

# ADDING VEGAN OPTIONS

A GUIDE



AnimalAid



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# INTRODUCTION

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This guide is aimed at helping those involved in the development of restaurant, café or eatery menus add plant-based options. Adding plant-based options to your current menus needn't be difficult, indeed there are a few very easy things you can do to ensure this.

By adding vegan options to your menu you will be appealing to a growing market of vegans, but also vegetarians, pescetarians, meat-reducers and meat-eaters wanting to try something new.

## 1 WHAT IS A VEGAN?

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In dietary terms, a vegan is somebody who does not consume products which are of animal origin, or that involve the use or exploitation of animals. Vegans follow an entirely plant-based diet.

**“Veganism is a way of living which seeks to exclude, as far as is possible and practicable, all forms of exploitation of, and cruelty to, animals for food, clothing or any other purpose. ”**

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- Definition of veganism, from the Vegan Society

# 1 WHAT DO VEGANS EAT?

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VEGANS DO EAT	VEGANS DO NOT EAT
Fruit	Meat
Vegetables	Poultry
Pulses	Fish
Legumes	Milk/dairy products
Seeds	Eggs
Nuts	Honey
Plant milks (e.g. soya, almond, oat etc.)	Shellfish (including molluscs and crustaceans)
Vegan meat alternatives	Additives of animal origin (cochineal, gelatine, carmine)
Plant-based additives	
Rice and egg-free pasta	

**In short, vegans can eat anything that is not of animal origin. Plant-based versions of many products are now available, including ice-cream, burgers, sausages and more!**

## 3 THE 'WHY'

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The number of vegans in the UK has risen by around 360 per cent in the last ten years to more than 500,000<sup>1</sup>, and many more people are choosing to reduce their consumption of animal products without eliminating them entirely. They are from all walks of life, but there has been particular growth amongst those aged 15-34, who account for 42 per cent of vegans. It had been widely reported that veganism would be the number one food trend of 2018<sup>2</sup> – and this has come to fruition with many new products hitting shelves, restaurant menus and more, seemingly on a daily basis.

## 4 THE 'HOW'

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Simple Swaps!

**Beef mince:** swap for soya mince, lentils, chopped mushrooms.

**Fish:** swap for tofu wrapped in seaweed/nori, banana blossom wrapped in seaweed/nori.

**Bacon:** swap for vegan 'bacon', aubergine, tofu, tempeh or carrot marinated in liquid smoke.

**Milk:** swap for plant milks: soya, almond, coconut, rice, oat, hazelnut.

**Cream:** swap for soya cream, oat cream, coconut cream.

**Butter:** swap for plant-based margarines

**Mayonnaise:** swap for vegan mayo.

**Eggs (baking):** swap for flax seeds, chia seeds, mashed-up banana, commercial egg-replacer.

**Cheese:** swap for plant-based cheese.

<sup>1</sup> <https://www.vegansociety.com/whats-new/news/find-out-how-many-vegans-are-great-britain>

<sup>2</sup> <https://www.buzz.ie/food/vegan-predicted-popular-food-trend-next-year-267099>

## Meat, poultry and fish alternatives:

### FOR BEEF

Soya mince

Beef' strips: Quorn vegan BBQ strips, Fry's chunky strips, Fry's vegan chargrilled beef- style strips

Soya chunks

Mixed beans

Green lentils

### FOR CHICKEN

Quorn vegan pieces

Seitan

Tofu

### FOR BACON

VBites rashers

Marinated aubergine, carrots, tofu or tempeh marinated in tamari and liquid smoke

### FOR BURGERS

Fry's traditional or 'chicken-style'

Homemade burgers: Lentil and beans, black bean and quinoa, mixed bean and mushroom, Portobello mushroom

Linda McCartney: quarter-pounders, mushroom and spinach, pulled-'pork' style

### FOR SAUSAGES

Fry's (all varieties)

