

# How to Feed a Vegan



and Why Your  
Restaurant Should

A Helpful Guide  
From Your Friendly  
Neighborhood Vegan



This publication brought to you by Vegan America

*Making America Vegan Friendly!*

# Vegan Options Give Your Restaurant a Competitive Edge!

What is a vegan? And why should you, the owner or manager of a traditional restaurant, care? After all, you're not a "health food" restaurant, so why would you offer vegan options? To gain an edge on your competition, that's why! Here is some food for thought.



## The Vegan Veto



A vegan is a person who does not eat food containing animal ingredients - no meat, eggs, dairy products or honey. As you might imagine, these restrictions often make it difficult for vegans to find something satisfying to eat at restaurants that do not cater to vegetarians. In

fact, all too often, vegans who visit a traditional restaurant when dining out with family and friends are in for a dull, unsatisfying "meal" of salad or steamed vegetables and they are therefore not likely to return.

Although most people imagine that vegans subsist on a steady diet of vegetables and little else, the reality is that most vegans today enjoy vegan versions of many of the most popular foods in our culture. They do this by "veganizing" them, substituting non-animal based ingredients with vegan ingredients which serve the same purpose. For example, due to the wide array of meat and dairy analogs on the market today, including vegan cheese, vegan pepperoni and vegan sausage, vegans can enjoy a "meat-lover's" pizza which looks the same, tastes the same, and satisfies the same as one made from animal-based ingredients. These foods are so delicious even non-vegans love to eat them.



Adding tasty vegan options to your menu, even just a few, will be a draw for the increasing number of vegans. You will get new customers, ones who would otherwise never consider visiting your establishment. Also, you will be a rare but necessary commodity: a restaurant that can feed a group of vegans *and* non-vegans who are looking for a place to eat together. In such situations, whether the vegan can find something satisfying to eat plays an important role in determining which restaurant is chosen.

Often the vegan has “veto power,” meaning that the vegan will determine where the entire group dines. If your restaurant doesn’t offer the vegan any options, the whole group will choose to eat somewhere that does. And your restaurant loses out on several customers, not just the vegan one. Bottom line: vegan choices help your business by fostering new vegan *and* non-vegan customers. Why not add a few vegan options to your menu and make your restaurant a favorite choice on such occasions?

# New Customers and Free Publicity

Begin offering vegan items on you menu - even just a few - such as a vegan appetizer, a vegan main dish and a vegan dessert. Then publicize the exciting changes to your menu: update your website, do a google search for local vegetarian/vegan groups to inform (whomever gave you this brochure may have put their name or organization on the back page), and be sure to list your restaurant on the popular websites that list vegan dining options worldwide (go to [allamericanvegan.com](http://allamericanvegan.com) for those links).



Vegan options are limited in some communities, so your good news will be greeted with enthusiasm by the vegans in your town. And good news travels fast! Vegans are well-connected through social media like Twitter and Facebook, so word will go viral.

Offer tasty vegan options, let the vegans know, and they will come - grateful and hungry! And they will bring their non-vegan friends and family with them.

**Bottom Line:** \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$

# Vegan Choices:

## Thinking Outside the Salad Bowl



It is a misconception that vegans want to eat mostly vegetables. Many vegans have chosen their diet for ethical as opposed to health reasons, and are no more interested in only eating vegetables than the rest of the population. Vegans want veganized versions of traditional favorites, as evidenced by the increasing popularity of ready-made products of this nature - now a billion dollar industry.

Therefore, deciding which vegan foods to offer does not require redesigning the menu or introducing unfamiliar or foreign sounding dishes. No doubt many of the items already on the menu could be made vegan-friendly by simply switching out a few ingredients, such as a vegetable broth for a meat broth in a soup, or using margarine instead of butter in the crust of a pie and topping it with soy instead of dairy based ice cream. How about offering a veggie cheeseburger on a vegan bun with vegan cheese, vegan mayonnaise and all the trimmings? Or a grilled vegan cheese sandwich, or a stir-fry made with seitan instead of meat?

Get creative! Using the many varieties of vegan meat, cheese, egg and dairy analogs now available, there is almost no item that can't be made vegan with a little ingenuity. And while in most cases the changes will be undetectable, giving such items wide appeal without sacrificing taste or familiarity, diners can always be offered a choice, with traditional items labeled as "vegan-upon-request."

