



THE PLANT-BASED HOSPITALITY GUIDE BOOK

HOW TO BE A SPECIALIST IN
PLANT-BASED HOSPITALITY - ASIA



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ACKNOWLEDGEMENTS

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ANSWER KEY

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FOREWORD

In an ever-changing world where conscious consumerism and sustainable choices are becoming the norm, the hospitality and culinary industry stands at the forefront of a transformative movement. As businesses, we have the extraordinary opportunity to create spaces that celebrate diversity, cater to unique dietary needs, and embrace the values of compassion and environmental care.

The Plant-Based Hospitality Guidebook (Asia) is not just a compilation of recipes or hospitality and culinary techniques, it is a step towards a compassionate world focusing on sustainable and ethical practices in the hospitality and culinary industry. By following this curriculum, we are aligning with 8 of 17 Sustainable Development Goals (SDG).

Here are the 8 SDGs:

SDG 2: Zero Hunger - Today, the Animal Agriculture Industry occupies 77% of agricultural land but only yields 17% of the total Calories consumed by the world. By promoting plant-based and vegan options, this curriculum encourages sustainable food systems and addresses the issue of hunger by promoting the availability of nutritious plant-based food.

SDG 3: Good Health and Well-Being - Vegan-friendly practices often lead to healthier food choices, contributing to better health and well-being of both individuals and communities.

SDG 9: Industry, Innovation and Infrastructure - This curriculum encourages innovation in the hospitality industry by exploring new culinary techniques and creative approaches to developing a Vegan menu.

SDG 12: Responsible Consumption and Production - This curriculum encourages responsible consumption; reducing the environmental impact of the food sector, by promoting plant-based and sustainable culinary practices.

SDG 13: Climate Action - Embracing vegan-friendly practices can help reduce the carbon footprint of the hospitality industry, as plant-based diets cause lower greenhouse gas emissions.



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SDG 14: Life below Water - By reducing the consumption of animal-based products, this curriculum supports marine conservation efforts and helps protect our ocean ecosystems.

SDG 15: Life on Land - Encouraging plant-based diets can contribute to reducing deforestation and land degradation associated with animal agriculture.

SDG 17: Partnerships for the Goals - This curriculum fosters collaboration between various stakeholders - businesses, vendors, farmers, educators, and organisations, to collectively work towards sustainable and inclusive culinary practices.

In a world where dietary preferences and restrictions vary widely, this book aims to empower businesses to cater to the growing Vegan movement, embrace the diversity it brings and celebrate the beauty of inclusivity. In our pursuit of creating vegan-friendly spaces, we invite everyone to partake in this journey – from hospitality professionals and aspiring chefs, to seasoned restaurateurs and culinary enthusiasts. The path towards inclusivity begins with openness, a willingness to learn and a genuine desire for creating positive change.

As we explore the art of vegan culinary, we also commit to sustainability, where our choices as businesses directly impact the health of our ecosystems, the well-being of animals and the preservation of natural resources, for generations to come. By embracing vegan-friendly practices, we show the world that the hospitality industry knows better and thrives on the spirit of inclusion, respect and compassion.

This book empowers businesses to embrace the booming Vegan movement with creativity and inclusivity. Beyond the kitchen we will weave sustainability with compassion, serving flavours that leave a lasting impression on our hearts and taste buds alike. Say ‘Yes!’ to Plant-Based **Hospitality** and join us in making a delicious difference - **one plant-based meal at a time.**

With Warmth and Gratitude,

Curriculum Team



FOREWORD

“It is the position of the **American Dietetic Association** that appropriately planned vegetarian diets, including total vegetarian or vegan diets, are healthful, nutritionally adequate, and may provide health benefits in the prevention and treatment of certain diseases. Well-planned vegetarian diets are appropriate for individuals during all stages of the life cycle, including pregnancy, lactation, infancy, childhood, and adolescence, and for athletes.”

July 2009

Source: [www.jandonline.org/article/S0002-8223\(09\)00700-7/fulltext](http://www.jandonline.org/article/S0002-8223(09)00700-7/fulltext)





WHAT'S IN IT FOR ME?

- ✔ The demand for vegan options when dining out is growing by the minute with people choosing to eat more healthy and wholesome meals even when dining out.
- ✔ Help your business keep up with this ever growing business trend by adding vegan options to your restaurant/cafe or hotel menu.
- ✔ This also helps families/groups with some vegan members in them to make the choice of opting for a vegan friendly dining space so everyone in their group's diets can be accommodated.
- ✔ This guidebook will help you keep up with this growing demand and help your business be successful in accommodating the growing market of people searching for a vegan (plant based) meal.
- ✔ The Plant Based Hospitality Curriculum serves the purpose of being a comprehensive guide on how to veganise or add vegan options to your existing menu while being mindful about individual needs and best practices in the kitchen.
- ✔ Consider this guidebook as an essential tool that will simplify the process on your journey to being a sustainable, vegan-friendly and climate friendly institution.
- ✔ The Plant Based Culinary Transformation Guidebook helps you to stand out and be an ace in the hospitality industry by gearing you with all the knowledge you may need to be a specialist.

THRIVE
GRANTS

ANIMAL
SAVE
INDIA

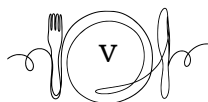
CLIMATE
SAVE
INDIA

HEALTH
SAVE
INDIA

Vegan
Travel'Asia
BY VEGVOYAGES

VEGVOYAGES
Foundation

PLANT
BASED
TREATY



CHAPTER 1

INTRODUCTION TO PLANT-BASED AND VEGAN FOODS

- I. Difference between Plant-Based and Vegan
- II. Understanding and Respecting Dietary Choices
- III. Plant-based Cuisine: A Universal Feast for All
- IV. The Art of Substitution
- V. Importance of conscious choices
- VI. Benefits of a Plant-based/ Vegan Diet
- VII. Climate Impact of Animal-derived Food:
- VIII. Market Growth and Revenue Opportunities:
- IX. Contribution to Social Justice
- X. Exercises

Veganism is not just a dietary choice; it's a lifestyle rooted in philosophy and ethics. It's a commitment to avoiding any form of exploitation or cruelty to animals, whether for food, clothing, or entertainment.

- **Fashion** - No fur, pashmina, pure wool, silk, leather
- **Entertainment** - No zoo, exotic animal displays, water worlds, riding animals, races, animal fights, etc
- **Pets** - No 'buying' animals from puppy mills, but adopting off the streets - hurt and abandoned animals

ENVIRONMENT

- ✓ Reduction in Carbon Footprint
- ✓ Conservation of Water
- ✓ Land Use Efficiency
- ✓ Biodiversity Protection
- ✓ Reduction in Pollution
- ✓ Watch: Cowspiracy, Seaspiracy



HEALTH

- ✓ Lower Risk of Heart Disease
- ✓ Improved Digestion and Gut Health
- ✓ Reduced Cancer Risk
- ✓ Reduced risk of Type 2 Diabetes
- ✓ Watch: Fork Over Knives, The Game Changers



ETHICAL

- ✓ Commodification of animals
- ✓ Moral obligation to avoid harming other sentient beings
- ✓ Preference for cruelty-free and sustainable food production practices.
- ✓ Watch: Maa Ka Doodh, Dominion, Earthlings



As veganism gains momentum globally, understanding the motivations behind consumer choices is key to meeting and exceeding guest expectations.

The above table gives a structured insight into the three primary reasons driving individuals towards veganism: environmental, health, and ethical considerations. Each of these aspects carries significant implications for your business, from menu planning and ingredient sourcing to marketing and customer engagement.

I. Difference between Plant-Based and Vegan

While the terms 'plant-based' and 'vegan' are often used interchangeably, they have distinct meanings, especially in the context of diet and lifestyle.

A plant-based diet primarily focuses on the consumption of foods derived from plants, including vegetables, fruits, grains, nuts, and seeds. This diet is often adopted for its health benefits and may sometimes include animal products in moderation. It emphasizes whole, minimally processed foods and is typically chosen for nutritional reasons.



In contrast, 'vegan' describes a broader lifestyle choice driven by ethical, environmental, and health concerns, strictly avoiding all animal products in all areas of life. It's a win-win if restaurants make their plant-based food vegan by default.

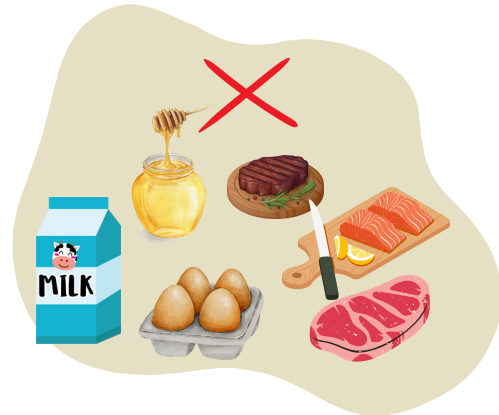
II. Understanding and Respecting Dietary Choices

Veganism is a choice based on ethical convictions and personal values. Chefs need to pay close attention to preparing vegan food in the same way they would when preparing halal food for a Muslim person that would exclude pig flesh (pork and its by-products) or alcohol. It is also similar to excluding nuts or mushrooms from food preparations for people with respective allergies.

This approach not only reflects professionalism and respect for diverse dietary choices but also enhances a culinary establishment's reputation for inclusivity and attention to detail.

While Veganism is so much more than just food, food plays a big role. Vegan food is food that does not include meat, chicken, fish, honey, milk, and eggs. This also includes animal by-products such as yoghurt, curd, ghee, and sauces such as fish sauce, and oyster sauce.

If it is sourced from an animal - vegans do not eat it. If it is sourced from a plant or fungi - vegans would likely consume it.



Vegans eat food that is "grown" Vegans avoid food that comes from animals

Why do vegans avoid animal foods (or animal byproducts)?

- **Meat:** Meat is obtained from the slaughter of animals, which infringes upon their fundamental right to life. Since we can obtain all our nutrients from plant-based sources or fungi, killing an animal is unnecessary.
- **Milk and Dairy Products:** The dairy industry is implicit in exploiting the motherhood of mammals, inflicting suffering, enslaving animals, and culling those who are considered 'non-profitable' to the industry.
- **Honey:** Honey is technically stolen property. Hundreds of bees work all their lives to collect nectar and regurgitate it to make the coveted honey. Bee farming is also causing a decline in the bee population which is worrying because they are the world's most important pollinators.
- **Eggs:** The egg industry exploits egg-laying hens by genetically modifying them to produce excruciatingly large numbers of eggs in a short time. The industry also promotes the culling of 'unprofitable' male chicks in millions.

III. Vegan/Plant-based Cuisine: A Universal Feast for All

Plant-based cooking is not a new concept and has been here since the beginning of human civilization. You will find that most local foods like rice, curries, dal (lentil soup), dosa, vada (South Indian specialities), string hoppes and many of the traditional sweets like Mochi (Japan) and Mango Sticky Rice (Thailand) are vegan.

