









# 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 <b>DO NOT</b> eat	Vegans <b>DO</b> eat
Meat, including chicken, fish or any kind of shellfish	All cereals and grains, including rice, wheat and wheat products 
Milk from any animal, or products containing milk such as cheese, yoghurt, cream and mayonnaise	Vegetables including potatoes 
Eggs, or products containing eggs	Fruit 
Honey, gelatine or beeswax	Pulses and legumes such as peas, chickpeas and beans 
	Nuts and seeds 
	Soy and soy products like tofu 
	Fat such as oil or vegan margarine 
	Herbs, salt and spices 



### Handy Tips

If a product **'may contain traces'** of a non-vegan ingredient, this means that it has not been created in a vegan factory and therefore could contain trace elements of non-vegan products. This does not prevent a product from being suitable for vegans.

**There's a simple way to check if a product is vegan.** Do any of its ingredients come from an animal? If so - not vegan. If not, you're good to go! If you are unsure, look out for a vegan label or contact the manufacturer.

### Look out for the Vegan Trademark

on products to be sure products are vegan.



It's important to remember that **veganism is not the same thing as healthy eating**. You can eat a great, healthy diet as a vegan, but many vegans love chips, burgers, desserts and all 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

Maple syrup, golden syrup or agave syrup

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

Make using vegan margarine and glazing with plant milk. Or, readymade vegan pastry is widely available

Meat

Vegan sausages, mince and burgers are widely available

### 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](http://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
- Clearly 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!

