



• • • **vegan catering for all** • •

**an information guide for caterers
by The Vegan Society**

An increasing number of people eat and enjoy vegan food on a regular basis. They will jump at the chance to eat at an establishment that has tasty, nutritious and varied vegan options.

**vegan food is suitable
for everyone to enjoy**

It often takes just a few small changes to make vegan food available and in the process improve business. As well as bringing in new customers most vegan food has the bonus of being cheap with big profit margins.

You can use this guide to ensure that you have a good deal to offer whenever a vegan walks through the door.

Of course, it's not just vegans who will be happy. Vegan food can be enjoyed by all your customers and will open up your establishment to the following groups of people:

Vegans, meat-reducers, vegetarians, the growing number of people with a lactose intolerance or milk or egg allergy (several million in Britain), people who have cut down on animal products for health reasons; and people whose religion encourages them to forgo all meat, certain types of meat and/or eggs, e.g. Sikhs, Muslims, Jews and Hindus.

**most vegan meals are
cheap to produce and
have big profit
margins**

You also open your establishment to any group or office party that includes a vegan. The standard of your vegan cuisine may mean the difference between winning and losing their custom.

Although you may start with small changes there is little doubt that the more effort you invest the more likely you are to end up with some fantastic vegan choices. This booklet gives a taste of the vast range of vegan products available and the endless ways in which you can use them. It also includes a few tips on marketing to help you reach your new audience.

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Clear your mind of all preconceptions about vegan food and think of delicious food that is guilt-free and exciting but nice to your heart and waistline. You are now ready to please some of the millions of people who would welcome nutritious vegan food that tastes fantastic.

The total UK Vegetarian and Vegan food market has been estimated at £670 million per annum.

Survey by NEMS Market Research of 1,000 adults in 2006

In other words, one person in four may be looking for a plant-based meal when eating out. Now that is a huge market by any standards, particularly since these people tend to be affluent and can afford to eat out frequently.

John Hartley (Profit from Emerging Dietary Trends)

what is a 'typical' vegan meal?

There is no 'typical' vegan so this is a difficult question to answer! Vegans eat the same types of food as the rest of the population. Some eat prepacked or fast food; others eat raw foods; some prefer traditional 'British' home-cooked meals; while some might live on more exotic spicy foods or love gourmet food.

Vegan versions of all these types of food can be made, so providing you know what type of catering is required, vegan meals can quite easily be prepared.

in with the old ...

A large number of dishes are already vegan, for example many Chinese, African, Asian, Indian and Mediterranean vegetarian dishes. Other dishes can be made vegan simply by making a few minor alterations such as replacing butter with vegetable oil or vegan margarine; or cow's milk with soya or oat milk.

If you are having trouble adapting a favourite dish please contact us, we should be able to help.

... and embracing the new

There are an increasing number of alternatives to animal products that make it easy to whip up a vegan storm.

The following ingredients are often used in the production of vegan foods and are available from the catering suppliers listed at the back.

useful ingredients

soya, rice and oat milk

These are used as an alternative to cow's milk by vegans and people with a cow's milk allergy or intolerance. They have become increasingly popular and can be found in supermarkets and even corner shops.

The various brands of non-dairy milk are quite different in taste so it is worth experimenting. Unsweetened soya or oat milk can be used in savoury cooking. Sweetened soya or oat milk is nice in hot drinks and in custard and other sweet dishes. Rice milk tastes good on its own or on cereal, but the slightly thin consistency of rice milk means it is not recommended for hot drinks.

other alternatives to dairy

As well as the non-dairy milks above, there are dairy-free replacements for cheese, yoghurt, cream, custard and ice cream.

why vegan?

The three main reasons for being vegan are concern for animals, people and the environment. Other people adopt a vegan diet to help improve their health.

definition of a vegan

A vegan will not eat any animal products, for example:

- No meat, fish or other products that come directly from killing an animal, such as animal fats and gelatine.
- No dairy products such as cow's milk, cheese and yogurt; or goat's milk.
- No eggs or foods containing eggs such as Quorn.
- No honey.
- No hidden ingredients such as certain non-vegan E numbers.

For more details of what vegans avoid eating please see '*animal substances and stumbling blocks*' on page 19

a few important points

- Avoid cross-contamination of vegan dishes by following the simple guidelines on page 20.
- Always serve something hearty, filling and nutritious alongside the vegetable dishes.
- Consult your customers for ideas.
- Vegans who have had a good meal out will tell many others!
- Ensure that vegan dishes are clearly marked on the menu.
- Have only one menu, not a separate vegan menu that customers have to make a special request to see. Many will not ask and may simply walk out.
- Ensure that all kitchen and waiting staff understand the concept of veganism.

egg-free mayonnaise

This is useful in potato salad, coleslaw and as a general accompaniment to salads. Purchase in 1.5 litre tubs from Plamil or try our three minute recipe on page 11.

tvp (textured vegetable protein)

This can be bought as chunks or mince and used in place of meat. Frozen tvp is recommended but ensure it is suitable for vegans. Tvp is bland so is best soaked in boiling water with yeast extract, soya sauce, herbs, garlic etc.

tempeh

Tempeh is made from fermented soya beans. It has a very good taste and comes as a solid block that can be sliced and fried. It can also be cut into chunks and put into stew and goes particularly well with tomatoes.

seitan

Seitan is a meat-free alternative made from the gluten of flour. It has a firm texture and can be cut into chunks and used in pies and other dishes.

tofu

Tofu is nutritious and versatile. Plain tofu is bland so can absorb any flavour, savoury or sweet. It can be used in stir-fry, pies, scramble, salad and in sweet dishes such as chocolate mousse. Firm tofu can be chopped into chunks: try marinating it in soya sauce with spring onions and garlic. Silken tofu is good in dishes such as scramble, cheesecake and vegan cream (see recipes).

chestnuts and mushrooms

These give a rich flavour to dishes and can be used where a chunky texture is required.

green and puy lentils

These can be used in place of mince for dishes such as spaghetti bolognese, chilli non carne and shepherd's pie. Puy lentils give exceptional flavour. Also try crumbled smoky tofu as a replacement in these dishes.

couscous

Couscous is made from cracked wheat and can be used in salads.

millet

A nutritious and tasty grain which can be used in a similar way to rice.

chick peas

These popular beans have a nutty flavour and a good texture. They are very versatile and can be used in salads, soups, dips, falafel, curries and other dishes.

red lentils

Red lentils can be used to thicken soups and casseroles and are well known for their use in lentil dhal.

sesame, sunflower and pumpkin seeds

All these seeds are rich in nutrients and can be added to salad, stir-fry, burgers and nut roast. A light toasting will bring out the flavour of the seed: try adding a little soya sauce straight after the seeds come off the heat.

alternatives to gelatine

Gelatine, which is an animal product, can be replaced with agar flakes or Veg-gel.

nutritional yeast

Delicious, with a cheesy taste. Can be used to flavour many dishes. Should be added off the heat so that the nutrients it contains are not destroyed.

oils and margarines

Vegetable oil is an easy replacement for animal oils. Rapeseed oil has the best temperature stability for cooking while extra virgin olive oil is suited to cold applications such as salad dressing.