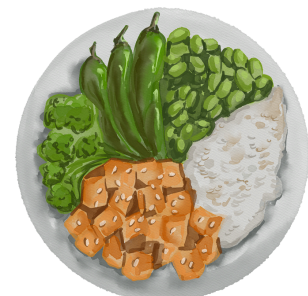
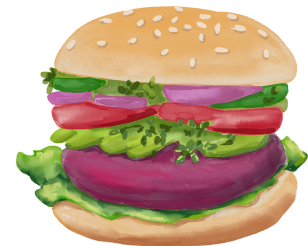
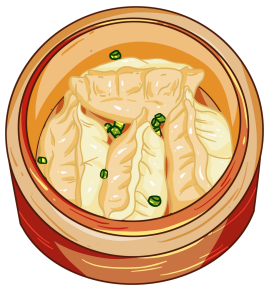
Plant-based food is friendly for everyone, no matter what they like to eat. It can be a versatile and inclusive option for various groups. For example:

- **Muslims:** It is Halal
- **Kosher:** There is no combination of milk and meat
- **Hindu:** It is plant-based and no beef
- **Buddhists:** It follows the 1st precept of Buddha
- **Vegetarians:** It does not include meat, poultry and fish.
- **Climatarians:** Less disturbance to nature



It can be easily customized to accommodate:

- People with allergies to nuts, soy, gluten
- Jains (removing root vegetables, garlic and onion)
- Religious fasting
- People with health issues (high cholesterol, diabetes, hyperthyroidism etc.)
- Low-carb/Ketogenic meals
- Sports recovery, fitness, nutrition and diets for athletes
- People in need of post-operative, post-injury care



IV. The Art of Substitution

It is easy to substitute non-vegan ingredients in dishes. For example, if a dish requires animal milk, it can easily be replaced with widely available coconut milk. Coconut milk even tastes great in coffee or tea! In traditional Asian cuisine, plant-based milk holds great value and utility.

Many Asian traditional meals are prepared using a base of soy milk, and in some Asian countries, soy milk has been used for centuries as part of their regular diet.



You will realise that many dishes may not even need a replacement and that simply omitting the non-vegan ingredient would make for a great vegan dish.

For example, in a cake, dairy milk can easily be replaced with water (when coconut milk or non-dairy milk is unavailable), which will, in most cases, not cause any change in the texture or density of the cake.

In chocolate cakes, using water instead of dairy will often enhance the flavour of the chocolate, whereas dairy is prone to diluting the taste of chocolate. Doing so, will also lower the cost of production.

NAME 10 VEGAN FOODS THAT YOU HAVE
EATEN SINCE CHILDHOOD. HINT: RICE!



Vegans Eat 	Vegans Do Not Eat 
Fruits, seeds, nuts, vegetables	Meat, Fishes, Lobsters, Crabs, Prawns, Shrimp
Plant-based milk and cheese like Soy Milk, Coconut Milk, Almond Milk, Oat Milk, Cashew cheese	Dairy Products like Milk, Paneer, Cheese, Butter, Yoghurt, Ghee, Cream
Legumes and Grains	Eggs, Honey
Tofu, Seitan, Tempeh, Mushroom, Spices	Oyster Sauce, Fish Oil, Gelatin

For meat replacements, soy meat (TVP: Textured Vegetable Protein) is a great, cheap substitution that most people (even non-vegans!) already love. Other replacements are jackfruit (a popular and inexpensive ingredient in South Asian cooking) or seitan.



QUICK TIPS

Keep in mind that depending on your location, you might have access to local mock meat brands. These can be excellent for meat replacements in your vegan dishes. Check with local suppliers or markets to explore these options as they often align with the tastes and preferences of the region.

V. Importance of conscious choices on our health:

Animals are fed antibiotics all their lives and their flesh tends to be antibiotic-resistant due to the sheer amount of antibiotics they are force-fed. As a result, animal flesh tends to contain dangerous bacteria that are often fatal to humans such as Salmonella and Campylobacter - bacteria that are responsible for millions of cases of food poisoning every year.



World Health Organization (WHO), specifically the International Agency for Research on Cancer (IARC), classified processed meats as Group 1 carcinogens and red meats as Group 2A *probable carcinogens*.

VI. Benefits of a Plant-based/Vegan Diet

A plant-based diet has frequently been clinically proven to prevent, treat and **potentially reverse** various diseases. It offers a multitude of health benefits:



- **Heart Health:** Studies have shown that plant-based diets can lower the risk of heart diseases linked to poor lifestyle. A diet rich in fruits, vegetables, whole grains, and nuts can reduce risk factors for heart diseases like high blood pressure, unhealthy cholesterol levels and inflammation, as well as reverse the disease pathology behind heart diseases, inflammation and atherosclerosis.

[PMID: 28630608]

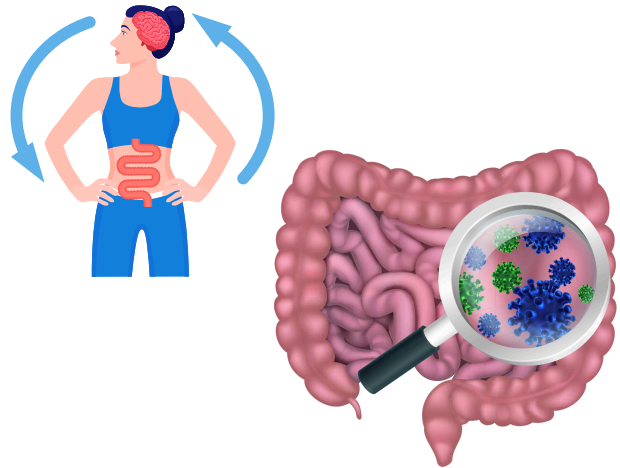
- **Weight Management:** Plant-based diets are often associated with lower body mass index and reduced risk of obesity. High fiber content in plant foods helps you feel satiated with fewer calories and reach your optimal desired body weight without needing to 'go on a diet' or restrict portion sizes.
- [PMID: 28319109]



"PMID" stands for PubMed, a free search engine that allows users to access biomedical and life sciences literature.

- **Reduced Risk of Type 2 Diabetes:** Research suggests that a plant-based diet can reduce the risk of developing type 2 diabetes. Whole plant foods are typically lower in glycemic load and rich in fiber and phytonutrients, which help stabilize blood sugar levels. It has also proven to reverse the root cause of diabetes, i.e. insulin resistance. [doi:10.4236/ojpm.2012.23053]

- **Improved Digestive Health:** The high fiber content in plant-based diets promotes a healthy digestive system by preventing constipation and supporting a diverse gut microbiota, which is essential for overall health. This can help prevent conditions like colorectal cancer. [PMID: 25963512]



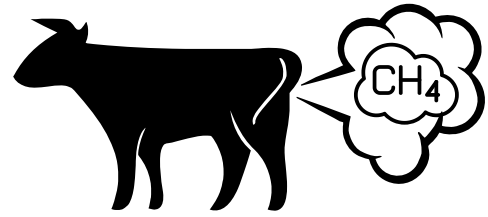
- **Lower Risk of Certain Cancers:** Some studies indicate that a plant-based diet may help prevent some lifestyle-related cancers, such as breast cancer and prostate cancer. Antioxidants, phytochemicals, and fibre found in plant foods are believed to play a role in this risk reduction.[PMID: 26853923]
- **Longevity:** Some new research studies suggest that individuals who predominantly follow plant-based diets may have a lower risk of premature death as compared to those consuming diets higher in animal products by simply keeping you healthier for longer. [PMID: 19667296]



VII. Climate Impact of Animal-derived Foods:

- **Greenhouse Gas Emissions:**

Animal agriculture is the largest producer of greenhouse gases. Cows produce methane as a byproduct of their digestive process - their burps and flatulence contains large quantities of methane.



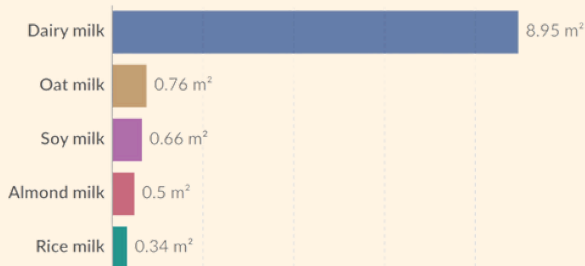
According to Drew T. Shindell and others in 'Improved Attribution of Climate Forcing to Attribution', Methane has 25 to 100 times more warming properties than CO₂. According to Food and Agriculture Organization, Large-scale cattle raising today results in 18% of GHGs being produced by animal agriculture - more than all forms of transportation combined. So even if we convert all energy production to renewable sources, while continuing to eat meat, we will still have the global warming problem.

GLOBAL
WARMING

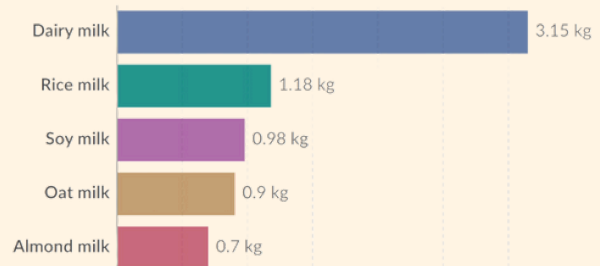
Environmental footprint of dairy and plant-based milks

Impacts are measured per liter of milk. These are based on meta-analysis of food system impact studies across the supply chain which includes land use change, on-farm production, processing, transport, and packaging.

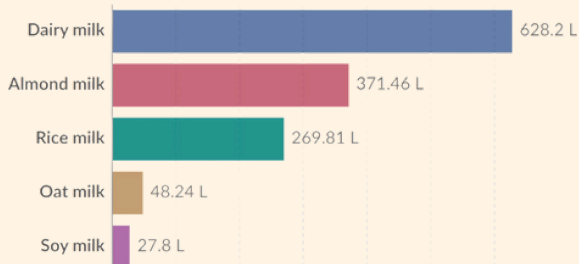
Land use



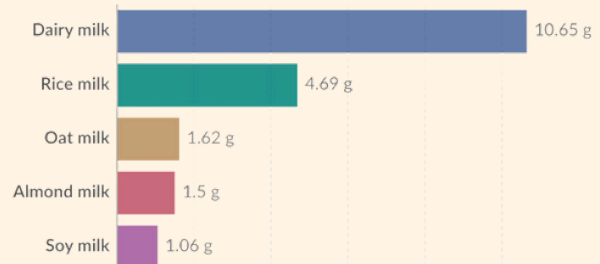
Greenhouse gas emissions



Freshwater use



Eutrophication



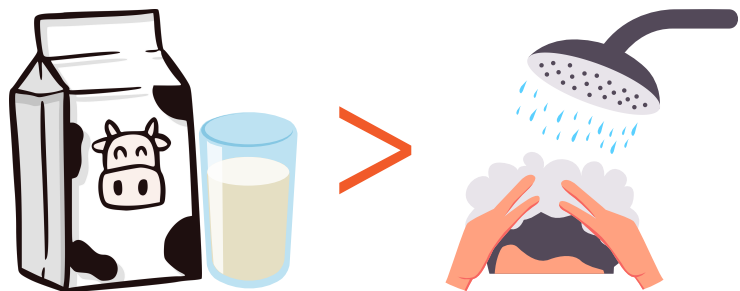
Data source: Joseph Poore and Thomas Nemecek (2018).