Quorn vegan Cumberland-style

Linda McCartney

### FOR FISH

VBites: 'fish' steaks, 'fish' fingers

Tofish: tofu, wrapped in seaweed/nori, and deep fried

Banana blossom: wrapped in seaweed/nori, and deep fried



Image: Fry's

## Dairy alternatives

### FOR CHEESE

VioLife: blocks, slices and cream cheese

Vegusto: blocks, slices

Cheezly: blocks

Sheese: blocks, shredded, cream cheese



Image: Bute Island Foods

### FOR CREAM

Soya cream: Alpro

Oat cream: Oatly

Coconut cream

### FOR YOGHURT

Soya yoghurt: Alpro

Coconut yoghurt: Koko Dairy-Free, Coconut Collaborative, CoYo

Almond yoghurt: Alpro, Nush

### FOR DRINKS

Soya milk: Alpro

Almond milk: Alpro, Almond Breeze

Coconut milk: Koko Dairy-Free, Alpro

Oat milk: Oatly, Alpro

**Tip: For hot drinks, opt for a 'Barista' style version of the above**

### FOR ICE CREAM

Soya-based ice-cream: Swedish glace

Almond-based ice-cream:  
Dairy-free Ben 'n' Jerry's

Coconut-based ice-cream

Frozen bananas and berries, blended



Image: Swedish Glace

## Egg alternatives

FOR BAKING	FOR MEALS
Chia seeds	Tofu: scramble, patties
Commercial egg replacer: Organ's Egg Replacer	Vegan Egg: scramble
Flaxseeds	Coconut milk: Koko Dairy-Free, Alpro
Mashed-up banana	Oat milk: Oatly, Alpro
Commercial egg replacer: Organ's Egg Replacer	Chickpea flour: to make omelettes, or 'egg' fried rice

## Honey alternatives

FOR COOKING/DRESSINGS
Maple syrup
Agave nectar
Date syrup
Other fruit syrups



Image: The Groovy Food Company



## Meal examples

### STARTERS

Hummus with pitta bread and crudité's

Vegetable spring rolls

Roasted red pepper soup

Stuffed vine leaves

Vegan bruschetta



### DESSERTS

Tofu cheesecake

Vegan Eton mess: with vegan meringue and plant-based cream

Vegan ice-cream

Apple crumble with soya or oat custard

Banana bread with vegan chocolate chips

### MAINS

Marinated tofu salad

Tofush and chips with mushy peas

Vegan burger and chips or sweet potato fries

Vegan all-day breakfast

Vegan 'beef' and ale pie or mushroom and ale pie



## Make it easy on yourself!

Use your current offerings as a base; create vegan versions of your most popular dishes by replacing the animal products with plant-based alternatives (as listed above). If a product looks vegan but carries a 'may contain traces of milk and/or eggs', then the product is still suitable for someone following a plant-based diet because the actual product does not contain animal products; it just means that it was made in a factory that handles such animal products, although it is worth noting that these products would not be suitable for someone with an allergy to such a product.

## 5 OTHER COMMON FAQs

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### **Q) Is there a demand for vegan food?**

**A)** Yes. The number of vegans in the UK is growing rapidly, with the latest official poll concluding that the number of vegans now exceeds 500,000. And a more recent survey conducted by [comparethemarket.com](http://comparethemarket.com) found that an estimated 7 per cent of the UK population identified as 'vegans'. In addition, vegan food isn't just for vegans! It will, by default, also be suitable for vegetarians, pescetarians and meat-eaters wanting to try something new. A recent report has shown that around 22 million people in the UK consider themselves to be 'flexitarians', meaning that they are reducing/cutting down on their animal product consumption, so by adding more plant-based options you will also be catering for this market.

### **Q) Do I need to use separate pans and fryers?**

**A)** Vegan food should not be fried or cooked in the same fryer or pan as non-vegan food. Additionally, vegan food shouldn't be cooked in any animal product-based oils.

## **Q) Do I need to have a separate vegan menu?**

**A)** This is something that is entirely your call. Having a separate vegan menu will certainly make things easier for those who do follow a plant-based diet, but it isn't essential. As long as the vegan options are marked in some way, it does not matter whether they feature on a separate menu or not.

## **Q) What about cross-contamination?**

**A)** If possible, separate surfaces should be used. If this is not possible due to kitchen size, surfaces should be disinfected before preparing vegan food. Additionally, separate chopping boards, knives and utensils should be used.



**Do you have any further questions? Please contact us!**

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