Vegan margarine is also readily available to replace butter or those margarines that contain animal fats or milk products. Large catering tubs are available from Suma and Goodness, whose details are listed at the back.

soya flour

Mix this to a cream with a little water and then use it to bind dishes such as nut roast.

vegetable stock

With vegan vegetable stock in your larder you can quickly convert many soups, sauces and gravies into vegan options, so it is an indispensable item.

Yeast extract, miso and most brands of soya sauce can also be used to give a rich 'meaty' flavour.

It is important to ensure that your vegetable stock, bouillon or soya sauce is suitable for vegans, since some contain milk products.

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### **ready-made food**

It is vital, but easy, to check the ingredients in ready-made food. Many are labelled and The Vegan Society can help if required. Please do not hesitate to contact us with any query.

### **the animal-free shopper**

Many vegan foods are listed in the Vegan Society's Animal Free Shopper - a pocket-sized shopping guide to all things vegan, from ready meals to suntan lotion.

Copies are available direct from us for £4.99 (plus p&p) or visit the online version at [www.animalfreeshopper.com](http://www.animalfreeshopper.com)

### **keep it clean**

Always fry vegan food in clean oil that has not previously been used to cook animal products. Alternatively go for the healthy option and cook your vegan products in the oven.

### **Quorn is not vegan!**

It is important to note that Quorn products are NOT suitable for vegans since they contain egg.

### **no egg**

#### **baking cakes without eggs**

It is quick and easy to bake cakes without eggs as is evidenced by the recipe pages. Some chefs use an egg replacer such as *no-egg*, but this is not necessary for most recipes.

#### **glazes and pastas**

To replace egg glaze on pastries and breads simply use soya milk. Likewise replace egg pasta with egg-free pasta.

# menu ideas

## breakfasts

### basics

Many cereals and muesli are suitable for vegans as we go to press e.g. Kellogg's Cornflakes, Frosties, Coco Pops and Weetabix.

### pancakes

For an American-style breakfast try the sweet pancake ideas on page 11.

### fruit

Fruit is becoming increasingly popular as a healthy breakfast option so ensure you have some available. Serve fruit salad with soya yoghurt or a handful of nuts. Alternatively turn the fruit into a delicious and nutritious fruit smoothie, using banana as a base to help make it thick and creamy.

### the full breakfast

Serve any of the following:

- vegan rashers or sausages, falafel, bean or nut burgers, grilled nuttolene, tempeh slices
- fried mushrooms, fried green tomatoes, freshly sliced tomatoes
- potato wedges, potato waffles, bubble and squeak, potato cakes
- baked beans, scrambled tofu (see recipe on page 11)
- toast, crumpets with vegan cream cheese

## starters, snacks and party food

There are a multitude of starters and snacks that are already suitable for vegans or can be quickly adapted. Try asparagus tips with olive oil, aubergine stacks and melon balls. Soups, dips, pâtés, finger food and sandwich ideas are explained in more detail below.

### soup

Soups, along with sauces and gravies, are perhaps the easiest dishes to adapt.

If the soup contains butter or cream this can be replaced with olive oil, vegan margarine and/or dairy-free cream. Choose a vegan vegetable stock or bouillon from the suppliers listed at the back, or better still make your own. For soups that have bacon in the recipe you can use soya 'smoky snaps' which look and taste like bacon bits.

Try pea and mint, roasted tomato and basil, beetroot apricot and caraway, corn and chick pea chowder, carrot and orange, curried apple, cauliflower and almond; or leek, lime and coconut.

### dips and pates

These are a great way to recycle food and reduce waste. Choose from the following or invent your own:

Lentil, wine and walnut, almond and wild mushroom, ginger-roasted vegetables, chestnut and cranberry, tomato and olive, tikka vegetable, avocado and roasted pepper, cashew and fresh herb, broccoli with lemon and cumin.

### curdled coffee?

The acidity of coffee may cause soya milk to curdle. This can be avoided by heating the milk and allowing the coffee to cool slightly before adding the milk.

Another remedy is to pour a lot of milk in quickly, stirring all the time.

Dips and pâtés can be served with vegetable crudités and strips of fruit. Also try them with potato wedges, onion rings, tortilla chips, curly toasts, garlic bread, baby corn, bread sticks or baked fingers of smoked tofu.

### **finger food**

Finger foods such as vegan sausage rolls, mini-pizzas and stuffed vine leaves are perfect for buffets and parties and served as a starter or snack.

Other examples are samosas, spring rolls, marinated fruit and vegetable kebabs, melon segments, vol-au-vents, vegetable sushi and rice pancake parcels.

### **sandwiches, rolls and bagels**

Try the following sandwich suggestions toasted, as well as plain. Add any salad vegetables after they come out of the toaster.

1. Med Veg - roasted Mediterranean vegetables and hummus on sun-dried tomato bread.
2. Awesome Avo - avocado, mustard, mango chutney and cashews/pine kernels with lollo rosso.
3. Pizza di action - red peppers, onions, olives, sun-dried tomato paste, oregano and veggie pepperoni.
4. Cinderella surprise - grated carrot, red peppers, red onions, zest of orange with toasted pumpkin and coriander seeds, raisins and chillis.
5. Dhal Delight - lentil, garlic and lime pâté with red onion and mango chutney.
6. Monster Munch - nut loaf with sauerkraut.
7. Salsa Switch - red kidney beans, sweetcorn, jalapeno peppers, tomato paste, gherkins.
8. Peanut Butty - peanut butter with banana or jam.
9. Mock Duck - mock duck (or crispy smoked tofu) with vegan black bean sauce, spring onion, shredded Chinese leaves and sprouts.
10. Wimbledon - dairy-free cream cheese and strawberries or strawberry jam.
11. Borscht Butty – pickled beetroot, caraway, hummus and lettuce.
12. Quesadilla - place thinly sliced Redwood Cheezly and tomato between two wheat tortillas making a sandwich (no margarine is required). Toast the tortilla on both sides in a dry frying pan, cut into quarters and serve with side salad. The tomato will heat and the cheese will melt slightly to produce a quick, delicious snack.

### **seafood style cocktail**

It's easy to make a seafood style cocktail using smoked tofu:

1. Oven bake prawn-sized strips of marinated smoked tofu until they are firm and almost crisp (but not burnt!).
2. Make a dressing out of vegan mayo, tomato sauce, capers, crushed toasted nori seaweed, zest of lime, French mustard and sea salt.
3. Mix with shredded lettuce, spring onions, sweetcorn, chopped pickled cucumber and diced sweet peppers.
4. Serve in a nice dish or on a crisp lettuce leaf with warm brown bread and a wedge of lime.

**Please note** that most but not all breads are vegan. Hovis and Mother's Pride make it easy by marking any suitable bread with a vegan symbol.

## main courses

With main course dishes it's often very easy to change just one or two key ingredients and make your existing customers' favourite dish suitable for everyone to enjoy.

There are more than a few establishments that serve 'lasagne', 'mousaka' or spaghetti with a rich sauce and vegetable mince or a mushroom and nut combination. Suited business professionals gobble it up daily, often oblivious to the fact they are enjoying vegan food.

Almost any dish can be made into a vegan version e.g. burritos, enchiladas, spaghetti bolognese, pizza, Thai curry, shepherd's pie, mezze plate, burgers, risotto and flans. For examples of familiar dishes made the vegan way check the recipe section and see the ingredients list for ideas.