[OurWorldInData.org/environmental-impacts-of-food](https://ourworldindata.org/environmental-impacts-of-food) | CC BY

• Water Use

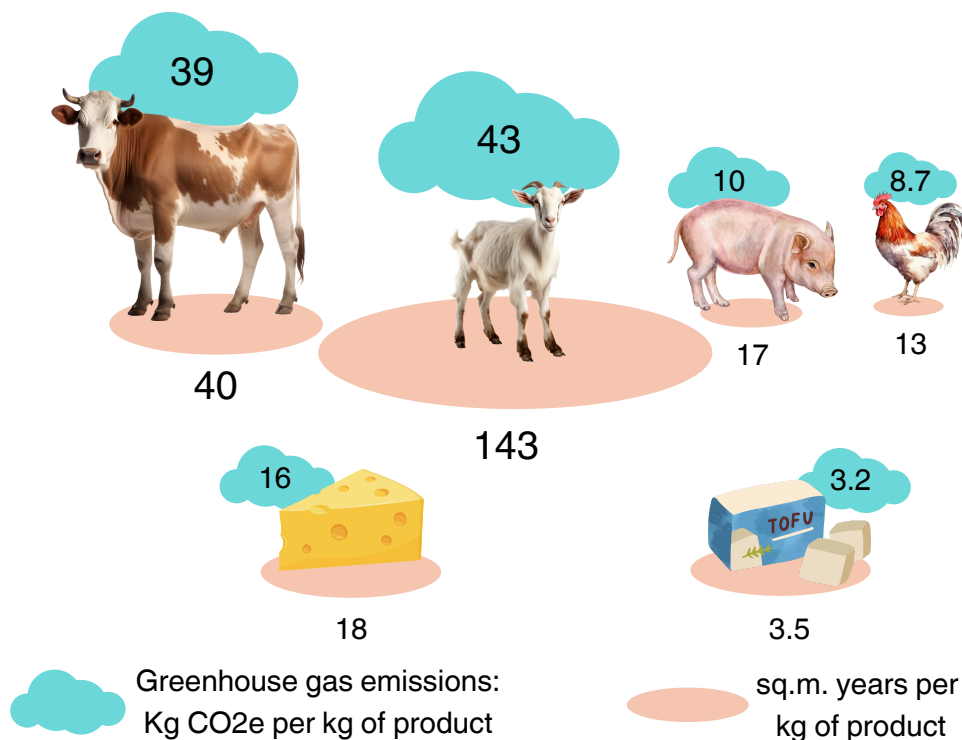
Feeding the animals reared for agriculture, uses a lot of water; not only for the animals' direct consumption but also for growing their feed, i.e. corn and soy. In the United States, animal agriculture accounts for approximately 90% of total water consumption, a figure that remains high on a global level. This extensive use of water has led to the depletion of groundwater in many areas.

To put this into perspective, producing just 1 litre of cow's milk requires about 1000 litres of water - a startling contrast when compared to the 50 litres used in a 10-minute shower!



• Land Use

Livestock farming occupies about 45% of the Earth's total land, demonstrating the extensive space required by this industry. Each cow, for instance, requires 2-3 acres for grazing. However, land usage extends beyond grazing areas; a significant portion is dedicated to cultivating feed, primarily soy and corn, for these animals. Alarmingly, much of this land is acquired by clearing rainforests, with areas equivalent to **one football field being destroyed every second!**



Infographic based on figures from Joseph Poore (University of Oxford)

- **Biodiversity Loss**

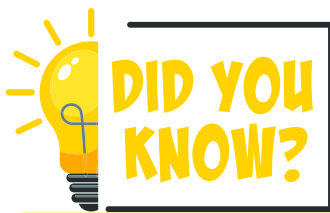
The depletion of rainforests for livestock farming has severe ecological ramifications, leading to the destruction of habitats and contributing to what is considered the **sixth mass extinction** in the Earth's lifetime. The loss of rainforests also exacerbates global warming, as these forests are vital carbon sinks—second only to oceans in their capacity to absorb carbon dioxide.

Additionally, the practice of mono-cropping, especially in the cultivation of feed crops like soy and corn, often results in land desertification. This occurs due to soil nutrient depletion and erosion, consequences of repetitive large-scale single-crop farming.

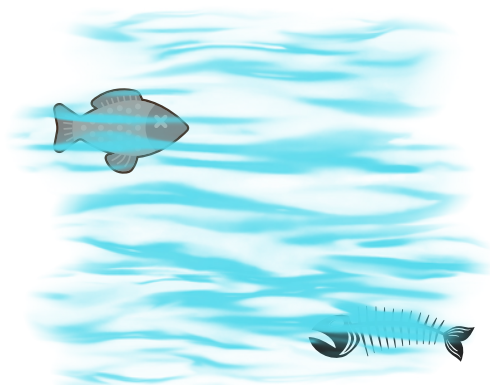
- **Ocean Life**

The waste generated from land-based animal agriculture, particularly from large-scale operations like dairy farms, is substantial. For example, a dairy farm with 2,500 cows can produce as much waste as a city with over 400,000 humans. This waste often finds its way into oceans, contributing significantly to the creation of ocean dead zones.

Ocean Dead Zones are areas where water has insufficient oxygen to support marine life, primarily due to the excessive nutrients from agricultural runoff that fuel algae blooms.



An ocean dead zone the size of Scotland exists in the Gulf of Oman. Previously, the National Oceanic and Atmospheric Administration (NOAA) stated that the biggest ocean dead zone in the world was documented in the Gulf of Mexico.



Furthermore, the current practices of the fishing industry exacerbate the problem. Approximately three-quarters of the world's fisheries are either fully exploited or overexploited. The fishing methods used not only deplete fish stocks but also cause collateral damage to marine life. For every kilogram of fish caught for consumption, an estimated five kilograms of other sea animals are indiscriminately killed as bycatch. This bycatch often includes various non-target species, which may belong to critically endangered species of marine flora and fauna.

Additionally, the issue of abandoned plastic fishing nets in oceans is a major environmental concern. These nets, known as ghost nets, are among the largest contributors to oceanic plastic pollution. They continue to trap and kill marine life long after being discarded.

The cumulative effect of these practices suggests a dire prediction: if current trends continue, our oceans could become virtually fishless by the year 2048.

PLANT-BASED DIET: A SUSTAINABLE OPTION

Given these factors, a plant-based diet emerges as a more sustainable alternative. In the hypothetical scenario in which the entire world adopted a vegan diet, researchers estimate that our total agricultural land use would shrink from 4.1 billion hectares to 1 billion hectares—a reduction of 75%*.

*Source: *Our World in Data*

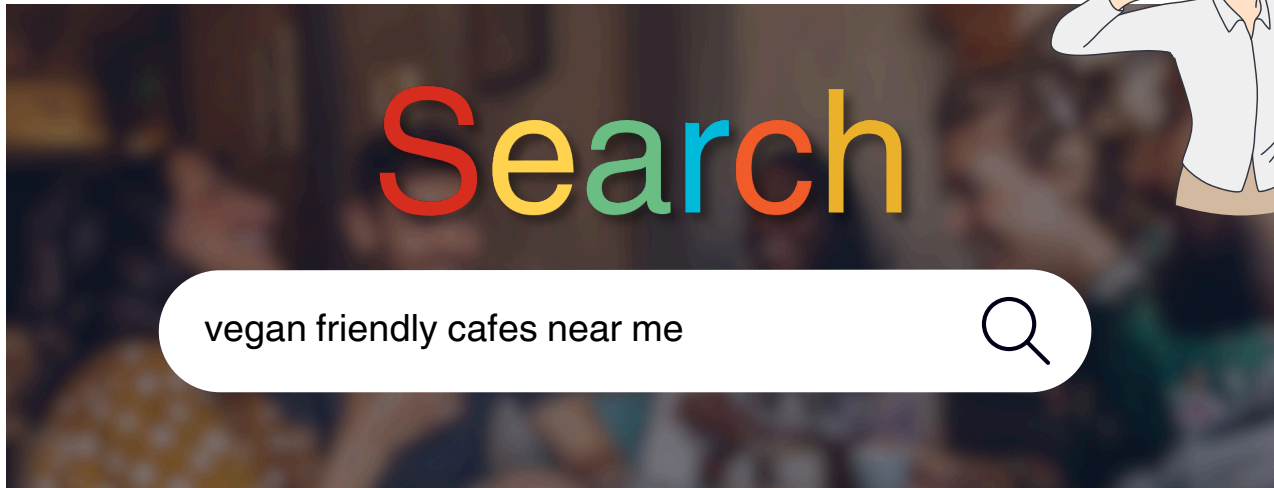


Suggested Reads:

1. **How Not to Die** by Dr. Michael Greger
2. **The China Study** by T. Colin Campbell and Thomas M. Campbell
3. **For Fork's Sake: A Quick Guide to Healing Yourself and the Planet Through a Plant-based Diet** by Rachael J. Brown
4. **Eat for Life** by Joel Fuhrman
5. **The Microbiome Solution** by Robynne Chutkan

Imagine this: A group of friends is planning to dine out. Within this group, there's at least one vegan individual. Where do you think they will go?

1. A dining venue that accommodates various dietary preferences
2. A popular burger joint with no plant-based options



VIII. Market Growth and Revenue Opportunities:

- **Growing Consumer Base:** The vegan market is rapidly expanding as more consumers are opting for plant-based products due to health, ethical, or environmental concerns.
- **Diversification:** Offering vegan options or alternatives allows businesses to cater to a wider audience, including not just vegans but also those who are health-conscious, lactose intolerant, or environmentally conscious.
- **Consumer spending trend:** As consumers become more health-conscious and environmentally aware, they are increasingly willing to spend on products that align with these values. Vegan-friendly brands often build a loyal customer base, leading to repeat business and positive word-of-mouth marketing. This trend is notably driven by younger generations like Gen Z and millennials, who are influencing market trends towards sustainable and ethical consumption.

- **Positive Brand Image and Reputation:**

- **Sustainability and Ethics:** Companies that offer vegan products are often viewed as more ethical and environmentally friendly, enhancing their brand image. This perception is crucial in times when public awareness of global challenges like climate change and pandemics is high.
- **Innovation Leader:** Catering to the vegan market can position a company as an innovator and forward-thinker in the food industry. The rise in demand for plant-based products, as evidenced by the success of companies like Beyond Meat, underscores the importance of innovation in this sector.

- **Cost Efficiency in Production:**

- **Lower Raw Material Costs:** Plant-based ingredients can be less expensive than animal-based products. The cost of growing crops like soy, peas, or lentils is often lower than raising animals for food, leading to reduced production costs.
- **Efficient Resource Use:** Plant-based production generally requires less water, land and energy, translating into cost savings in terms of resource utilisation.

- **Economic Resilience:**

- **Diversification of Product Line:** Offering vegan products allows businesses to diversify their portfolios, reducing dependence on any single market segment and increasing resilience against market fluctuations.
- **Operational Efficiency:** Plant-based foods can be 1-to-1 replacements for animal-based foods, simplifying kitchen processes and reducing the need for retraining.
- **Adaptability to Supply Chain Disruptions:** Plant-based supply chains can be more resilient to disruptions such as diseases or climate impacts that commonly affect animal agriculture.
- **Mitigating Ethical and Legal Risks:** By not relying on animal-based products, businesses can avoid the ethical and regulatory risks associated with animal welfare issues.

◦ Sustainable Business Model:

Aligning with vegan-friendly practices can ensure long-term sustainability and growth, as global trends are increasingly leaning towards more ethical and environmentally friendly consumption patterns. This approach not only caters to a growing demand but also positions businesses for sustainable future growth, aligning with global efforts to combat climate change and promote healthier lifestyles.



IX. Contribution to Social Justice

Adopting a vegan-friendly approach in hospitality and culinary businesses can significantly contribute to social justice.

- Firstly, veganism aligns with the principles of ethical consumerism, addressing issues of animal rights and welfare. By choosing plant-based options, businesses reduce the need for practices associated with animal exploitation and cruelty, which also cause severe mental stress to the humans employed in slaughterhouses.
- Veganism intersects with environmental justice. The production of plant-based foods has a lower environmental impact, reducing the strain on resources and helping mitigate climate change, which disproportionately affects marginalized communities.
- Additionally, embracing vegan options can improve food accessibility and affordability, as many plant-based ingredients are cost-effective and can be sourced sustainably.

Overall, transitioning towards vegan-friendly practices in the culinary and hospitality sectors can be a powerful stance in supporting broader social justice and sustainability goals.



AS A VEGAN, WHAT TO EAT & NOT EAT

FRUITS & VEGETABLES



MEAT



PLANT-BASED MILK



DAIRY PRODUCTS



GRAINS & LEGUMES



FISH/SEAFOOD



NUTS & SEEDS



HERBS & SPICES



EGG



HONEY



VEGAN ALTERNATIVES



ANIMAL BASED INGREDIENTS



EXERCISE

Which of these foods are vegan?



Apple



Rice



Popcorn



Butter



Ghee



Garlic



Fish



Fries



Peanuts



Cheese

EXERCISE

Choose the right answers:

What is Veganism?

A Diet

A Religion

Lifestyle choice

None of the options

What can you consume as a vegan?

Lentils

Vegetables

Tofu

All of the above

Which of the following is the most environmental friendly?

Plant-based milk

Animal milk

Animal flesh

Fossil Fuels



The Tofu Chronicles: A Chat with Seitan

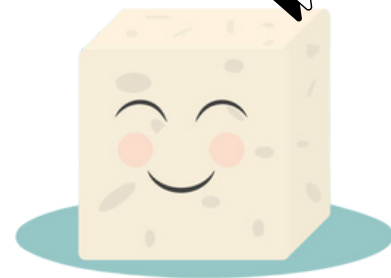
Tofu:
Hey there, Seitan! You
won't believe the journey
I've been on!

*(Enter Seitan, a tough-looking
block of wheat gluten!)*



Seitan:
What's up, Tofu? You
look like you've been
through a blender.

Oh, you have no idea! I
started as soy milk, got
coagulated, pressed, and
here I am - the mighty
Tofu!



Soy milk, huh? I've had a
different path. I'm made
from wheat gluten,
kneaded and cooked to
perfection.

Well, I'm versatile! I
can be silken, firm, or
extra firm. What
about you, Seitan?



Seitan:
I'm all about that chewy texture. Stir-fries, stews, you name it - I've got the bite!



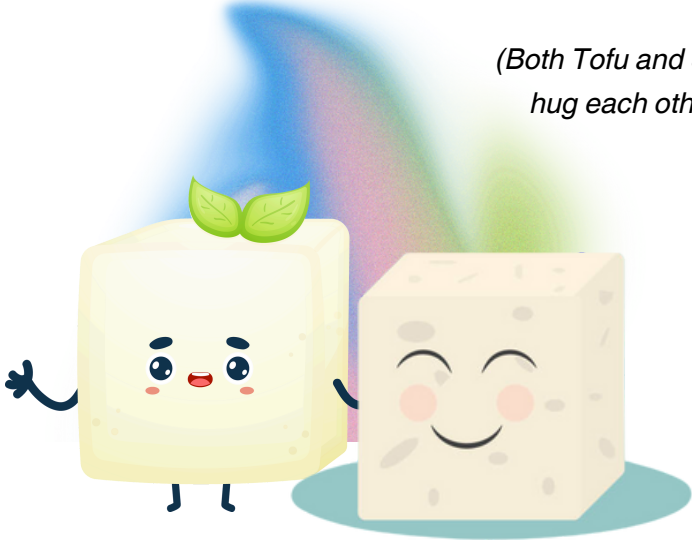
Tofu:
Maybe we should team up sometime. Tofu and Seitan, the dynamic duo!



Not a bad idea, Tofu.
Let's cook up something epic!



(Both Tofu and Seitan hug each other!)



CHAPTER 2

SUBSTITUTIONS AND LOCALIZATION

- I. How to Substitute and Localise**
- II. Common Non-vegan Ingredients**
- III. Hidden Ingredients**
- IV. Different Vegan diets**
- V. Whole Food Plant-based Diet**
- VI. Nutritional Values of Plant-based Foods versus Animal Foods**
- VII. Easy Vegan Recipes**
- VIII. Exercises**
- IX. Vegan Symbols and Certifications**

I. How to substitute and localise:

When veganising a dish, you will find that in most cases, you will simply need to replace the main ingredient - as an example, with chicken curry - you can replace the chicken itself with mushrooms and leave the rest of the recipe intact. Mushrooms, tofu, soy meat, and seitan are popular replacements for meat.

While tofu can be a little tricky to prepare as a flavoursome dish, you will find that mushrooms will bring their flavour to a dish. When creating a vegan version of a non-vegan dish, it is always preferable to replace the meat component with a vegan alternative of similar nutritional value, taste, and texture, to the best of your ability.

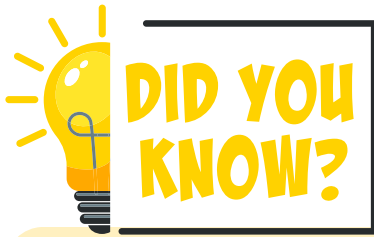
Try to replace the meat component with another nutritious alternative - an example would be Textured Vegetable Protein/ Soya meat/Seitan which are both high in iron and protein.



In most cases, replacing a non-vegan ingredient with a vegan one will not change the dish much in terms of taste and flavour. In some cases, it may even enhance the flavour more. For example, coconut milk ice cream is rising in demand because it tastes unique and brings in a beautiful coconut flavour while maintaining the creaminess needed to make ice cream what it is.

II. Common non-vegan ingredients

Sauces, pre-made condiments, curry pastes and Chili paste must be checked before adding them to a vegan dish as these pre-made sauces may contain a non-vegan ingredient. However, they might already be vegan-friendly. Fish oil, shrimp, and milk solids in curry paste are very common, so always be on the lookout for this.



In Asia, the roots of vegan food are deeply entwined with cultural and religious practices. Soy milk and tofu, staples in Chinese cuisine, have been consumed for centuries, particularly within Buddhist vegetarian traditions. In Indonesia, tempeh, a fermented soy preparation, emerged as a nutritious vegan protein source. Seitan, developed in China, is wheat gluten used as a meat substitute in various Asian cuisines. Coconut milk, prevalent in South and Southeast Asian dishes, adds richness to many vegan recipes. These ingredients reflect Asia's long-standing tradition of plant-based eating, predating and influencing the modern vegan movement.

Common non-vegan ingredients from India, Nepal, Sri Lanka

Ghee, Milk, Butter, Paneer, Curd, Eggs, Oyster Sauce (Chinese dishes), Maldive Fish (Sri Lanka), Non-Veg Curry Pastes, Chicken Stock.

Common non-vegan ingredients in South-East Asia (Indonesia, Malaysia, Thailand, Laos, Cambodia, Vietnam, Singapore)

Terasi or Belacan (shrimp paste), Fish Sauce, Oyster Sauce, Royco/Masako (seasoning), Kaldu (broth), Fermented Fish or Shrimp Paste (on its own), fermented fish/ shrimp paste in some curry powders/pastes, Eggs (in some mock meats, and also used in deep-fried batter items like tempeh/ tofu/ veg deep fries), and Chicken/ Beef/ Pork Seasoning Powder or Broth.

III. Hidden Ingredients

Culturally, what's considered 'vegetarian' may differ from place to place and from country to country. In some countries, fish sauce may be used in certain seemingly vegetarian dishes, while eggs may be used in other countries and tagged as vegetarian.

If you are a restaurateur, especially in a tourist-friendly country, it is important to ensure that customers don't feel disrespected or cheated. What are some common hidden ingredients and how do we replace them? Let's find out.

i) Meat-based and Seafood Ingredients

These are flavours derived from meat and are often used to season dishes. It's common in broths, soups, and some snack items.

Vegan Alternative: Vegetable broth, seaweed-based seasonings and nutritional yeast can add umami flavour without using meat.



*In the Image:
Mushroom Seasoning*



*Mushroom based
Oyster Sauce*

ii) Oyster Sauce: A thick, salty sauce used primarily in Asian dishes, made from oyster extracts.

Vegan Alternative: Mushroom-based oyster sauce replicates the umami flavour using mushrooms.

iii) Fish Sauce: A liquid condiment made from fish or krill that have been coated in salt and fermented for up to two years.

Vegan Alternative: Light soy



Vegan sauces

iv) Shrimp Paste: A fermented condiment common in Southeast Asian cuisine, made from ground shrimp.

Vegan Alternative: Fermented bean pastes or miso can provide a similar depth of flavour.



Vegan shrimp paste

v) Chicken Broth: A common base for soups and sauces, made by simmering chicken bones and meat.

Vegan Alternative: Vegetable broths or stocks.

vi) Eggs: Eggs have versatile applications in baking, often used for binding, leavening, or as a main dish.

Vegan Alternative: For baking - use bananas, aquafaba, chia seeds, or applesauce. For omelettes - use chickpea flour or commercial egg replacers like JUST Egg. For egg scramble - use tofu or tempeh scramble, for egg curry use silken tofu, for cocktails that contain egg whites - use vegan foamers.

Some types of noodles and pasta might have eggs as binding agents, so it's best to read the ingredients before using them in a dish.



Rice noodles



Chilli oil without shrimp paste

vii) Milk and milk derivatives:

Butter - A dairy product made from churning cream, used for stir-frys, sauteeing, and baking.

Vegan Alternative: Vegan margarine, coconut oil, or avocado oil can replace butter in many recipes.

Curd/ Yogurt: Some dishes use curd, hung curd, or yoghurt as thickeners, base for marinades, and creamers.

Vegan Alternative: Home-made/ store-bought vegan curd, coconut fat

Khoa/ Mawa/ Milk solids: This is used primarily for making sweets and desserts for its succulent and sweet taste.

