegan foods be prepared separately from non-vegan ones. However, in some restaurants, this can present a serious obstacle. PETA recognises this challenge and suggests that vegan dishes prepared alongside non-vegan ones still be labelled “vegan”, although restaurants may wish to include an allergen disclaimer on the menu.

SUPPLIERS >>

- **Vegan burgers:** [Linda McCartney Foods](#) and [Fry's Family Food](#) offer quarter pounder-style burgers that are well loved. The [Vivera Burger](#) is number one in the Netherlands, while the [Beyond Burger](#) is popular in the US – and both are now available in the UK.
- **Vegan steak:** Vivera does a “bleeding” [vegan steak](#), which quickly sold out following its launch this year.
- **Other vegan meats:** [VBites' deli slices](#), [Linda McCartney Foods' sausage rolls](#), [Sgaia's streaky rashers](#), [VBites' rashers](#), [VBites' mince](#), and [Vivera's pulled pork alternative](#) are all excellent products in this category.
- **Pies:** [Linda McCartney Foods](#) pies are a classic, Fry's does a [vegan steak and ale pie](#), [Clive's](#) has a large vegan range, and [Pieminister's](#) vegan options are award-winning.
- **Vegan fish and seafood:** VBites produces [Fish-Free Fish Fingers](#) and [Fishless Steaks](#), while Quorn now offers excellent [Vegan Fishless Fingers](#).
- **Dairy-free ice cream:** [Swedish Glace](#), [Alpro](#), and [Ben & Jerry's](#) all have tasty options.
- **Non-dairy yogurt:** [Alpro](#) has many delicious varieties, and [Nush](#) offers gourmet coconut and almond milk options.
- **Sweet treats:** Companies such as [Lola's Cupcakes](#) and [Cakesmiths](#) offer scrumptious vegan treats.
- **Pastries:** A vegan [croissant](#) and a [blueberry-filled croissant](#) are available from [DéliFrance](#). Jus-Rol does wonderful ready-to-bake vegan croissants and [pains au chocolat](#).
- **Non-dairy cheese:** Vegan cheeses by brands such as [Violife](#) and [MozzaRisella](#) are great in a toastie or on a pizza, while artisanal products from companies such as [New Roots](#) and [Nutcrafter Creamery](#) are perfect for a cheeseboard. [Daiya](#), a US company that now sells in the UK, has 30 different vegan cheese varieties. And [Sheese](#) is a Scottish brand with a good distribution network that offers a number of options, including a “cream cheese”.
- **Non-dairy cream:** [Alpro](#) and [Oatly](#) both produce excellent vegan cream that’s suitable for sweet and savoury dishes.
- **Egg replacers:** Follow Your Heart has launched its [VeganEgg](#) in the UK.
- **Egg-free mayonnaise:** [Plamil's egg-free mayonnaise](#) is a favourite and is shelf-stable until opened. [Hellmann's](#) also has a great vegan option.
- **Pesto:** [Saclà](#) produces a vegan pesto, but it might be more cost-effective to [make your own](#).



From soya lattes to vegan sausage rolls and from high end to the high street, restaurants, pubs, cafés, and retailers are cashing in on the growing demand for delicious animal-free fare. This is all down to concerns for health, animal welfare, the environment, and taste – and vegan foods tick all the right boxes.

Get inspired by examples of innovative vegan options around the country in PETA's "[On the Menu – Vegan Options at Chain Restaurants](#)".

Has this guide helped you? Do you have any questions?

Let us know by contacting PETA's Corporate Affairs team at Vegan@peta.org.uk.