As with any food, presentation is the key. Here we list some ideas to keep your vegan food looking appetising and delicious.

### stuffed vegetables

Curries, stroganoff, stir-fries and stew-like dishes can all be stuffed into vegetables that have been baked as required and hollowed out.

Choose from marrow, courgette, butternut squash, peppers, beefsteak tomato, aubergine and many others.

### pots and crocks

Ceramic pots and ramekins are another way of getting around that lack of centrepiece in the meat-and-two-veg routine minus the meat.

It also avoids that "what's this slop on a plate" reaction that leaves customers struggling to fully appreciate the depth of flavour because of the lack of presentation.

### pastry, pies, tarts and dumplings

It's easy to make delicious vegan pastry (see recipe on page 10) and your imagination is the only limit to the different shapes and presentations.

Most stews and casseroles can be encased in pastry if the sauce is thickened with lentils, potatoes or cornflour. Use beans, chick peas, smoky tofu or seitan to replace the meat in pasties and pies.

### breads and doughs

You can use hollowed-out bread rolls or small loaves to serve chilli non carne or stews and casseroles.

A basic pizza can be used creatively to house all sorts of different fillings as well as the standard Mediterranean topping. Take a leaf out of Pizza Express' book and ensure that all of your bases are vegan.

## side salads

*A few favourites*

**Red** cabbage, apple, flaked almonds, olive oil, cider vinegar and a squeeze of lemon

**Cucumber**, vegan yogurt, fresh mint and garlic

**Grated** carrot, bean sprouts, sweet red pepper and celery with a spicy peanut sauce

**Cooked** potatoes, sweetcorn, watercress, vegetable oil and a little lemon juice

**Fennel** with toasted walnuts, orange and grapes in a mustard vinaigrette

**Tomato**, olives, fresh basil, red peppers, red onion and olive oil

**Go Russian**: cook some potatoes, carrots and peas. Add olives, gherkins, and vegan mayo.

**Celery**, walnuts, apple and cucumber with mayo or vinaigrette

Tip: Liven up a salad by sprinkling some lightly toasted nuts or seeds on the top.

## desserts

Non-vegans don't even notice that their desserts happen to be animal free, but vegans will often travel twenty miles to indulge in vegan chocolate cake, treacle pudding, tofu cheesecake, dairy-free cream, ice cream and custard.

As with main courses, almost any dish can be made vegan. As well as the above vegans enjoy trifle, brûlée, sorbet, Black Forest cherry cake, doughnuts, pancakes or sticky toffee pudding.

They can be adapted by using dairy-free milk instead of cows' milk; dairy-free margarine instead of butter; and silken tofu, sugar, vanilla and a pinch of salt for whipped cream. Tofu is also very useful in desserts as it will absorb any flavour and help to bind dishes. Try the cheesecake recipe on page 19.

Also try the ideas below and browse through our dessert recipes in the recipe section.

### **banoffee tart**

Soften some dates by heating them with orange juice, then mix with a dollop of dairy-free margarine and a squirt of soya cream. Spread on a crispy pastry tartlet shell. Add a layer of sliced bananas and glaze with maple syrup. Chill and serve with dairy-free ice cream and drizzle with melted or grated dark chocolate.

### **treacle tart**

Mix white breadcrumbs, melted vegan margarine, melted golden syrup, a squeeze of lemon juice and a pinch of salt. Place in a pastry case and cook for 25 minutes in a medium to hot oven. Serve hot with vegan ice cream.

### **pancakes**

Serve chocolate or plain pancakes with fruit, maple syrup and dairy-free ice cream. (pancake recipe on page 11)

### **lemon custard tart**

Make thick oat milk custard with custard powder, brown sugar, zest of lemon and maple syrup. Place in a pastry case and serve chilled.

### **crème caramel**

Make thick oat milk custard as above. Pour it into a ramekin or pot lined with maple syrup.

### **sponge cake**

Try the delicious light recipe on page 18.

### **fruit fools**

Blend fruit coulis with soya milk custard or vanilla soya dessert (e.g. Alpro brand).

### **alternative binding agents**

- soya milk
- soya dessert (vanilla, chocolate...)
- vegan custard
- mashed banana
- plain silken tofu
- soya cream
- sweet white sauce (soya milk, vegan margarine, sugar and cornflour)
- agar agar
- rice milk

### **quick and easy dairy-free cream**

Take equal parts of hot sweetened soya milk and cold sunflower oil and mix with a hand blender (not a whisk). Add a little lemon juice and vanilla and blend again to emulsify

### **sweeteners**

Honey is not suitable as it is taken from bees, but there is a multitude of other sweeteners that are vegan. Examples are maple syrup, agave syrup, date syrup, molasses, concentrated apple juice and fruit jam, or just use sugar and water

# recipes

## basic

### which vegetable oil?

Where possible use rapeseed oil for cooking since it has the best temperature stability and provides a cheap and readily-available source of omega 3.

Extra virgin olive oil is suited to cold applications such as salad dressing.

### basic vinaigrette dressing

200ml (7froz) cold pressed olive oil  
100ml (4froz) cider vinegar  
1 teaspoon mustard powder  
1 teaspoon salt  
1 teaspoon sugar  
fresh chopped herbs - optional  
crushed garlic - optional

1. Mix thoroughly in a screw top jar.  
Serves 8.

### pastry

340g (12oz) plain wholemeal or white flour  
pinch salt  
170g (6oz) very cold vegan margarine  
cold water

1. Cut the margarine into small bits then rub it into the flour and salt until the mix resembles fine breadcrumbs.  
2. Add enough water to make a dough that is soft but not sticky.  
Note. Use a hard vegan margarine where possible.

### gravy

2 tablespoons vegetable oil  
2 large onion, chopped finely  
2 heaped tablespoons plain flour  
1.15 litres (2pt) water  
1 heaped tablespoon yeast extract  
1 tablespoon tamari

1. Heat the oil in a saucepan. Add the onions and fry on a very low heat for about 20 minutes until golden. Add the flour and fry gently for 1 minute.  
2. Gradually add the water and yeast extract, whisking constantly. Bring to the boil, stirring occasionally. Simmer until it starts to thicken, adding more water if required.  
3. Add a few shakes of tamari, liquidise and reheat. Serves 8.

### white sauce

2 tablespoons vegetable oil  
55g (2oz) plain flour  
1.15 litre (2pt) soya milk  
salt and pepper

1. Heat the oil slightly then mix in the flour. Cook over a low heat for a minute or two, stirring constantly.  
2. Take off the heat and slowly add the milk, stirring all the time. When all the milk is added return to the heat and bring to the boil.  
3. Simmer gently for about 5 minutes.  
4. Add salt and pepper to taste. Serves 8

### mushroom sauce

Add 225g (8oz) of finely chopped mushrooms 5 minutes before the end of cooking.

### cheesy sauce

Add 1 teaspoon mustard and 4 tablespoons Engevita yeast flakes at the end of cooking.