Vegan Alternative: Coconut shavings, sweet potato, crushed nuts, zucchini

viii) Gelatin: A gelling agent derived from animal collagen, typically from bovine or porcine sources. Found in jellies, marshmallows, and some capsules.

Vegan Alternative: Agar-agar, carrageenan, or fruit pectin.

ix) Honey: A sweet substance produced by bees.

Vegan Alternative: Maple syrup, agave nectar, date syrup, or molasses.

x) Lard: Rendered pig fat, often used in pastries and some cuisines.

Vegan Alternative: Vegetable shortening, coconut oil, or vegan butter.

xi) Whey powder/ casein: This is a byproduct of making cheese, often used as protein powder.

Vegan Alternative: Pea protein, Hemp Powder, etc.

xii) Other hidden ingredients may include: Animal blood powder in thickeners, egg white powder as the binder in mock meat or textured vegetable protein; beef fat oil or ghee as Biryani flavouring agent, E-Ingredients, etc.

IV. Various Types of Vegan Diets

There are several kinds of vegan diets such as raw vegan, whole foods plant-based, fruitarian, etc. For this book, we will only focus on whole foods plant-based diet since it is easier to implement and is easily customisable for different dietary preferences.

I. Whole Foods Plant-Based Diet

A Whole Food Plant-Based (WFPB) diet focuses on consuming natural plant-based foods that are minimally processed.



- **Whole Foods:** Foods that are unprocessed or minimally processed, so they remain close to their natural state. Examples include fresh fruits and vegetables, whole grains, legumes, nuts, and seeds.
- **Plant-Based:** Foods that are exclusively or primarily derived from plants. It avoids meat, dairy products, eggs, and fishes.
- **Minimally Processed:** The emphasis is on foods that have undergone minimal processing and are free from additives, preservatives, or artificial ingredients. It is also free from refined sugar and oil.

To create a balanced, budget-friendly whole-food vegan meal plan:

- **Use Diverse Food Groups:** Incorporate a range of vegetables, fruits, legumes, whole grains, nuts, and seeds for essential nutrients.
- **Balance Each Meal:** Ensure a combination of protein (cereal, tofu), healthy fats (nuts, avocados), carbohydrates and fiber (whole grains), and iron and calcium-rich foods (dark leafy greens, legumes).
- **Employ Budget Strategies:** Buy bulk staples, choose seasonal and local produce, and plan meals around sales.
- **Accessible Planning:** Opt for simple recipes with easily available ingredients and be flexible to adapt to local options.
- **Efficient Meal Prep:** Schedule batch cooking and use similar ingredients in multiple dishes to save time and reduce costs.

WHOLE GRAINS

Millet, Barley, Wheat, Brown Rice i.e. grains that are not processed into their husk-free versions

NUTS AND SEEDS

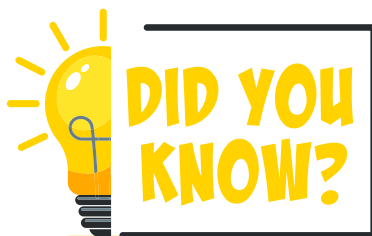
Sources of healthy fats - almonds, cashews, walnuts and seeds like sunflower, pumpkin, flax etc.

GRAMS AND BEANS

Excellent sources of protein - kidney bean, cow pea bean, fava bean, lima bean, chickpea, etc

PLANT-BASED ALTERNATIVES

Nut/ seed milks, preservative-free Tofu, sweetener made from dates, and cream of coconut are considered WFPB



WHAT'S NOT WFPB?

White rice, coconut/ palm/ white sugar, stevia, jaggery, olive oil, all kinds of packaged food

WFPB diet is widely used for disease reversal – diabetes, cancer, hyperthyroidism etc. Nutritionists across the world recommend this diet for healing diseases, sometimes permanently.

PLANT-BASED SOURCES OF PROTEIN (Per 100 Gram)



TOFU
17 gm



SOY BEANS
13 gm



OATS
17 gm



ALMONDS
22 gm



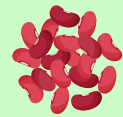
TEMPEH
22 gm



PUMPKIN SEEDS
33 gm



LENTILS
9 gm



KIDNEY BEANS
5 gm



GREEN PEAS
5 gm



PEANUT BUTTER
25 gm



PISTACHIOS
21 gm



CHIA SEEDS
16 gm

ANIMAL-BASED SOURCES OF PROTEIN (Per 100 Gram)



EGGS
13 gm



SALMON
20 gm



STEAK
25 gm



CHICKEN
25 gm

PLANT-BASED SOURCES OF CALCIUM (Per 100 Gram)



SOY MILK
(ENRICHED)
290 mg



SOY BEANS
175 mg



TOFU
250 mg



SPINACH
145 mg



TAHINI
120 mg



CHICKPEAS
80 mg



ORANGE
65 mg



WHITE BEANS
160 mg



BROCCOLI
60 mg



GREEN BEANS
55 mg

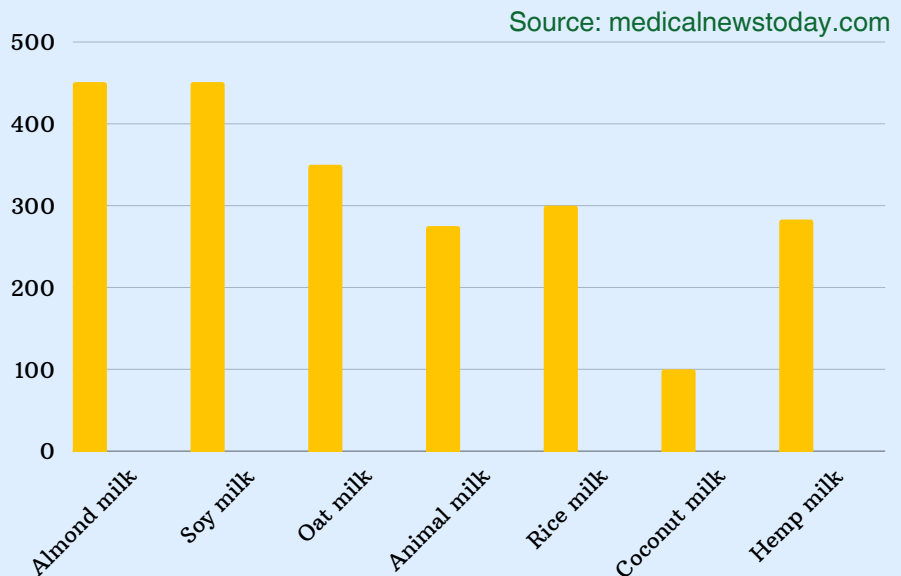


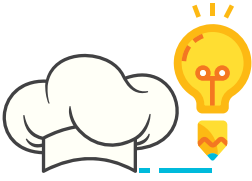
DRIED FIGS
269 mg



CHIA SEEDS
75 mg

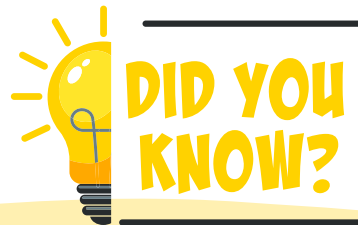
The table compares the calcium values of 240 ml (1 cup) of plant-milk versus animal milk.





These recommended substitutions are merely starting points.

Don't hesitate to experiment with new ingredients and adjust recipes to your liking. Use your creativity to personalize your dishes.



Sugar and alcohol may not always be vegan due to certain processing methods.

- In the case of sugar, particularly refined cane sugar, the use of bone char—a material derived from animal bones—is commonly used for achieving a pure white color. It is illegal in India and moreover, this process disqualifies such sugar from being vegan. However, alternatives like unrefined, organic, or beet sugars, which do not use bone char, are suitable for vegans.
- Similarly, many alcoholic beverages undergo a clarification process using fining agents. Traditionally, these agents include animal-derived products like isinglass from fish bladders, gelatin, egg whites or casein. This aspect often makes certain wines and beers non-vegan. Nowadays, there are vegan-friendly alcoholic beverages available that use plant-based or synthetic fining agents or are left unfiltered. It's crucial to seek out specifically labeled vegan products to ensure compliance with vegan standards.



II. Easy Vegan Recipes

Guide to Vegan Milk

Soy Milk



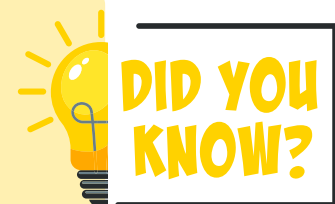
INGREDIENTS:

- 1 cup dried soybeans (whole or split)
- 4-5 cups water for soaking
- 6-8 cups water for blending and straining
- Sweeteners (optional), such as sugar, agave syrup, or maple syrup, to taste
- Flavourings (optional), such as vanilla extract, cocoa powder, or cinnamon

PREPARATION:

- Soak the Soybeans for 8 hours or overnight in 4-5 cups of water. Allow them to soak for at least 8 hours or overnight. The soybeans will absorb water and expand. Drain and Rinse: After soaking, drain the soybeans and rinse them thoroughly under cold running water.
- Blend the Soybeans: Wash the soaked beans, then in a blender, blend with 6-8 cups of fresh water until it becomes smooth and creamy.
- Strain the blended mixture through a nut milk bag, fine cheesecloth, or a fine-mesh strainer.
- Pour the strained soy milk into a large pot and bring it to a boil over medium heat while stirring.
- Once it boils, reduce the heat and simmer for 20-30 minutes, stirring continuously.
- Sweeten and Flavor (Optional): Add sweetener (like sugar or syrup) and any flavourings (like vanilla extract) to taste. Stir well.

The remainder of the blended soybean (after straining) is called okara and it can be used to make burgers and sausages or mixed into pasta sauces or soups to add nutrition.



Almond Milk or Cashew milk

- Soak the nuts (usually a few hours or overnight).
- Blend them with fresh filtered (or hot water) water until smooth.
- Strain the mixture.
- For almond and cashew milk, you can stop at the straining step. Boiling is not recommended as it may cause it to separate into solids and liquids, creating an unpleasant texture.
- You can use the double boiler method to heat the milk.
- Simply sweeten and flavour as desired.



The remainder of the blended nuts (after straining) can be mixed into pancakes or oatmeal to add nutrition.

Movies to watch:

1. Maa ka Doodh
2. The Game Changers
3. Seaspiracy
4. Earthlings
5. Food, Inc.
6. Fast Food Nation
7. Eating Our Way to Extinction
8. Live to 100: Secrets of The Blue Zones
9. Forks to Knives
10. Cowspiracy
11. Living Vegan



Oat Milk

INGREDIENTS

- 1 cup rolled oats (gluten-free oats if needed)
- 4 cups water Sweetener (optional), such as maple syrup or agave syrup,
- to taste Vanilla extract (optional) for flavour



PREPARATION

- In a blender, combine 1 cup of rolled oats and 4 cups of iced water (it is important that the water is iced in order to achieve the right consistency).
- Optionally, add sweetener (like maple syrup) and a splash of vanilla extract for flavour.
- Blend on high for about 30 seconds. If the mixture needs to be blended more to achieve a creamy and smooth texture, make sure you stop the blending for a few minutes and re-blend for 30 seconds. Do not blend continuously.
- To remove any remaining oat solids and achieve a smoother texture, strain the oat milk through a nut milk bag, fine cheesecloth, or a fine-mesh strainer into a clean container or jar.
- Transfer the strained oat milk to a clean, airtight container and store it in the refrigerator.
- Shake or stir before each use, as oat milk can naturally separate over time.



