



Vegetarian Consumers Association

<http://VegConsumer.org> | info@VegConsumer.org | 610-235-6635

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
Any Part of an Animal (Meat, Fat, or Stock) Beef, pork, chicken, fish or fish sauce, shrimp or shrimp paste, cheese made with animal rennet		
Anything that Came from An Animal (Animal Products) Dairy (milk, cheese, butter, cream), eggs, honey		
Plant-Based Food 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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