### tomato sauce

2 tablespoons vegetable oil  
2 onions, chopped finely  
1 kilo (2lb 3oz) tinned tomatoes  
1 green pepper, chopped - optional  
1 tablespoon tomato purée  
bay leaf, parsley, oregano, basil, garlic powder, salt and black pepper  
yeast extract or soya sauce to taste

1. Sauté onions in the oil.  
2. Blend the tomatoes and green pepper until smooth. Add to the pan with the tomato purée, herbs of choice and salt & pepper.  
4. Bring to the boil and cook until the sauce thickens. Add yeast extract or soya sauce to taste.  
5. Remove bay leaf before serving.  
Serves 8.

## mayonnaise

150ml (5froz) cold soya milk  
2 teaspoons lemon juice  
½ teaspoon mild mustard  
225ml (8froz) vegetable oil  
freshly chopped herbs - optional  
crushed garlic - optional

1. Mix the soya milk, lemon juice and mustard in a blender.
2. Keep the blender running and slowly pour in the oil. Stop the blender as soon as the mayo forms. There will be a little variation in the amount of oil required.
3. After blending, freshly chopped herbs and/or crushed garlic can be stirred in by hand if required.
4. Season to taste and refrigerate until needed. It will keep for several days.

## potato salad

1 kilo (2lb 3oz) cooked potatoes  
small bunch of parsley  
6 spring onions  
175g (6oz) vegan mayonnaise e.g. Plamil  
salt and pepper

1. Chop the cooked potatoes into 2½ cm (1 inch) cubes.
2. Finely chop the parsley and spring onions and add them to the potatoes.
3. Stir in the mayonnaise and season with salt and pepper. Serves 8.

## coleslaw

350g (12oz) white cabbage, shredded  
350g (12oz) carrots, shredded  
200g (7oz) vegan mayonnaise

1. Mix together the cabbage and carrot.
2. Add the mayonnaise, mix well and serve. Serves 8.

## scrambled tofu

1 tablespoon vegetable oil  
2 onions, finely chopped  
1-2 level teaspoons turmeric  
2 cloves garlic, crushed  
3 x 340g pkts silken tofu  
soya sauce and salt

1. Heat the oil and fry the onions until light brown in colour. Add the turmeric and garlic and stir well for 1 minute.
2. Add the tofu and stir well. Add soya sauce and/or salt to taste. Heat through. Serves 8.

## pancakes

150g (5oz) plain wholemeal or white flour  
1½ tablespoons soya flour  
375ml (13froz) soya milk  
oil for frying

1. Sieve the flours into a bowl. Gradually whisk in the soya milk to make a smooth batter. Place in fridge for 30 minutes.
2. Ladle 50ml (3 tablespoons) of the mixture into a frying pan containing a small amount of hot oil. When one side is cooked, flip over and cook the other side. Serves 8.

### savoury variations

1. Omit the soya flour and replace half of the wholemeal flour with gram (chick pea) flour.
2. Gluten-free: omit the soya flour and wholemeal flour and replace with gram flour or buckwheat flour.

### pancake toppings/fillings

- Stir fried vegetables dribbled with a peanut sauce
- Vegan cream cheese and herbs
- Marinated tofu and lightly fried leeks
- Watercress and mushroom with soya cream sauce
- Sugar and lemon juice
- Maple syrup
- Chocolate sauce
- Soya ice cream

## soups

### carrot and coriander soup

2 tablespoons vegetable oil  
3 medium onions, chopped  
4 garlic cloves, crushed  
1 kilo (2lb 3oz) carrots, chopped  
2 or 3 sweet potatoes, chopped  
1.4 litres (2½ pints) water  
2 tablespoons vegetable bouillon  
1 bunch fresh coriander  
ground nutmeg and salt

1. Heat the oil in a pan and add the onion. Sauté for about ten minutes or until the onions are translucent. Add the garlic and sauté for one minute.
2. Add the carrots, sweet potatoes and water to the pan.
3. Bring to the boil and simmer for about 30 minutes, until the carrots and sweet potatoes are very soft.
4. Add the bouillon and ¾ of the coriander, roughly chopped. Remove from the heat and blend until smooth and creamy.
5. Put back on the heat and add nutmeg and salt to taste. Reheat and serve with the remaining fresh coriander as a garnish. Serves 8.

### watercress and potato soup

2 tablespoons vegetable oil  
2 onions, chopped  
6 cloves garlic, crushed  
2 large potatoes, chopped  
850-1200ml (1½-2 pints) vegetable stock  
250g (8oz) watercress  
150ml (6floz) coconut milk  
salt and pepper to taste

1. Heat oil in a large pan and fry the onions and garlic until the onions are translucent.
2. Add the potato and cook with the lid on for about 5 minutes, stirring occasionally to ensure it doesn't stick.
3. Add stock and bring to boil. Simmer for 10 minutes or until potatoes become soft.
4. Add watercress and simmer for about 5 minutes. Add coconut milk, then blend.
5. Reheat gently but don't boil. Add salt and pepper to taste. Serves 8.

### cream of mushroom soup

85g (3oz) vegan margarine  
3 onions, chopped  
3 cloves garlic, crushed  
600g (1lb 5oz) mushrooms, chopped  
850ml (1½ pints) soya milk  
430ml (¾ pint) water  
salt and pepper

1. Melt the margarine in a saucepan, then add the onion. Sauté for a few minutes, add the garlic and mushrooms, then cook for a further few minutes.
2. Add the soya milk, water and seasoning. Bring to the boil and simmer for 10-15 minutes.
3. Serve with crusty bread and vegan margarine. Serves 8.

### butternut squash soup with coconut cream

2 tablespoons vegetable oil  
2 onions, chopped  
2 level teaspoons turmeric  
3 teaspoons ginger, grated  
200g (7oz) potatoes, chopped  
200g (7oz) carrots, chopped  
1 kilo (2lb 3oz) butternut squash, peeled & diced  
1.15 litres (2 pints) vegetable stock  
salt & pepper  
85g (3oz) creamed coconut

1. Gently cook the onion in the vegetable oil. Add the turmeric and ginger then cook for a further minute, stirring all the time.
2. Add the potatoes, carrots, butternut squash and vegetable stock and bring to the boil. Simmer covered for 30 minutes or until all vegetables are soft.
3. Cool slightly then blend until smooth. Reheat, and season if required.
4. Dissolve coconut in a little hot water. Divide soup between 8 bowls & decorate with a swirl of coconut. Serves 8.

Based on a recipe in Daphne Lambert's *Green Cuisine: Favourite restaurant dishes*

## main courses

### spinach and mushroom lasagne

6 tablespoons vegetable oil  
2 onions, chopped  
340g (12oz) mushrooms, sliced  
700g (1lb 9oz) fresh spinach  
salt and black pepper  
grated nutmeg  
4 cloves garlic, crushed  
3 tablespoons tomato purée  
3 x 400g tins chopped tomatoes  
55g (2oz) flour  
1 litre (1¾ pints) unsweetened soya milk  
20-24 lasagne sheets

1. Heat 2 tablespoons vegetable oil in a large saucepan. Add the onion and mushroom and sauté for 5 minutes, until the onion has softened but not browned. Add the washed spinach and cook gently for a few minutes until wilted. Season to taste with salt, pepper and nutmeg.
2. Heat 2 tablespoons vegetable oil in a large frying pan. Add the garlic and fry gently for 1 minute. Add the tomato purée and tomatoes and simmer gently for 10 minutes until the mixture has reduced to a thick sauce.
3. Place a layer of pasta in the bottom of a greased dish. Add half the tomato sauce and half the spinach mixture. Repeat and finish with pasta.
4. Make the béchamel sauce: heat the remaining oil then add the flour. Mix well and cook gently for a minute, stirring continuously. Gradually mix in the soya milk. Bring back to the boil and simmer gently for a few minutes. Pour on top of the pasta.
5. Bake for 35-40 minutes at 200°C/400°F/gas 6 until brown on top. Serve with green salad. Serves 8.