Following is some information on vegan alternatives and how to use them.

### REPLACING MEAT

Meat in traditional cooking is a blank canvas until spices, flavorings, and other foods added to it turn it into sloppy joes, meatloaf, fried chicken, bacon, and hot dogs. Likewise, soy protein, tofu, and seitan—plant-based, protein-rich foods with chewy textures that mimic meat can be used to replace meat in most dishes. You can purchase such foods ready-made, such as veggie burgers, veggie dogs, "chicken" breasts, pepperoni, sausages and lunchmeats of many varieties, or, in the case of seitan, you can also make your own from scratch.

### MEET SEITAN



Seitan is a meat substitute made from the gluten in wheat. It is chewy, readily absorbs flavors, and has a texture very similar to that of meat. Several varieties and flavors of pre-made seitan are on the market. Brand-name product recommendations are available at [allamericanvegan.com](http://allamericanvegan.com). And two seitan recipes - one that mimics beef, and another that mimics chicken - can be found in the cookbook, *All American Vegan*, available wherever books are sold.

## REPLACING DAIRY PRODUCTS

**Instead of milk and cream:** Milk and cream are simple to replace using the wide variety of non-dairy milks and creamers on the market today. Some are made from soymilk, some from rice, and others from nuts and coconuts. When choosing which one, be sure to take into consideration the flavor and density of what you are substituting. Most brands of non-dairy milk come in a variety of flavors: usually plain or regular (sweetened and unsweetened), vanilla and chocolate. When replacing milk in a sweet recipe, you can use the regular or vanilla, sweetened flavors. If you are replacing milk or cream in a savory recipe, such as a soup or mashed potatoes, use only the plain or unsweetened variety. Also, if you are replacing whole milk, you will want to use thicker non-dairy milk, such as regular soymilk, and not the lower-fat varieties, which are thinner. If you are substituting cream in a recipe, be sure to use a vegan non-dairy cream/creamer. But beware: the non-dairy creamers intended for coffee sold in traditional supermarkets are often not vegan and may contain flavorings that could ruin a recipe.



**Instead of dairy cheese:** Vegan cheeses made from soy, rice and even tapioca come in a variety of flavors, including cheddar, mozzarella, jack and parmesan. Aged artisan cheeses made with nuts and paired with vegan wines are a favorite at upscale vegan restaurants. Some vegan cheeses melt better than others, so be sure to experiment with different brands to find the perfect fit.

**Instead of butter:** Butter and shortening can be easily replaced with vegan margarine or vegan shortening. Most vegan margarines and shortenings no longer contain artery-clogging partially hydrogenated oils. But beware: not all margarines and shortenings are vegan. Many products labeled as “non-dairy” actually contain animal ingredients such as whey, lactose, butter flavoring, or casein (a milk derivative, also called sodium caseinate), so be sure to read labels.



## REPLACING EGGS



Tofu scramble, tofu omelets, and tofu egg salad are a few of the popular vegan dishes that can be made without eggs. Yet in most dishes that call for eggs, they are not the main ingredient, but are included to serve a particular need such as leavening or binding, and can be replaced with a number of alternatives, including powdered egg replacers (for more alternatives, visit [allamericanvegan.com](http://allamericanvegan.com)). These substitutes do the job as effectively as eggs, without any substantive change in the taste or texture of the finished product.