The remainder of the blended oats (after straining) can be mixed into pancakes, cookies or cake batter. It can be used in place of flour in some recipes.

Coconut Milk



INGREDIENTS

- 1/2 to 2 cups of shredded unsweetened coconut (desiccated coconut)
- 4 cups of hot water

PREPARATION

- Place the shredded unsweetened coconut in a blender or food processor.
- Pour 4 cups of hot water (not boiling, but hot to the touch) over the coconut in the blender.
- Blend on high for 1-2 minutes until the mixture becomes creamy and well combined.
- Place a nut milk bag, fine cheesecloth, or a fine-mesh strainer over a clean bowl or jug.
- Pour the blended coconut mixture into the strainer to separate the liquid (coconut milk) from the solid (coconut pulp). You may need to do this in batches.
- If using a nut milk bag or muslin cloth, squeeze and press it to extract as much liquid as possible. If using a fine-mesh strainer, press the coconut pulp with a spoon to extract the milk.
- Transfer the freshly made coconut milk to a clean, airtight container or bottle.
- Store the coconut milk in the refrigerator for up to 4-5 days.
- Be sure to shake or stir before each use, as coconut milk can naturally separate over time.



QUICK TIPS



Rice milk is a fantastic dairy milk alternative, particularly popular in Central and South American cuisines. What's great about rice milk is that you can easily make it at home.

Blend 1 cup of cooked rice with 4 cups of water, sweeten to taste as desired. Strain and refrigerate. Shake before use. Rice milk has a naturally sweet taste, making it a great addition to desserts and beverages.

Plant-based Curd/Yogurt

INGREDIENTS

- 1 cup of unsweetened plain plant-based milk (such as almond milk, soy milk, coconut milk, or oat milk)
- 1-2 tablespoons of a vegan yogurt starter or a dairy-free probiotic capsule. Optional sweetener (such as maple syrup or agave syrup) to taste (if you prefer sweetened yogurt)

PREPARATION

- Heat plant-based milk until warm but not boiling.
- Cool milk to a warm-to-the-touch temperature.
- Mix a vegan yogurt starter or probiotic capsule with a bit of warmed milk. (Alternatively, you can chilli stalks as starters)
- Combine the starter mixture with the remaining warmed milk.
- Pour the mixture into a clean jar, cover it, and place it in a warm, draft-free spot.
- Allow it to ferment for 6-12 hours until it reaches your desired thickness and tanginess. Refrigerate to stop the fermentation process.
- Serve plain or with your favourite toppings.
- Optionally, add sweetener before serving if you prefer sweetened yogurt. Save some yogurt to use as a starter for your next batch.



Guide to Vegan Cheese

Potato & Carrot Cheese (Nut-free, Oil-free, Low-fat)

INGREDIENTS

- Nutritional yeast
- Lemon juice
- Garlic powder
- Onion powder
- Salt
- Potatoes
- Carrot
- Onion

METHOD

- Boil your potatoes, carrots, and onion in a pot for 15-20 minutes. You want them super soft.
- Once the potatoes, carrots, and onion finish cooking, toss them in the blender with all the ingredients.
- Now, blend everything until it looks like cheese sauce.
- You can use it as a cheesy dip or mac and cheese.



Cashew Cheese

INGREDIENTS

- 3/4 Cup Raw Cashews (Soaked)
- 2 Teaspoon Nutritional Yeast
- 2 small garlic pods
- Water for the desired consistency

METHOD

- Soak the cashews for at least three hours or overnight.
- Add all ingredients to a food processor.
- Mix/pulse on high until you get a fine paste.
- Add water to get the desired consistency.
- After it's blended, allow it to rest in the fridge for at least two hours for the yeast to activate.

Alternatively, easier recipe-

- Soak the cashews in room temperature water overnight or in warm water for 15 minutes.
- Blend the soaked cashews with half the quantity of water and salt and pepper until they reach a smooth and creamy consistency.



Cashew Mozzarella Cheese (Without Nutritional Yeast)

INGREDIENTS

- 1 Cup Cashews soaked & drained
- 2 Cups Water
- 1 Tablespoon Corn flour
- Pinch of Turmeric Powder
- Juice from half a lemon Salt, to taste
- Optional: ¼ Teaspoon Pepper Powder
- Optional: 1/4th teaspoon Cumin Powder



METHOD

- Blend the cashews, water, corn flour, and turmeric powder into a smooth paste.
- As you stir frequently, cook the mixture on low-medium heat for 8-10 minutes.
- The cheese will become thick and bubbly, finally turn off the heat and store in an airtight jar.

Watermelon Seed Cheese

INGREDIENTS

- 100 gms Melon Seeds/nut of choice
- 2 tsp Nutritional Yeast
- 1 tsp Salt
- 3 gms Citric Acid / Raw Mango Powder
- 2 tbsp Oil (optional)
- 1 tbsp Psyllium husk



METHOD

- Blend all the ingredients except for the Psyllium husk.
- Blend well till all the ingredients turn into a milk-like consistency. Then add in the psyllium husk and blend again.
- Your cheese is ready.

Vegan, Nut-free Cheddar Cheese

INGREDIENTS

- 198 gms block firm tofu
- 1-½ cups unsweetened, unflavoured non-dairy milk
- Juice of 1 medium lemon
- ½ cup nutritional yeast
- 1-½ tablespoon onion powder
- 1 tbsp garlic powder
- 1 tsp turmeric,
- optional 1 tsp sea salt to taste
- ¾ tsp smoked paprika
- ¼ cup tapioca starch/flour
- 2 tbsp kappa carrageenan (used for thickening, water-binding, and gelling.)



METHOD

- Add tofu, non-dairy milk, nutritional yeast and spices to the blender.
- Squeeze half of the lemon in, and blend.
- Now, pour the mixture into a saucepan.
- Heat the cheese over medium-high heat, and stir constantly once it gets hot.
- Keep stirring until it begins to curdle or stick together in clumps.
- It's almost done, turn the heat down to medium-low.
- Keep stirring, and you'll notice the texture go from clumpy to shiny, thick, and glossy.
- It will be stretchy and start to pull away from the inside of the saucepan.
- Transfer the mixture to a glass container with a lid.
- Cover and refrigerate for at least 3-4 hours till it gets relatively hard to the touch.
- To remove the set cheese from the container, run a butter knife around the sides of the container.
- Flip the container upside down onto a plate and tap the container several times onto the board.

This cheese will last for up to one week in the fridge in an airtight container.

Soy-based Vegan Cheese

INGREDIENTS

- 1 cup soy milk unsweetened
- ¼ cup tapioca starch (or 3 tablespoons of potato starch + 1 tablespoons of corn starch)
- 1 tablespoon olive oil
- 2 tablespoons nutritional yeast
- 1 teaspoon salt
- ½ cup soy yoghurt unsweetened
- 1 tablespoon lemon juice



METHOD

- In a saucepan, mix soy milk, tapioca starch (or potato starch + corn starch), olive oil, nutritional yeast, and salt.
- Stir with a whisk till there are no lumps.
- On medium heat, keep whisking until the liquid becomes very thick and gluey for about a minute.
- Take off the heat, and keep whisking vigorously for another minute, after it cools up a little, then add the soy yogurt and lemon juice.
- Stir to combine the yogurt.
- Then whisk vigorously and fast for another minute.
- You should see the ingredients relax and turn into a smooth, stringy consistency.
- Store in a bowl in the refrigerator for up to 5 days.
- In the refrigerator, it will become like a block, when again heated, it comes into a running consistency. Apply on a bread loaf and pizza base and heat in an oven, and you get a melted, stringy vegan cheese.



Raw Vegan Tiramisu

INGREDIENTS

COCOA COFFEE LAYER

- 50 gms Cashews
- 1 tsp Vanilla Essence or Pure Vanilla
- 1 tbsp Coffee Powder
- 15 Dates
- 80 ml Water / Coconut Milk / Soy Milk

VANILLA CREAM LAYER

- 100 gms Cashews
- 1 tbsp Vanilla Essence or Pure Vanilla
- 18 Dates
- 150 ml Water / Coconut Milk / Soy Milk



METHOD

- Blend the Cocoa Coffee ingredients with water to a smooth silky cream & layer it up in little jars or into one big pan. Freeze for an hour.
- Next, blend the Vanilla Cream Layer to a cream too, and layer on the frozen cocoa coffee cream. Freeze again overnight.
- The next day top off the Tiramisu with Cocoa Powder by dusting it with a seive.
- Serving: up to 5.



Smokey Soya Kheema

INGREDIENTS

- 100 gms Soya Mince / Tofu / Cauliflower minced
- 200 ml Water
- 3 Onions
- 2 Tomatoes
- 3 Green chillies
- 1 tbsp Ginger Garlic Paste
- 1 1/2 tsp Red Chilli Powder
- 1 tsp Roasted Cinnamon powder
- 1 1/2 tbsp Garam Masala
- 1 1/2 tsp Salt
- 4 Cardamom
- 2 Big Cardamom
- 1 Cinnamon stick
- 3 tbsp Oil
- 1 Piece of Coal



METHOD

- Heat 1 tbsp oil, add in the onions and saute well.
- Next, mix the green chillies, tomatoes, ginger garlic paste, powdered and whole spices, and soy mince.
- Immediately add the water and allow it to cook well.
- Making this Kheema is easy, but you need your patience around you to ensure you cook it well.
- The soy mince (TVP) must absorb all the flavours, so take your time.
- The Kheema should go from a light brown to an intense brown colour.
- After being cooked well, add another tablespoon of oil and saute.
- Cook well for 5 more minutes.
- Heat your coal while the Kheema is cooking. Take a bowl and place the hot coal carefully into the bowl.
- Next, pour one tablespoon of oil over the coal and seal the dish.
- Allow it to smoke the Kheema well.
- After 5 - 10 minutes, your Kheema will be ready!

Enjoy with hot rotis, Naans or rice as a side dish. Top it off with some mint leaves and freshly chopped onions.

Sambal Merah (Red Chili Condiment) (Indonesia)

INGREDIENTS

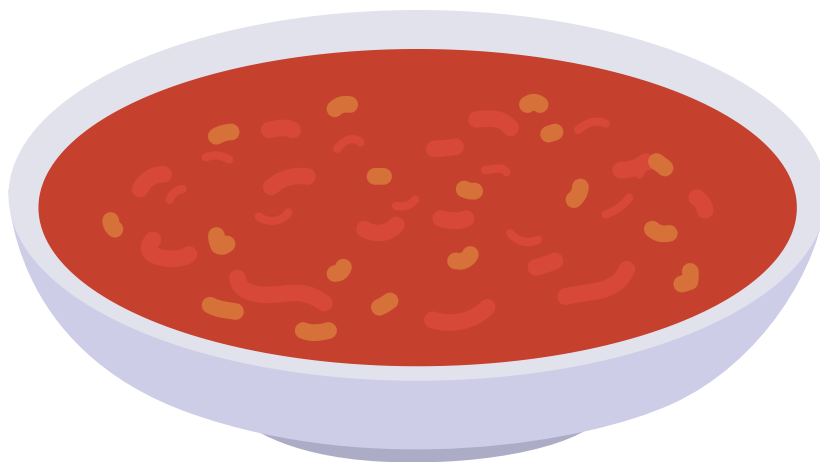
- 6-8 red chillies
- 3-4 bird's eye chillies
- 3 shallots
- 2 cloves of garlic
- 1 medium tomato
- 2 tablespoons cooking oil
- Salt to taste

Note: Traditional sambal uses animal-based ingredients like shrimp paste and fish sauce. Omitting it can make sambal vegan-friendly.

PREPARATION

- Using a pestle and mortar, pound (or blend in a blender) the chillies, shallots, garlic and tomatoes roughly into a smooth paste.
- Heat the oil in a frying pan or wok.
- When the oil is hot, add all the blended ingredients and salt to the wok. Be careful because the oil will splatter, and the fumes from the frying chillies will make you cough.
- Stir fry all the ingredients for about 3-5 minutes until they have cooked through, but be careful not to burn. Taste, then season with more salt if you like.

SERVES: up to 4 people



Vegan Rasmalai

INGREDIENTS I: Rasmalai Cake

- 50 gms Tofu
- 5 strands Saffron
- 4 Cardamom
- 5 (2 tbsp).Cashew
- 5 (2 tbsp) Almonds
- 5 (2 tbsp) Pistachios
- 1 tsp Psyllium Husk

INGREDIENTS II: Rasmalai Milk

- 300 ml Coconut Milk / Soy Milk
- 5 Cardamom
- 5 strands Saffron
- 4 Pistachios
- 2 Almond
- 3 tbsp Sugar
- 1 very tiny pinch of Salt



METHOD

- Blends all the Rasmalai cake ingredients except for the Tofu and Psyllium Husk.
- Once blended to a fine powder, mix it into crumbled Tofu.
- Add the Psyllium Husk, and mix very well again with your hands.
- Form into mini discs placed into the fridge.
- Next, prepare the Rasmalai milk, blend all the ingredients, pour over the Rasmalai cakes and chill well.
- Garnish it well with finely chopped pistachios and saffron. Serve nice and chilled, and enjoy!

Serves: up to 4 People

Jackfruit Curry (Sri Lanka)

INGREDIENTS:

- 1 Young Green Jackfruit
- 1 Onion (chopped)
- 1-2 Green Chilies
- 3-4 tablespoons of Vegetable Oil (can use less)
- 2 teaspoons Garlic (chopped)
- 2 teaspoons Ginger (chopped)
- 1 sprig of Curry Leaves
- 1-2 teaspoons Chili Powder
- 1 teaspoon Turmeric Powder
- 2-3 teaspoon Curry Powder
- 3-4 Cardamoms
- 3-4 Cloves
- 1-inch piece of Cinnamon
- 2-3 pieces of Goraka (tamarind can substitute)
- 1 can of Coconut Milk
- Salt to taste



Note: You can use seitan, tofu or mushroom for this curry.

PREPARATION:

(1) Peel the jackfruit (polos), wash it well & cut into chunky cube-like pieces. Then mix the jackfruit cubes with the turmeric & goraka.

(2) Put cooking oil into the pan and heat over medium heat. Then add the chopped garlic, ginger, onions, chilies, curry leaves & cloves. Temper for 3-5 minutes until aromatic. Add cardamom & cinnamon. Cook for 3 minutes.

(3) Next, add the marinated pieces of polos to the pan and mix well over low heat. Once all is mixed well, add 4 cups of thick coconut milk and cook on slow fire until the sauce evaporates and the jackfruit is tender, then it is ready to serve. For more tasty results, keep it over night and reheat the next day.

SERVES: 4-6 servings

Rendang (Indonesia)

Rendang is a traditional dish that originates from Indonesian and Malay cuisines. It is a rich and flavorful dry curry with tender pieces of animal-based protein (meat, often beef) slow-cooked in a thick, aromatic coconut milk-based sauce.

Ingredients I (blend all together into a paste)

- 1-inch ginger
- 1-inch galangal
- 14 cloves garlic
- ½ teaspoon nutmeg
- 14 cloves shallots
- ½ tsp. coriander
- Cooking oil to help mixing easier

Ingredients B

- 3 stalks lemongrass, bruised
- 5 kaffir lime leaves
- 3 Indonesian bay leaves
- 2 turmeric leaves
- 3 tablespoons grated coconut
- 2 ½ cups thick coconut milk
- 1 oz. chilli paste
- Salt as needed



Ingredients C - 2 ½ cups potatoes (about 1 pound) cut into cubes

PREPARATION

- Mix the blended spice paste (*Ingredients A*) and *Ingredients B* with coconut milk in a pan.
- Cook on high heat and stir until all ingredients are mixed well with the coconut milk.
- Bring to a boil.
- Add the potatoes and continue to cook over high heat until the sauce thickens and turns to a darker brownish colour.
- Continue cooking until potatoes are cooked all the way through.
- Serve with steamed or boiled rice.

SERVES: 4

Satay Padang (Indonesia)

Satay Padang traditionally features skewered grilled animal-based protein (often beef or sometimes chicken) served with a flavorful peanut sauce.

Ingredients A

- 4 packs of tofu (drain and cut into small cubes for satay)
- Satay sticks ½ cup hot water
- 2 tablespoons coconut milk
- 2 tablespoons tamarind water
- Cooking oil
- 1-inch ginger

Ingredients B (blend all together into a paste)

- 1 cup peanuts (without shell), toasted, roasted or fried
- 1 clove garlic
- Kaffir lime leaves
- 10 green chillies (optional, but recommended)
- Salt to taste
- 3 tablespoons of coconut/palm sugar
- Kencur (lesser galangal – looks similar to ginger, but smaller and darker)
- Juice of 1 Asam Kesturi (calamansi lime)



PREPARATION:

- Heat oil in a wok. Once the oil is hot, add blended paste (Ingredients B) and sauté until fragrant.
- Add the hot water, tamarind water and coconut milk; mix well.
- Cook until the sauce is boiling. Set aside.
- Fry or grill the tofu. If grilling, then put the tofu on the sticks first. If frying - you can put the fried tofu on the sticks after the tofu is fried.
- Arrange the tofu (you can leave them on the sticks) on a plate and pour the peanut sauce on top.
- Ready to enjoy!

SERVES: 4

Rawa Halwa (India)

INGREDIENTS:

- 1 cup Rawa (semolina)
- 1/3 cup Sugar
- 2 tbsp. Sunflower Oil (Note traditionally, ghee is used, you can simply use oil coconut oil or even vegan butter)
- 1 tbsp. Dry Nuts and Raisins
- 1 cup Water

PREPARATION:

- Heat the cooking oil or vegan ghee in a pan. Once the cooking oil is hot, add the rawa (semolina) and fry until golden brown.
- Then add the sugar, dry nuts, dry fruits and water to the pan and stir all ingredients together well. Simmer and continuously stir ingredients together in the pan on a lower flame.
- While stirring, make sure there are no lumps. Keep stirring until ingredients begin to thicken (*but not completely thicken, as they will thicken once they are set aside*). This should take more or less 5-7 minutes.
- Take it out of the pan and spread it over a plate or pan; set it aside and let it thicken.



EXERCISE**Make It Vegan - Chocolate Milkshake**

Observe the image and list the ingredients which may be non-vegan in this milkshake.

For each non-vegan ingredient, suggest a substitute that will make the milkshake vegan-friendly.

Feel free to use your creativity!

List non-vegan ingredients

List Suitable Alternatives

EXERCISE

Make It Vegan - Neapolitan Pizza



Observe the image and guess the ingredients.

Now, write your version of the recipe for this pizza using only plant-based ingredients.

Use your creativity!

List non-vegan ingredients

List Suitable Alternatives

EXERCISE**Customise Vanilla Sponge Cake**

A customer requests you to make an eggless birthday cake for their son who is allergic to dairy, soy, nuts, and gluten.

How will you make this classic vanilla flavoured sponge cake? Write your recipe in the space below.

List non-vegan ingredients

List Suitable Alternatives

IX. Vegan Symbols and Certifications



China

Jay/Jeï Chinese Character for Vegan (products throughout Southeast Asia as well as South Asia now)



Laos

Jay/Jeï in Laos for Vegetarian (products distributed throughout the region, including in South Asia now)



Thailand

Jay/Jeï in Thailand for Vegan (products distributed throughout the region, including in South Asia now)



India

The new Vegan Symbol which has been implemented since September 2021.



Indonesia

Indonesia has a vegan certification system, including lab testing and factory visits



Common in India and Nepal

Vegetarian Symbol isn't equivalent to Vegan, but is a green light to read the label

EXERCISE

Vegan Alternatives

Tick the best vegan alternatives to the non-vegan ingredient mentioned.

Cheesy flavor

Cheddar cheese

Mozzarella Cheese

Nutritional Yeast

None of above

Butter

Eggs

Animal Fat

Margarine

Agar-agar

Replacement for cow's milk

Almond milk

Soy milk

Oat Milk

All of above



EXERCISE

Vegan Alternatives

Tick the best vegan alternatives to the non-vegan ingredient mentioned.

Alternative for eggs in baking

Whipping cream

Greek yogurt

Apple Sauce

Buttermilk

Gelatin substitute in desserts

Pork fat / Lard

Sour cream

Beef broth

Agar-agar

Replacement for traditional meat

Tempeh

Jackfruit

Seitan

All of above



EXERCISE

Match the symbols with the correct description



Vegetarian Symbol
in Nepal and India

Vegan Symbol in India

Vegan Symbol in
Indonesia

Jay/Jei Symbol in
Thailand

Jay/Je Symbol in
Laos

Jay/Je Symbol in
China

CHAPTER 3

CREATING A VEGAN-FRIENDLY KITCHEN

- I. Making The Kitchen Vegan-friendly
- II. How to Read Labels
- III. Cross-contamination and its Prevention
- IV. Vegan Kitchen Do's and Don'ts

I. Making The Kitchen Vegan Friendly

a) To make it easier to prepare vegan dishes and to save time on checking each ingredient every time you make a dish, you may use the Red Basket - Green basket technique.

Have two baskets or boxes in your kitchen:



GREEN BASKET FOR
VEGAN INGREDIENTS



RED BASKET FOR
NON-VEGAN INGREDIENTS

The beauty of the Red Basket, Green Basket technique lies in its simplicity. Every time a new ingredient is introduced to your kitchen, a quick assessment at the beginning decides its rightful place in either the green or red basket. This classification process might seem insignificant, but it becomes a time-saver during the bustling hours of meal preparation.

When you purchase an ingredient, assess it and place it in the right basket. This way, when you are preparing meals, you simply have to pick from the right basket. Keep in mind that a non-vegan customer would still be able to consume a vegan condiment, sauce or even a vegan dish, whereas the opposite is not true.