### shepherd's pie

1.8 kilos (4lb) potatoes  
4 tablespoons refined olive oil  
2 tablespoons vegetable stock powder  
1.7 litres (3 pints) boiling water  
400g (14oz) red lentils  
4 large carrots, diced  
2 tablespoons cornflour  
4 teaspoons yeast extract  
200g (7oz) walnuts, roughly chopped - omit for nut-free diets  
2 tablespoons vegetable oil

2 onions, finely chopped  
3 cloves garlic, crushed  
400g (14oz) mushrooms, quartered

1. Steam the potatoes until cooked, then mash with the olive oil.
2. Dissolve the vegetable stock in the boiling water and add the lentils and carrots. Simmer for 15 minutes.
3. Mix the cornflour with 4 tablespoons of cold water and mix to a paste. Add this to the lentil mix and simmer for a few minutes until the liquid thickens. Add the yeast extract and walnuts, stir well.
4. Heat the vegetable oil and fry the onion for a few minutes. Add the garlic and mushrooms and fry for a few more minutes.
5. Mix the onion and lentil mixtures together and spread in a baking dish. Spread the mashed potato over the top. Bake at 180°C/350°F/gas 4, for 30 minutes. Serves 8.

### detox salad with lime and mango dressing

900g (2lb) carrot, grated  
115g (4oz) sprouted seeds or beans  
2 apples, chopped and mixed with a little lemon juice  
225g (8oz) red cabbage, finely chopped  
24g (1oz) parsley, chopped

#### lime and mango dressing

juice of 2 limes  
24g (1oz) fresh coriander  
115g (4oz) mango, chopped  
2 cloves garlic, crushed  
2-4 teaspoons soya sauce

#### topping

tofu grilled with a little soya sauce and vegetable oil or toasted seeds or nuts

1. Mix the salad ingredients well.
2. Place all dressing ingredients except soya sauce into a blender and whizz until thoroughly blended. Add soya sauce to taste.
3. Arrange the salad on a plate or serving dish. Place topping over the salad and serve with the dressing in a separate jug. Serves 8.

## main courses

### **burrito with refried beans and salsa**

6 tablespoons vegetable oil  
4 onions, chopped  
4 garlic cloves, crushed  
1 teaspoon chilli powder  
3 teaspoons cumin  
4 teaspoons dried coriander  
6 x 400g tin kidney beans  
400ml (14floz) water  
salt to taste  
16 flour tortillas  
shredded lettuce  
1 x Avocado and Tomato Salsa, below

1. Heat the oil and fry the onion for 10 minutes until just starting to brown. Add the garlic and spices and cook gently for 1 minute, stirring constantly.
  2. Drain and lightly mash the kidney beans and add to the onions together with the water. Cook for a few minutes until the mixture thickens. Season to taste with salt.
  3. Wrap the tortillas in foil and warm in the oven.
  4. Lay 1 tortilla flat and spoon on burrito mix, avocado and tomato salsa (recipe below) and a little shredded lettuce. Roll into a burrito. Repeat with all the tortillas and serve. Serves 8.
- Note: It is important to season well with salt to bring out the flavours.

### **avocado and tomato salsa**

6 tomatoes, skinned  
2 large avocados  
2 handfuls (16g) coriander  
4 teaspoons lime juice

1. Remove the centre from the tomatoes and discard or use in another dish. Chop the rest of the tomato and the avocado into small chunks.
2. Chop the coriander finely and mix all ingredients.

### **cashew nut roast**

565g (1lb 4oz) cashew nuts  
425g (15oz) breadcrumbs  
1 rounded teaspoon basil  
1 rounded dessertspoon thyme  
generous pinch black pepper  
vegetable oil to cover the bottom of the pan  
5 large onions, very finely chopped  
3 cloves garlic, crushed  
140g (5oz) plain flour  
570ml (1 pint) water  
2 dessertspoons soya sauce  
3 dessertspoons lemon juice  
4 dessertspoons yeast extract  
enough sesame seeds to sprinkle on top

1. Chop nuts in blender. Mix together nuts and breadcrumbs in a large mixing bowl with the herbs and black pepper.
2. Heat the oil in a large pan then add the onions and garlic. Fry gently for 10-15 minutes. Add the flour and mix, then cook gently for a minute. Gradually add the water, mix and bring to the boil. Add soya sauce, lemon juice and yeast extract.
3. Take the pan off the heat and add the dry mix. Mix thoroughly.
4. Place the mix in a baking tin and sprinkle sesame seeds on top. Bake at 200°C/400°F/Gas 6 for 45-60 minutes. Serves 8.

From [www.pogocafe.co.uk](http://www.pogocafe.co.uk)

### **spicy sesame sprouts**

2 tablespoons vegetable oil  
2 teaspoons coriander seeds, crushed  
1 teaspoon peppercorns, crushed  
4 teaspoons sesame seeds  
450g (1lb) Brussels sprouts, thinly sliced

1. Heat the oil and stir-fry all remaining ingredients over a very high heat until the sprouts are cooked. Serves 8

## **millet and tofu cakes with citrus salad**

225g (8oz) millet  
850ml (1½ pints) vegetable stock  
340g (12oz) firm tofu, mashed with a fork  
2 teaspoons grated ginger  
1 teaspoon paprika  
2 teaspoons cumin seeds  
4 tablespoons tamari soya sauce  
115g (4oz) hazelnuts, chopped & toasted  
115g (4oz) breadcrumbs  
2 tablespoons chopped parsley  
240ml (8froz) water and 8 tablespoons soya flour mixed to a paste  
225g (8oz) oat flakes  
rapeseed or other vegetable oil for frying

1. Cook the millet in the stock for 15 to 20 minutes or until soft. Leave until cool.
2. Stir all the ingredients together except the oats and soya flour paste.
3. Shape into eight flat cakes. Dip each one into the soya flour paste and then the oat flakes. Heat a little oil in a pan and cook the cakes gently on each side.