# Abracadabra! It's Vegan

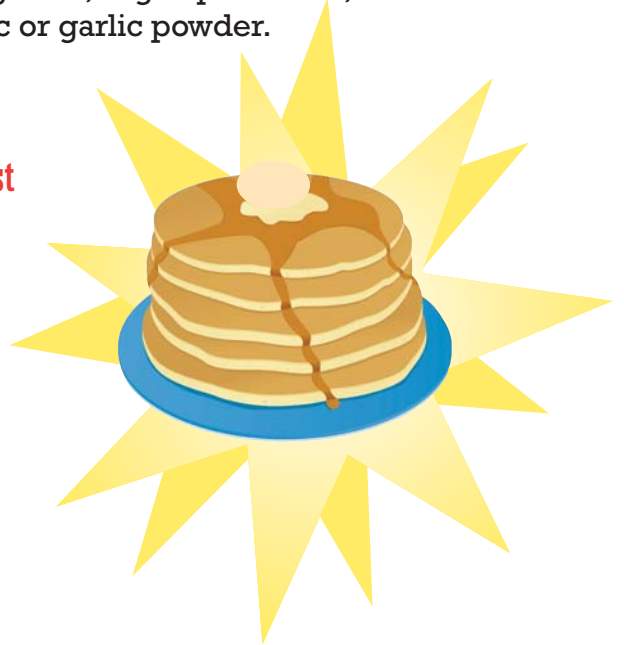


## **Veganize Spaghetti with Meat Sauce and Garlic Bread**

Almost all dry pasta, unless it is labeled an “egg noodle,” is already vegan. Add a shredded meat substitute sautéed in olive oil with onions to marinara sauce. Slice and spread a vegan baguette with a paste of margarine, vegan parmesan, and fresh minced garlic or garlic powder.

## **Veganize the All American Grand Slam Breakfast**

Make a latte with soymilk. Make tofu scrambled “eggs” with french toast or vegan pancakes, substituting margarine for butter, non-dairy milk for milk and egg replacer for eggs. Serve with maple syrup and fried vegan “bacon” or vegan sausage links.



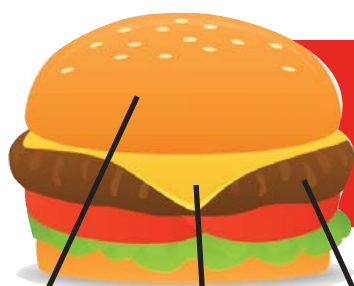
## **Veganize Chocolate Cake with Ice Cream**

To make the cake, substitute egg replacer for eggs, soymilk for milk, and margarine for butter. To make the frosting, substitute margarine for butter and a non-dairy cream for cream. Serve with one of the many varieties of non-dairy ice cream now available.

# The Devil Is In the Details

## Vegetarian vs. Vegan: An Important Distinction!

Many restaurants mistakenly assume that because they have one or even a few vegetarian items on the menu that they are accommodating vegan diners as well. But vegans will not eat dishes that contain eggs or dairy products, even if they are meat-free. Nor will they be satisfied if your vegan offering is simply a vegetarian dish in which a key flavor ingredient, such as cheese, is left out. Indeed, accommodating vegans by altering a dish in such way as to render it tasteless and dull is by and large the same as offering them nothing at all. They may eat it, but they won't be satisfied. And, rest assured, they won't be back! By contrast, if your meatless options are vegan, you will accommodate vegans *and* vegetarians, as well as the meat-eater who is looking for a healthier option.



## The Anatomy of a *Vegan* Veggie Burger



Not all bread products are vegan. A vegan bun is free of milk, eggs, honey and any natural flavorings, dough conditioners or enzymes that are animal-derived.

Veggie burgers come in many different varieties. Some are vegan and, if so, are usually labeled as such. Others contain cheese, egg whites, or animal-derived flavorings.

**Vegan Cheeseburger? Bring it on!** Just make sure the non-dairy cheese is really non-dairy - free of whey and casein (or sodium caseinate). In addition, be sure any other toppings you offer, such as "mayonnaise" are vegan, too!

Vegans are detail-oriented, and vegans are well-informed. That bun you are offering for your veggie burger may seem innocent enough to you - but to a vegan, it is fraught with uncertainty, possibly containing eggs, dairy products, or even animal-derived flavorings or enzymes. To feed a vegan, you need to do your homework, because, rest assured, your vegan diners will have done theirs. Make sure that *every* ingredient that goes into your vegan offerings are, in fact, vegan.

***For free resources to help you modify your menu to accommodate vegan diners, including a comprehensive list of animal-derived ingredients, a list of vegan product recommendations and/or to request additional assistance, visit [allamericanvegan.com](http://allamericanvegan.com), and click on "Vegan America." We're happy to help!***

For more information about veganism, vegan product recommendations, links to great vegan resources and to download this and other Vegan America guides, visit:

**[allamericanvegan.com](http://allamericanvegan.com)**

**Get a taste of what you won't be missing**

## **All American Vegan** **Veganism for the Rest of Us**

A must-have primer on vegan cooking and baking that teaches the art of vegan substitution, and includes over 90 delicious recipes for familiar American favorites such as pizza, pancakes, BBQ "ribs," macaroni and cheese, hot fudge sundaes and of course, apple pie. Available on amazon.com or wherever books are sold.



**JENNIFER & NATHAN WINOGRAD**



Distributed in your community by: