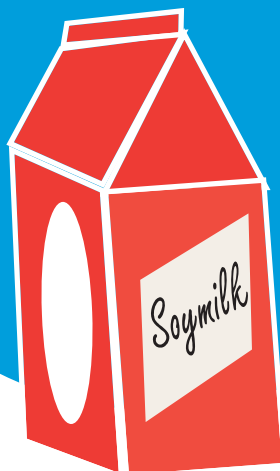


How to Feed a VEGAN and

Why Your Grocery Store Should



A Helpful
Guide From
Your Friendly
Neighborhood
Vegan

This publication brought to you by Vegan America
Making America Vegan Friendly!





So Close, and Yet So Far!



Aisles & Aisles of NOTHING to Eat!

Don't think we haven't noticed the new, more modern décor, the in-store gourmet coffee, the organic produce section, the soymilk, and the cooler labeled "health" foods. With the rise of Whole Foods and the increasing popularity of natural food stores nationwide, we vegans recognize that conventional grocery store chains are trying harder than ever before to satisfy the growing number people who expect more and want to eat healthier. It's encouraging to see the ever-expanding selection of vegan options in regular grocery stores. How convenient that every time we run out of kitty litter we can also pick up one or two things we can't do without just down the street. *You've come a long way, baby!*

Yet despite these efforts, sales at conventional grocery store chains remain flat, gross profits are down, while Whole Foods continues to see growth rates of about 10% per year, even during the challenging economic downturn. Why? Because when it comes to providing food for the growing number of vegans, we thought you ought to know: *you've still got a long way to go!*

In a scenario that plays out countless times daily in every American community, we vegans in need of groceries drive right past your supermarket on our way to the natural food store, sacrificing our time, sacrificing the convenience of your location, only to pay more at the register in the process. Why would we do that? Because you leave us no choice. We need to go where a variety of vegan foods are sold, and, right now, the conventional grocery store is not that place. If we wanted to eat the few vegan items you sell every single day, we'd shop at a conventional grocery store. But veggie dogs aren't a sus-

tainable daily meal, your veggie burgers have egg whites in them so they are off menu, and that "soy cheese" and margarine is actually made with dairy—casein and whey—which is what we are trying to avoid by switching to soy cheese and margarine in the first place. Of course, all the items we are looking for are for sale in abundance—including egg replacer and vegan chocolate chips, soy yogurt, vegan pie crusts, non-dairy ice creams of many flavors, vegan meats such as lunchmeats, chorizo, roasts, steaks, and fajitas, vegan cheeses including cheddars, jacks, mozzarellas, and parmesans, and frozen vegan foods of every variety: veggie burgers and "chicken" nuggets, vegan BBQ "ribs," and non-dairy burritos and pot pies. They just are not for sale at *your* store.

It doesn't have to be this way, and your store's management can see to it that it isn't by accommodating the particular needs of vegans. Rather than drive past, waste time, and pay more elsewhere, we'll pull in and shop locally. At your store. The choice of where we shop is, and has always been, *yours*.



New Customers and Free Publicity



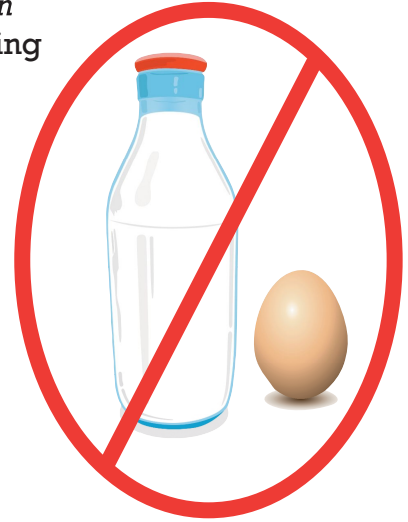
Offer a better selection of tasty vegan options and the vegans will come - grateful and hungry! And they'll tell others vegans about your store, too. Good news travels fast! Vegans are well-connected through social media like Twitter and Facebook, so rest assured if you expand the vegan options at your grocery store, word will get around. And you'll reap the financial benefits as a result.

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

Vegetarian vs. Vegan

An Important Distinction

A vegetarian does not eat meat, including fish. Neither does a vegan, but a vegan also avoids animal ingredients of any kind including eggs, dairy products and honey. They are two very different diets. Yet many grocery stores mistakenly assume that because they have one or even a few *vegetarian* items in the natural food section that they are accommodating *vegans* as well. But vegans will not buy margarine or soy “cheeses” made with dairy ingredients. And they won’t buy veggie burgers or “sausages” containing egg whites. Yet these are precisely the type of meat and dairy alternatives offered at many conventional grocery stores. And not only are the vegetarian items offered frequently not vegan, but the refrigerated natural food section is often the only place in the *entire* store attempting to provide vegans alternatives of any kind. What vegans find in the cooler is usually all they get. And most of the time, that isn’t very much!



Consider This



Contrast the natural food section at most conventional grocery stores with this “Meat Alternatives” section of a natural food store. This vegetarian meats section is mostly vegan. And it is larger, in and of itself, than the entire natural food section of a regular grocery store. The non-dairy milk aisle is equally large, and in every section of a natural food store - from frozen foods to the dairy case to the baking aisle - there are numerous options of vegan alternatives to choose from. Is it any wonder vegans are shopping at these stores instead?

How to Feed a Vegan



Although most people imagine that vegans subsist on a steady diet of vegetables and little else, the reality is that most vegans enjoy vegan versions of many of the most popular foods in our culture. They do this by “veganizing” them, substituting animal based ingredients with vegan ingredients which serve the same

For a list of brand-name product recommendations, visit allamericanvegan.com, and click on “Vegan America.”

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. According to a food industry

magazine, “Product innovation, media attention, and buyer demand are creating strong growth for the vegetarian foods market, and more companies are trying to profit from meat, egg, and dairy alternatives.” In fact, sales of ready-made vegetarian products are a billion-dollar industry in the U.S., and more Americans are eating soy-based meat substitutes than ever before. If your store expands its vegan offerings, vegetarians and people looking to eat healthier will purchase and enjoy these products, too.

When considering what vegan items your store should stock, aim to provide at least one vegan item of every staple Americans eat. Following are items from a typical vegan shopping list: indistinguishable from that of the average American family’s, except, of course, it’s vegan!

A Typical Vegan Shopping List

“Dairy”

- Soymilk
- Chocolate soymilk
- Cream
- Cheddar cheese
- Mozzarella cheese
- Yogurt
- Sour cream
- Cream cheese
- Margarine
- Ice cream
- Whipped cream



A World
of Non-Dairy
Possibilities



Geez, thanks for the tofu, but...

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.



Grains and Staples

- Bread
- Cereal
- Tortillas
- Frozen french fries
- Frozen waffles
- Hamburger buns
- Hot dog buns
- Frozen pizza
- Soup
- Soup stock
- Rice and bean burritos
- Pie crust
- Crackers

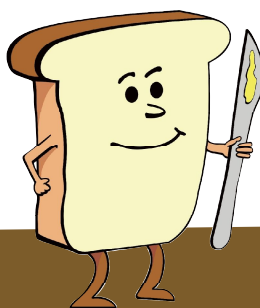


Vegans do not live on tofu alone. There are a lot of great meat alternatives on the market today. Some are soy-based, and some are made from wheat. But you wouldn't know it to look at the cooler of the conventional grocery store in the picture above, offering 11 (that's right, eleven) different types of plain, unflavored tofu. With so many other meat replacements possible, carrying one brand of plain, firm tofu and one brand of plain, silken tofu is enough. Keep the best selling brand, dump the others and make room for vegan lunchmeats, vegan "chicken," vegan "beef," vegan "bacon" and seitan.

"Meat"

- Canadian "bacon"
- "Turkey" slices
- Ground "beef"
- Stir-fry "chicken" strips
- "Sausage" links
- Veggie Burgers

- Veggie dogs
- "Chicken" nuggets
- "Chicken" breasts
- Seitan
- Firm Tofu
- Silken Tofu



BREAD

It's the Staff of Life for Vegans, too!

Bread is important! It's often the scaffolding around which meals are constructed. After all, what is a veggie dog or veggie burger without a vegan bun? How do you make a vegan burrito without a vegan tortilla? And a sandwich without bread is simply impossible, not to mention messy. But, unfortunately, the bread products sold at conventional grocery stores are rarely vegan. Most contain eggs, milk or animal-derived flavorings, enzymes or dough conditioners. Vegan bread is every bit as light, fluffy and delicious as the kinds you already sell! Make a little room for a vegan loaf or two.

Feeding the Vegan Sweet Tooth

Vegans like to indulge, too. And there are plenty of ways to do so these days. Make our lives a little sweeter and offer some of the delicious vegan cookies, cake mixes, pies, donuts, candy bars and other vegans treats now available.



Treats

- Candy bars
- Jelly beans
- Donuts
- Cake mix
- Candy sprinkles
- Chocolate frosting
- Marshmallows
- Ice cream cones
- Apple pie
- Fudge bars
- Lollipops
- Gummy bears
- Cookies



Vegan Staples No Grocery Store Should Be Without

Vegan Egg In a Box!

One of the easiest and most popular ways vegans replace eggs when cooking or baking is with a powdered egg substitute. In need of no refrigeration, unable to break or crack, and with a long shelf life, it's better than real eggs in every way! Every grocery store baking aisle should have it!



Vegan Mayonnaise

Delicious vegan mayonnaise means that vegans no longer have to "hold the mayo."

Vegan "Butter"

A daily necessity - whether as a spread or an ingredient in cooking or baking- margarine is an essential part of a well-stocked vegan kitchen.



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

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.



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