

Comprehensive TRAINING



ON HOW TO BE SPECIALIST

IN PLANT-BASED HOSPITALITY

(Conducted Free of Charge)



For:



Restaurants



Hotels



Tourism Establishments



OBJECTIVES

- To educate restaurant and tourism industry professionals on the benefits of adopting vegan-friendly practices within their establishments.
- To learn how vegan practices can enhance brand ethics and environmental responsibility.
- To enhance the understanding of the economic advantages associated with catering to the rising demand for vegan options.
- To explore the growing vegan consumer base and its drivers like health, ethical, and environmental concerns.
- To compare cost benefits and resource efficiency between plant-based and animal-based food.
- To understand the importance of catering to diverse consumer needs including health and environmental consciousness.



REASONS FOR IMPLEMENTATION

- **Tap into the Growing Market:** The global vegan population is on the rise, with an increasing number of individuals choosing plant-based diets. By becoming vegan-friendly, establishments can tap into this expanding market and attract a broader customer base.
- **Vegan Tourism on the Rise:** The tourism industry has witnessed a surge in vegan travelers actively seeking destinations and establishments that accommodate their dietary choices. This training will position establishments to cater to this burgeoning market segment.
- **Cultural Inclusivity and Diversity:** Embracing veganism demonstrates a commitment to catering to diverse dietary preferences. Establishments that can accommodate different dietary needs contribute to a more inclusive and culturally diverse tourism experience.
- **Enhanced Reputation:** By offering vegan-friendly options, establishments can enhance their reputation as socially responsible, sustainable and inclusive. Positive reviews and word-of-mouth recommendations from satisfied vegan customers can significantly boost the restaurants sales and bring in other vegans as vegans are generally a very close network, globally.
- **Competitive Advantage:** Vegan-friendly establishments gain a competitive edge in the market, setting themselves apart from competitors. This can lead to increased customer loyalty and repeat business.



DETAILS

Budget: \$0

The program will be done free of charge to the establishment.

Timeline: 5 hours

For restaurants with less time availability, a shorter 3-hour course can be conducted, if needed.

The course entails:

- **Introduction to plant-based and veganism: 30 mins**

This section will explain the concept of veganism in detail so even beginners to the lifestyle will understand it.

- **Introduction to local Vegan Food: 30 mins**

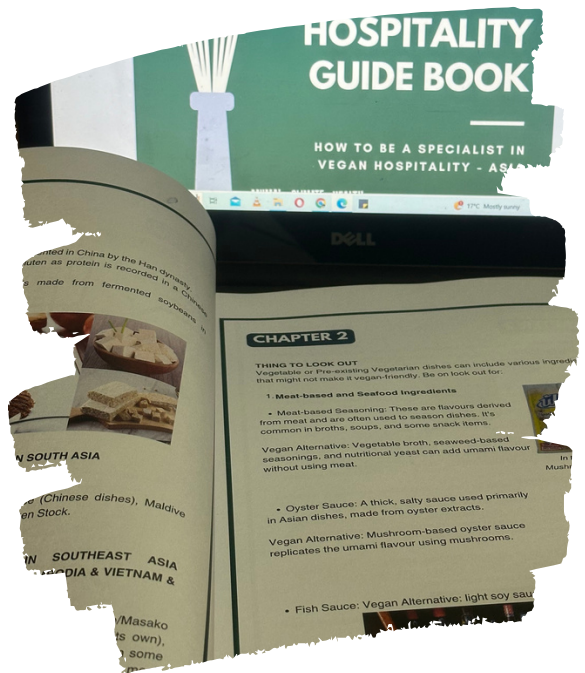
In this section you'll explore local vegan foods that celebrates regional flavors while adhering to plant-based principles all while embracing indigenous ingredients.

- **Substitutions and localization: 60 mins**

This section will dive in to revamping traditional non-vegan recipes with local, traditional, and easily accessible plant based ingredients for cost-effective and convenience and blending regional flavors with practicality.

- **Creating a vegan friendly kitchen: 30 mins**

This section will teach the audience about cultivating a vegan-friendly kitchen that fosters inclusivity, supports ethical choices, and encourages a healthier, environmentally conscious approach.



DETAILS

- **Veganizing your menu: 60 mins**

This section will teach staff how to transform existing menu items by replacing animal products with plant-based alternatives that are easily accessible.

- **How to make hotels Vegan-friendly: 30 mins**

This section will talk about how hotels can embrace vegan-friendly practices by not only offering diverse plant-based menu options but also including cruelty-free amenities that can be enjoyed by anyone, and ensuring staff understands and accommodates vegan preferences.

- **Marketing your Vegan business: 30 mins**

This section will give tips on how to market your new vegan menu and will include ways in which the training team and companies involved will help your establishment to promote your new menu within its extensive networks



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