### **citrus salad**

2 cos lettuces  
2 small heads radicchio  
2 handfuls rocket  
2 handfuls watercress  
2 large ruby grapefruits  
4 oranges (blood if in season)  
salt & pepper  
2 limes

### **dressing**

4 tablespoons fresh orange juice  
2 tablespoons fresh lime juice  
2 chilli peppers, seeded & chopped  
340ml (12froz) olive oil

1. Wash and pick over salad ingredients, pop in a container in fridge until needed.
2. Peel the citrus fruit and cut out the segments.
3. Whizz all the dressing ingredients together. Place the salad in a bowl and toss with half the dressing. Divide the salad between four bowls, pile on the citrus segments, drizzle over remaining dressing.
4. Place two hot millet cakes to the side of each salad. Serves 8

## **sun dried tomato polenta with baba ghanoush**

2 tablespoons vegetable oil & extra for oiling tin  
2 onions, finely chopped  
1 clove garlic, finely chopped  
1 litre (1¾ pints) vegetable stock  
6 sun-dried tomatoes, finely diced  
170g (6oz) polenta

1. Gently cook the onion and garlic in the vegetable oil until soft. Add the stock and sun-dried tomatoes and bring to the boil.
2. Slowly, in a continuous stream, pour in the polenta, beating all the time. Cook gently for 1 minute, cool slightly then pour into a well-oiled tin and allow to cool. At this stage you can cover the polenta and keep it in the fridge for up to 2 days.
3. Turn out and cut into triangles. Place the triangles on an oiled baking sheet and roast in a hot oven at 200°C/400°F/gas 6 for about 10 minutes.
4. Put a spoonful of Baba Ghanoush on each plate with a couple of hot polenta triangles and serve. Serves 8

### **baba ghanoush**

3 med-large aubergines  
2 tablespoons tahini  
2 cloves garlic, crushed  
juice and zest of 1 lemon  
1 teaspoon freshly ground cumin  
1 dessertspoon fresh coriander, chopped

1. Pierce the aubergine in a couple of places then grill, turning twice, until the skins are black and blistered and the flesh is soft. Don't be tempted to cook in the oven: grilling gives a much better smoky flavour.
2. Cool, split in half and scoop out the flesh. Leave to drain in a colander. Purée the flesh in a blender with the remaining ingredients.

All recipes on this page based on recipes in Daphne Lambert's *Green Cuisine: Favourite restaurant dishes*

## main courses

### crêpes stuffed with almond cream, peppers and sprouting broccoli

300-400mls (10-14flox) sparkling water  
600g (1lb 6oz) plain, unbleached flour  
2 large onions, chopped  
600g (1lb 6oz) ground almonds  
200g (7oz) white miso  
refined olive oil for frying  
4 red peppers, cut in thin strips  
4 yellow peppers, cut in thin strips  
600g (1lb 6oz) sprouting or purple broccoli

1. Prepare the batter for the pancakes by mixing the water and flour until it is single-cream consistency. Set aside for ½ an hour.
2. Fry onion until golden brown, remove from the heat and add almonds and miso. Once it has cooled down, blend in order to obtain a smooth cream-like consistency.
3. Stir-fry the peppers in the oil. Blanch the broccoli (so it maintains its crispness) in salted water for 2-3 minutes. Blot any excess water on a kitchen towel and set aside.
4. To cook the crêpes you need a very good non-stick pan. Oil the pan carefully and heat at medium temperature. Spread a very thin layer of the batter. It should take ½ a minute to cook each side. The thinner the layer the better will be your crepes!
5. Spread almond cream on the crêpe and top with peppers and broccoli. Roll it up and reheat, if necessary, in the oven.
6. Serve with a simple mixed leaf salad which can be dressed or raw. Serves 8.

Recipe from Sibila's Vegetarian Restaurant, Birmingham.

[www.sibilasrestaurant.co.uk](http://www.sibilasrestaurant.co.uk)

### red pepper and courgette mini-quiche

Pastry:  
340g (12oz) plain wholemeal flour  
170g (6oz) margarine  
Filling:  
2 medium onions  
2 medium courgettes  
2 medium red peppers  
450g (1lb) firm tofu  
1 level dessertspoon mixed herbs  
1½ dessertspoons tomato purée  
1 level teaspoon salt  
generous pinch black pepper and ginger  
1 x 190g pack of vegan cheese, grated  
enough soya milk to make a paste

1. Preheat oven to 200°C/400°F/gas 6.
2. First make the pastry by rubbing the margarine into the flour until it resembles fine breadcrumbs. Add enough water to make a dough that is soft, but not sticky.
3. Roll out the pastry and use a cutter (about 2.75 inch) to cut the pastry into rounds. Place them onto bun trays and bake for 5-10 minutes to set the pastry.
4. Now make the filling: chop the onions fairly fine and the courgettes and red pepper small.
5. Fry the onions for a few minutes then add the courgettes and red pepper. Fry until they begin to soften.
6. Cube the tofu. Add the tofu, herbs, tomato purée and condiments and fry a bit longer.
7. Take off the heat and add the cheese and enough soya milk to make a paste.
8. Place a heaped teaspoon into each part-baked pastry case. Bake for approximately 30 minutes.

Makes about 50 mini-quiches, which are ideal for a buffet.

## chick pea and butternut squash tagine

5 tablespoons vegetable oil  
2 large onions, chopped  
570g (1lb 4oz) butternut squash, chopped  
170g (6oz) green beans, sliced  
3 large garlic cloves, crushed  
4 teaspoons ground coriander  
2 teaspoons ground cumin  
1½ teaspoons cinnamon  
½ teaspoon chilli powder, or to taste  
800g (1lb 12oz) tomatoes, skinned and chopped  
280ml (10floz) water  
2 x 400g tins chick peas  
170g (6oz) dried apricots, chopped  
salt and pepper

1. Heat the oil in a large pan, add onion and fry over a low to medium heat for five minutes.
2. Add the butternut squash and green beans and fry for a further five minutes. Add the garlic and spices for the last minute of cooking.
3. Add the tomatoes, water, chick peas and apricots. Cook for 30 minutes or until all vegetables are tender.
4. If needed, add a little salt and pepper to taste.
5. Serve with couscous. Serves 8.
6. Optional: Try adding fresh coriander and mint to the couscous for extra flavour.

## stuffed baked courgettes with pine nuts and wild rice

115g (4oz) wild rice  
8 large courgettes  
2 tablespoons vegetable oil  
1 large onion, chopped  
1 large red pepper, seeded and chopped  
2 garlic cloves, crushed  
140g (5oz) carrot, grated  
70g (2½oz) pine nuts, lightly toasted  
salt and pepper to taste

1. Cook the rice according to the instructions on the packet.
2. Cut the courgettes in half lengthways, then remove the flesh, leaving about half a centimetre.
3. Heat the oil in a pan and add the onions and red pepper. Cook gently for about ten minutes until the onion is starting to brown. Add the garlic, chopped courgette flesh and carrots and cook for a few more minutes.
4. Remove the pan from the heat and add the pine nuts, rice, salt and pepper. Spoon mixture into the courgette shells.
5. Cover and place on a baking tray. Bake in a preheated oven at 190°C/375°F/gas 5 for 20 minutes.
6. Serve with a fresh salad (tomato and olive goes particularly well) and garlic bread. Suitable for freezing. Serves 8.

