



# Vegetarian Consumers Association

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## GROW YOUR CUSTOMER BASE BY 10%

### YOU CAN EASILY CAPTURE BUSINESS YOU HAVE BEEN LOSING

About 7% of adults in the United States are **vegetarians or vegans**, and they are **looking for places to eat**. *Yesterday a vegetarian person and her friend did not eat at your restaurant just because **your menu doesn't clearly state having vegetarian options**. Instead, they went to another restaurant, and you lost business.*

### OFFER DISHES THAT ARE ATTRACTIVE TO VEGETARIANS

With little effort, many of **your popular dishes** can have versions that are suitable for vegetarian customers. *Example: Tofu can be offered instead of meat. Egg, cheese, butter, or fish sauce can be made optional.*

### GROW YOUR CUSTOMER BASE BY 10% THROUGH SMALL CHANGES TO YOUR MENU

By adding **clearly marked vegetarian options** to your menu, and by ensuring your staff understands the needs of vegetarian customers, you can **make your restaurant uniquely appealing** to vegetarian customers. The next page shows exactly how to make these simple changes.

### WE CAN HELP - FREE OF CHARGE!

The **Vegetarian Consumers Association** is a non-profit organization **connecting vegetarian consumers with smart businesses** and providing **free expert consultation** to businesses that want to appeal to the large number of vegan/vegetarian consumers. Our service is free, and we do not sell any products or services.

| WHAT DO VEGANS/VEGETARIANS EAT?  | Vegan | Vegetarian |
|--|-------|------------|
| <b>Any Part of an Animal (Meat, Fat, or Stock)</b><br>Beef, pork, chicken, fish or fish sauce, shrimp or shrimp paste, cheese made with animal rennet                          |       |            |
| <b>Anything that Came from An Animal (Animal Products)</b><br>Dairy (milk, cheese, butter, cream), eggs, honey   |       |            |
| <b>Plant-Based Food</b><br>Fruits, vegetables, nuts, legumes, beans, wheat, rice, meat substitutes (like soy chorizo), dairy substitutes (like almond milk, coconut ice cream) |       |            |

## ATTRACTING VEGETARIAN CUSTOMERS

On the left is an example of a menu that would not appeal to vegetarian customers. By following the 3 simple steps below, this menu can be transformed into a menu that would be highly appealing to vegetarian customers, as shown on the right.

### MENU



#### Salads

**Green Salad**.....\$6.95

*Fresh greens, chicken, pomegranate seeds, walnuts, balsamic vinaigrette*

**Purple Salad**.....\$7.95

*Arugula, red cabbage, plums, mint, sunflower seeds, red wine vinaigrette*

#### Main Dishes

**Spicy Noodle Bowl**.....\$9.95

*Rice noodles, chicken, shallots, egg, bean sprouts, bell pepper, chili peppers, special house sauce*

**Seared Tuna**.....\$12.95

*Blackened tuna fish, buttery baked potato, roasted asparagus*

#### Desserts

**Mango with Sticky Rice**.....\$5.95

*Mango, coconut milk, sticky rice, sugar*

**Chocolate Bomb**.....\$6.25

*Chocolate fudge brownie with chocolate syrup and a scoop of chocolate ice-cream*

### Make Your Menu Vegan/Vegetarian-Friendly in Three Easy Steps:

1. **Identify** animal ingredients in dishes.
2. **Substitute or Remove** animal ingredients from dishes. You can offer them as an optional addition.
3. **Mark** all vegan/vegetarian dishes you offer. Vegetarians are used to seeing signs that correspond to a legend appearing at the bottom of the menu.

**Tell us when you make your menu vegan/vegetarian-friendly! We will notify our entire mailing list, so vegetarian customers will know they are welcome at your restaurant!**

### MENU



#### Salads

**Green Salad**.....\$5.95

*Fresh greens, pomegranate seeds, walnuts, balsamic vinaigrette*

Add chicken.....\$1.00

**Purple Salad**.....\$7.95

*Arugula, red cabbage, plums, mint, sunflower seeds, red wine vinaigrette*

#### Main Dishes

**Spicy Noodle Bowl**.....\$8.25

*Rice noodles, shallots, bean sprouts, bell peppers, chili peppers, special house sauce*

Add tofu.....\$1.00

Add chicken.....\$1.00

Add egg.....\$0.25

**Seared Tuna**.....\$12.95

*Blackened tuna fish, buttery baked potato, roasted asparagus*

#### Desserts

**Mango with Sticky Rice**.....\$5.95

*Mango, coconut milk, sticky rice, sugar*

**Chocolate Bomb**.....\$6.25

*Chocolate fudge brownie with chocolate syrup and a scoop of chocolate ice-cream*



Not sure if certain ingredients are vegetarian or vegan? Want to see examples of different menu formats, or different cuisines? Contact us for free expert consultation!

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