Based on a recipe by Rendezvous Vegetarian Restaurant.  
[www.rendezvous.co.uk](http://www.rendezvous.co.uk)

# desserts

## vanilla sponge cake

200g (7oz) self raising flour  
3 level teaspoons baking powder  
115g (4oz) sugar  
140ml (5floz) vegetable oil  
310ml (11floz) cold water  
2 teaspoons vanilla essence

1. Preheat oven to 190°C/375°F/gas 5.
2. Place all ingredients in a bowl and mix thoroughly. Divide the mixture between two well-greased round tins.
3. Bake for 30 minutes or until a cocktail stick inserted into the middle of the cake comes out clean. Cool for 10 minutes before turning out.
5. Make vanilla flavour 'butter' icing using 115g/4oz of sieved icing sugar, 55g/2oz vegan margarine and ½ teaspoon vanilla essence. Use this and a layer of strawberry jam to sandwich the cakes together and dust the top with icing sugar. Serves 8

**When I first took over the Warehouse Café I had .. no experience of cooking vegan desserts at all.**

**I turned to the internet, which has proved an invaluable source of tried and tested recipes and ideas using ingredients that are more or less familiar to chefs of a traditional background.**

**The chocolate fudge cake recipe is essentially one featured on [www.VeganVillage.co.uk](http://www.VeganVillage.co.uk), which we have adapted to large scale catering. It forms the basis of many of our vegan desserts.**

Mirabel Foster, Warehouse Café Owner, Birmingham

## chocolate fudge cake

450g (1lb) margarine  
1.15 litres (2 pints) soya milk  
8 tablespoons of golden syrup  
225g (8oz) cocoa  
900g (2lb) plain flour  
900g (2lb) sugar  
2 teaspoons bicarbonate of soda

1. Combine margarine, soya milk (apart from two tablespoons) and golden syrup in a pan heat until ingredients melt together.
2. Combine cocoa, plain flour and sugar in a bowl. Mix retained two tablespoons of soya milk with the bicarbonate of soda.

3. Add the wet ingredients to the dry ingredients a little at a time, whisking thoroughly to ensure there are no lumps.
4. Place on a large baking tray lined with greaseproof paper and bake for 45 minutes at 180°C/350°F/gas 4. Serves 32

## trifle

few portions chocolate fudge cake  
sherry  
fruit pieces such as clementine segments or chunks of fresh pineapple  
vegan jelly mix  
vegan custard powder  
vegan squirty cream

1. Gather together as many sundae glasses as you plan to make trifles for.
2. Place in the bottom of each a small piece of chocolate fudge cake. Add a splash of sherry and a few pieces of fruit.
3. Make up the jelly according to the manufacturer's instructions and pour into the sundae glasses until each is around half full. Put in the fridge to set for about 10 minutes.
4. Make up the custard powder using soya milk and sugar. To get it to set you will need to use about 1½ times the amount of custard powder that the manufacturer recommends for cows' milk because of the thinner consistency of soya milk.
5. Pour the custard over the jelly in the sundae glass until the glass is ¾ full.
6. Put trifles in the fridge to set.
7. Just before serving top with vegan squirty cream.

**Preparing desserts for vegans is extremely rewarding as they are always very grateful that you have gone to the extra effort. At Christmas vegan trifle is always a top seller and very straightforward to make.**

**It involves more in the way of specialist products, though these are easily available from wholefood suppliers such as SUMA.**

Mirabel Foster,  
[www.thewarehousecafe.com](http://www.thewarehousecafe.com)

## lime and coconut cheesecake

*The avocado gives this dessert a rich creamy texture which contrasts well with the sharpness of the lime. Featured on the front page.*

250g (9oz) vegan gingernut biscuits  
2 dessertspoons vegetable oil  
145g (5oz) block creamed coconut  
2 limes  
350g (12oz) firm silken tofu  
1 avocado  
70g (2½oz) caster sugar  
coconut shavings and lime slices to decorate

1. Break the biscuits into fine crumbs using a blender. Alternatively put them into a plastic bag and crush them with a rolling pin.
2. Place vegetable oil and 45g (1½oz) of the creamed coconut into a pan. Heat gently, stirring continuously, until the coconut has melted.
3. Take off the heat and add the crushed biscuits. Mix well and transfer to a lightly-oiled 7 inch cake tin with a spring bottom. Press down firmly and leave to cool in a fridge.
4. Using the saucepan again, add the juice and pulp of the two limes and the rest of the creamed coconut. Heat gently until the coconut has melted.
5. Transfer to a blender and add the tofu, avocado and sugar. Whizz until well blended and smooth.
6. Remove the biscuit base from the fridge and pour the lime mix into the tin. Place in the fridge to set – approximately 3 hours.
7. Decorate with coconut shavings and lime slices. Serves 8.

Based on a recipe by Julia Jarrold:  
[www.piratesofthecaribbean.com/recipes/jarrold.html](http://www.piratesofthecaribbean.com/recipes/jarrold.html)

## animal substances and stumbling blocks

*Things to look out for:*

### honey

Animal product so not vegan. Can find its way into bread and cakes as a sweetener.

### E471

Can be animal OR non-animal based. Check with manufacturer or contact us.

### cochineal (E120)

Not vegan, a food colouring made from crushed beetles.

### pasta

Can be made with eggs. Use egg-free pasta instead.

### Chinese noodles

Can be made with eggs. Use rice noodles.

### wine, beer and apple juice

Sometimes fined with animal products. Ask your wine merchant for vegan wines and beers or see the stockists on page 22.

### margarines and spreads

May contain vitamin D3, fish oils & whey.

### veggie sausages

May contain eggs or milk proteins.

### crisps

May contain milk protein and whey powder.

### naan bread

Usually contains milk powder or yoghurt.

### Quorn

Quorn is never vegan: it contains egg.

### Thai curry paste

Some contain shrimp or fish paste.

### Worcester sauce

Contains anchovies. Use a vegan version (available from Suma, see p. 22).

### chocolate

Dark chocolate may contain butterfat.

### stock powder

Sometimes contains dairy products.

### pastry and biscuits

May be made with animal fats.

*For full details of what vegans avoid eating please see our Criteria for Vegan Food at <http://www.vegansociety.com/html/food/criteria.php>*

## more recipes and information

The Vegan Society's website has a great selection of recipes at [www.vegansociety.com/html/food/recipes/](http://www.vegansociety.com/html/food/recipes/) See also [www.ivu.org/recipes](http://www.ivu.org/recipes) where you can browse through hundreds of vegan recipes from all over the world.

If you prefer to cook from a book then browse through the best in vegan recipes books at our online shop: [www.vegansociety.com/shop](http://www.vegansociety.com/shop)

Please do not hesitate to ask if you require advice, extra information or recipes: it's what we're here for. Just give us a ring or email us using the details on the front page.

### pro-active not reactive

**To be successful in providing vegan meals you need to see them not as a problem but an opportunity. Instead of reacting to minority demand, be pro-active: go out and seek these new customers and your business will expand.**

*From Profit from Emerging Dietary Trends by John Hartley*

## cross-contamination - how to avoid it

Food hygiene becomes particularly important in a kitchen that is not dedicated to vegan food production.

It's obviously no good going to all the trouble and effort of providing delicious, authentically vegan food that everyone can enjoy if one of your staff un-authenticates it through cross contamination.

If a spoon is taken from the meat curry and used to serve the vegetable curry or if they are stored side by side so the meat curry splashes into the vegan curry it not only stops being vegetarian and vegan but from being Kosher and Halal. It may even be in breach of the law.

If a trading standards officer sampled some of that 'vegan' dish and found even a trace of meat in it then that would be breaking trade description law and could result in a hefty fine.

### preparation

To avoid cross-contamination make sure you take the following steps:

- wash and dry your hands before handling vegan food
- if possible dedicate an appropriate number of work surfaces to the preparation of vegan foods, otherwise clean work surfaces thoroughly before preparing vegan food
- use different colour-coded chopping boards, equipment and utensils for preparing and serving vegan foods
- ensure that grills, griddles and other equipment used for the preparation of non-vegan foods are thoroughly cleaned before vegan food is prepared
- fry vegan food in clean oil that has not previously been used to cook animal products
- store vegan foods at the top of the fridge so that there is no risk of drips nor other contamination from non-vegan food

**A recent Food Standards Agency survey highlighted secondary buying preferences that are compatible with The Vegan Society core message.**

**90% expressed preferences for purchasing in a way that is kinder to their family's health, kinder to animals and kinder to the environment.**

*Survey by Food Standards Agency on consumer attitudes to food standards in 2004*

# marketing your new vegan dishes

## the Vegan Society trademark

Our internationally-recognised trademark was conceived as a way of helping people shop for animal-free products. Only products that have been authenticated by The Vegan Society carry the trademark, and each one has been individually checked by us.

The trademark allows consumers to make easy, informed choices about the suitability of purchases, and it enables us to work with companies who are willing to recognise their vegan customers. With thousands of items now bearing our familiar logo the influence has never been greater.

*Our standards.* Products should not contain any animal-derived ingredients nor be subject to animal testing instigated by the manufacturer or by parties under their effective control. Ours is the original and only authentic definition of vegan, and this has now spanned over sixty years.

If you are a food manufacturer producing vegan products and are interested in using The Vegan Society Trade Mark, contact us for further details.

## advertising

If you offer a good selection of vegan meals you can get a free listing in *Vegetarian Britain*. This popular guide-book sells 15,000 copies a year. For more information ring 020 7254 3984 or see [www.vegetarianguides.co.uk](http://www.vegetarianguides.co.uk).

There are also several websites that will give you a free listing. Contact us for a list.

Local papers are often happy to feature a café or restaurant with a new menu so contact them and let them know your planned changes.

## recommended reading

- *Profit from Emerging Dietary Trends* by John Hartley  
Extensive information on providing vegan and veggie dishes and how to make money from it
- *Vegan Feasts* by Rose Elliot  
A good introduction to vegan cookery
- *Plant Based Nutrition - Healthy Eating Without Animal Products*  
This gem of a booklet is available free and explains vegan nutrition in a nutshell

All these books and more are available from The Vegan Society. See [www.vegansociety.com/shop](http://www.vegansociety.com/shop).

## welcome them in

A sign saying 'vegans welcome' will bring in all those people looking for a vegan meal who might not have otherwise given your restaurant a second glance.

**Nowadays we find that a significant proportion of our customers are not necessarily vegans or vegetarians at all.**

**Maybe they are out with vegan friends, maybe they are trying to eat healthily, maybe they just fancy a meat and dairy-free meal.**

**The benefit of vegan food is that it suits everyone. Not only is it healthy but it also meets the dietary needs of religious groups and those allergic to dairy products.**

Nigel, Eighth Day Café  
<http://www.eighth-day.co.uk/>

# stockists

| Deliver NATIONWIDE                                |                                                                                                                                                                               |                                                                                      |
|---------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| 3663                                              | 0870 3663 720<br><a href="mailto:advice_centre@3663.co.uk">advice_centre@3663.co.uk</a><br><a href="http://www.3663.co.uk">http://www.3663.co.uk</a>                          | Wholesale deliveries of animal-free products. Supply a vegan list on request.        |
| Brake Brothers Foodservice                        | Enterprise House, Eureka Business Park, Ashford, TN25 4AS<br>01233 206363<br><a href="http://www.brake.co.uk/">http://www.brake.co.uk/</a>                                    | Wholesale deliveries of animal-free products. Supply a vegan list on request.        |
| Fayrefield Foods                                  | Barthomley Rd, Crewe, CW1 5UF<br>01270 589311                                                                                                                                 | Dairy-free ice cream                                                                 |
| Matthews Foods                                    | Healey Complex, Ossett, WF5 8NE<br>01924 272534<br><a href="http://www.matthews-foods.co.uk/">http://www.matthews-foods.co.uk/</a>                                            | 'Pure' vegan margarine. Phone them to find your nearest stockist.                    |
| Plamil Foods                                      | Folkestone, CT19 6PQ<br>01303 850588<br><a href="http://www.plamilfoods.co.uk/">http://www.plamilfoods.co.uk/</a>                                                             | Soya milk, vegan mayonnaise, chocolate spread etc.                                   |
| The Redwood Co                                    | Redwood House, Burkitt Road, Earlstrees Industrial Est., Corby, NN17 4DT<br>01536 400557<br><a href="http://www.redwoodfoods.co.uk/">http://www.redwoodfoods.co.uk/</a>       | Many alternatives to meat including 'Cheatin' bacon, cheese and chicken              |
| Infinity Foods                                    | 67 Norway Street, Portslade, nr Brighton, E. Sussex, BN41 1AE.<br>01273 424 060<br><a href="http://www.infinityfoods.co.uk">http://www.infinityfoods.co.uk</a>                | Large selection of chilled and ambient vegan products. Mainly deliver to south-east. |
| Suma                                              | Lacy Way, Lowfields Industrial Park, Elland, West Yorks, HX5 9DB<br>0845 458 2291<br><a href="http://www.suma.coop">www.suma.coop</a>                                         | Large selection of chilled and ambient vegan products                                |
| Deliver to Scotland                               |                                                                                                                                                                               |                                                                                      |
| Green City Whole Foods                            | 23 Fleming Street, Glasgow, G31 1PQ<br>0141 554 7633<br><a href="http://www.greencity.co.uk">http://www.greencity.co.uk</a>                                                   |                                                                                      |
| Deliver to South West, S. Wales, Midlands, London |                                                                                                                                                                               |                                                                                      |
| Essential Trading                                 | Unit 3, Lodge Causeway Trading Estate, Fishponds, Bristol, BS16 3JB<br>0117 958 3550<br><a href="http://www.essential-trading.co.uk/">http://www.essential-trading.co.uk/</a> | Tahini, peanut butter, flours, beans, etc.                                           |
| Deliver to NW Yorkshire and Midlands              |                                                                                                                                                                               |                                                                                      |
| Lembas                                            | The Old Tannery, Unit 5, Whiting Street, Sheffield, S8 9QR.<br>0114 258 6056<br><a href="http://www.lembas.co.uk">http://www.lembas.co.uk</a>                                 | Deliver within an 80+ mile radius of Sheffield                                       |
| Organic vegan wines, beers and ciders             |                                                                                                                                                                               |                                                                                      |
| Vinceremos                                        | 19 New St, Leeds, LS13 3JT<br>0113 205 4545<br><a href="http://www.vinceremos.co.uk/">http://www.vinceremos.co.uk/</a>                                                        | Wines and other alcoholic beverages. Nationwide delivery.                            |
| Vintage Roots                                     | Farley Farms, Arborfield, Reading, RG2 9HT<br>0118 976 1919<br><a href="http://www.vintageroots.co.uk/">http://www.vintageroots.co.uk/</a>                                    | Wines and other alcoholic beverages. Nationwide delivery.                            |

## store cupboard supplies

Still can't get what you want? We can help you find that special ingredient, be it vegan Worcester sauce, gelatine-free wine or egg replacer. Please contact us.

## cutting costs

To keep inventory to the minimum and still satisfy all customers, standardise on vegetable stock, margarine and vegetable oil for all dishes.