Using mostly vegan ingredients helps save costs on inventory and saves you the trouble. For example, if you procure only vegan mayonnaise instead of egg-based mayonnaise, you can use it in all your dishes without having to check each time.

b) Alternatively, you could also label with green tape and red tape, but it is a time-consuming process since ingredients run out quickly. Attach colour-coded tapes or labels to ingredients, this visual cue acts as a safeguard against oversight, allowing you to effortlessly distinguish between vegan and non-vegan ingredients.

To avoid the risk of cross-contamination, accompany the labelling technique along with the red basket and green basket technique.

One look at the ingredient list of some widely available products reveal that they are accidentally vegan!

INGREDIENTS: SUGAR, UNBLEACHED ENRICHED FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, THIAMINE MONONITRATE {VITAMIN B1}, RIBOFLAVIN {VITAMIN B2}, FOLIC ACID), PALM AND/OR CANOLA OIL, COCOA (PROCESSED WITH ALKALI), HIGH FRUCTOSE CORN SYRUP, LEAVENING (BAKING SODA AND/OR CALCIUM PHOSPHATE), SALT, SOY LECITHIN, CHOCOLATE, ARTIFICIAL FLAVOR.

CONTAINS: WHEAT, SOY.



All the ingredients are vegan-friendly!

Lotus Biscoff cookie	
INGREDIENTS	ALLERGIES
Wheat flour, sugar, vegetable oils (palm*, rapeseed), candy sugar syrup, raising agent (sodium hydrogen carbonate), soya flour, salt, cinnamon. *Palm oil from sustainable and certified plantations	Contains wheat and soya



All the ingredients are vegan-friendly!

Parle-G Gold BISCUITS

INGREDIENTS : REFINED WHEAT FLOUR (MAIDA) (63%), SUGAR, REFINED PALM OIL, INVERT SUGAR SYRUP* [SUGAR, CITRIC ACID], MILK SOLIDS (1%), IODISED SALT, RAISING AGENTS [503(ii),500(ii)], FLOUR TREATMENT AGENT [1101(ii)] AND EMULSIFIER OF VEGETABLE ORIGIN [472e]

CONTAINS ADDED FLAVOUR (ARTIFICIAL FLAVOURING SUBSTANCES - VANILLA)

*** (D - GLUCOSE, LEVULOSE)**

CONTAINS : WHEAT, MILK



Milk solids in this product make it vegetarian, but non-vegan.

II. How to Read Labels

Step 1: Look for Vegan Certification

- Start by checking for well-known vegan certifications on the product's packaging.
- These certifications include labels like 'Vegan', 'Certified Vegan' 'Plant-based', etc. Products with these logos are typically safe for vegans.

Step 2: Examine the Ingredients List

- If the product doesn't have a vegan certification, check the ingredients list. This is where you'll find crucial information.
- Scan for common non-vegan ingredients. These include meat, dairy, eggs, and their derivatives like gelatin, whey, and casein.



Step 3: Be Cautious of Additives

Keep an eye out for additives and colourings. Some of these may have non-vegan sources. For example, Carmine or Cochineal is a red colouring which comes from crushed insects. L-cysteine is often derived from duck feathers or human hair.

Step 4: Identify Chemical Names

Learn to recognize chemical names for animal-derived ingredients. These can be trickier to spot.

- Consider using vegan-friendly apps and websites. These tools can quickly identify vegan products by scanning barcodes or searching databases. You can also take help of the vegan apps like *Vegan Checker*, and *'Vegan Pocket: Is it Vegan?'* to quickly look up the chemical names.

Chemicals to look out for:

- Stearic Acid: Often derived from animal fats, but it can also come from plant sources.
- Lactic Acid: Can be vegan when derived from plants, but check the source.
- Oleic Acid: Can be from animal fats or plants.

Sometimes, there can be technical chemical terms. For instance:

- E120 – Cochineal/ carmine/ natural red 4.
- E542 – Edible bone phosphate.
- E631 – Sodium 5'-inosinate. (commonly produced from meat, including fish and pigs)
- E901 – Beeswax.

Step 5: Contact the Manufacturer (Optional)

- If you're uncertain about a product's ingredients, reach out to the manufacturer.
- Many companies provide clear information about the vegan status of their products upon request.

Step 6: Stay Informed

- Keep educating yourself about non-vegan ingredients and their alternatives. Knowledge is your best tool for making informed choices.

Remember that food labelling regulations can vary by region, so it's essential to stay vigilant and continuously update yourself on ingredient sources. With practice, identifying vegan products and understanding chemical names becomes more accessible.

Training the staff to identify vegan and non-vegan ingredients is important.

III. Cross-Contamination and its Prevention

Cross-contamination occurs when non-vegan ingredients or substances accidentally get mixed with vegan ingredients, compromising the dish.

Its significance cannot be understated, as even the smallest trace of non-vegan substances makes the whole dish non-vegan.

Likely scenarios where contamination may happen:

- **Kitchen Tools:** The shared use of utensils, cutting boards, or knives for both vegan and non-vegan items presents a significant risk of cross-contamination.
- **Cooking Equipment:** The utilisation of common cooking equipment such as grills, fryers, and ovens can lead to the transfer of non-vegan residues onto vegan preparations, thereby undermining their vegan quality.
- **Ingredients:** The use of non-vegan seasoning, broths, condiments, sauces, or toppings due to oversight may also cause contamination of your dish.



While enjoying a dinner at a restaurant, Emily, who has a severe dairy allergy, experienced a life-threatening reaction due to cross-contamination. Her supposedly safe meal contained traces of dairy that triggered a severe allergic reaction. It was only after prompt intervention from fellow diners, who administered an epinephrine auto-injector and called an ambulance, that further escalation was prevented. Therefore, to avoid cross-contamination, effective communication about allergies and stringent kitchen protocols are essential.

HOW TO PREVENT CROSS-CONTAMINATION:

- **Designated Utensils and Equipment:** Allocating specific utensils, cutting boards, and cooking pans exclusively for vegan preparation. Introducing a colour-coded system or labels to ensure a clear demarcation between vegan and non-vegan tools.



Utensils with green paint to indicate specific utensils

- **Separate Preparation Areas:** Create dedicated preparation zones for vegan and non-vegan ingredients, ensuring that they remain distinct and separate. Implement visible physical barriers to minimise accidental cross-contact. If a separate preparation area is not feasible, cleaning the surface with a clean towel before cooking vegan dishes is an alternative.
- **Education and Training:** Educating kitchen staff about the critical importance of preventing cross-contamination is important. Equipping staff with the ability to communicate with guests about allergens and potential cross-contamination risks upon request.
- **Hand Hygiene:** Instilling the practice of rigorous hand washing before engaging with vegan ingredients. Providing readily accessible hand sanitisers within the culinary workspace is an excellent idea to enable this.



- **Storage Management:** Store vegan and non-vegan ingredients separately to avoid inadvertent mixing. Clearly label all storage containers to prevent any possibility of confusion.

- **Allergen-Free Zones:** Establish designated areas for the preparation of allergen-free and vegan dishes.
- **Regular Cleaning and Sanitization:** Develop a meticulous cleaning schedule to prevent the accumulation of non-vegan residues. Employ effective cleaning agents that align with vegan standards.



- **Supplier Communication:** Cultivate transparent communication with suppliers to ensure the absence of cross-contamination in delivered ingredients.
- **Guest Communication:** Equip staff with the ability to communicate with guests about allergens and potential cross-contamination risks upon request.



PLANT BASED RULES FOR YOUR KITCHEN

01

Keep kitchen clean and tidy.



Wash hands before & after handling food and after using toilets, coughing, sneezing, etc.

08

02

Use safe drinking water for food preparation.



Use water proof bandage to cover cuts or burn wounds.

09

03

Cooked food should be cooked thoroughly above 60° C.



Do not be in the kitchen or handle food when unwell.

10

04

Store veg & non veg food, raw & cooked food in separate containers.



Use clean and separate kitchen towel to clean surfaces where vegan food is prepared.

11

05

Store cold food below 5°C and frozen products at -18°C or below.



Keep covered dustbins for food waste.

12

06

Use separate chopping boards, knives, etc. for vegan food.



Use separate, clean & fresh oil for cooking vegan food.

13

07

Wear clean clothes or uniform while preparing food.



Use separate cooking pots and utensils for vegan food.

14

CHAPTER 4

HOW TO VEGANISE THE MENU


- I. Veganizing The Menu
- II. Additional Tips
- III. Perks of A Vegan-friendly Menu
- IV. Key Steps While Veganizing The Menu
- V. Exercises

Veganising the menu is easier than you would think. Menus are part of the experience of eating outside and a well-designed, inclusive menu can elevate that experience. Your menu defines your restaurant, so providing alternatives, allowing for customisation, and knowing which alternatives work is key to the success of your endeavour.



Joey's Salad





Joey's Pizza [V]

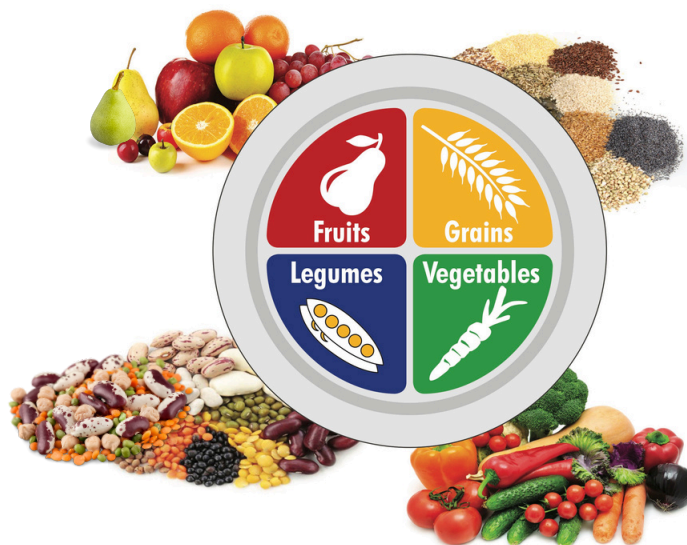
Millet crust as base with sundried tomatoes and capers topped with cashew cheese

I. Steps on Veganizing the Menu

- **Identify the vegan dishes on the menu** - Menus in restaurants can identify existing vegan-by-default options! Many restaurants are not aware that a lot of the food they serve is vegan.
- **Know your alternatives** - Suggest readily available alternatives like Coconut Milk, Soy Milk, Tofu, Mushrooms, Soy Nuggets, Yam, and Jackfruit.



- **Mark your menus well** - Use symbols or indicators clearly calling out which dishes are dairy-free and vegan, and which ones can be veganised. Mention the ingredients in the description.
- **Train the staff** - Through videos, workshops, or seminars, train the staff about veganism and which alternatives can be provided if a guest requests customisation.
- **Foster curiosity** - Introducing veganism on the menu might generate a lot of curiosity. You can create an environment which gets their creativity flowing and encourages experimentation.
- **Experiment with different vendors** - Not all alternatives taste the same. Test the recipes with different brands until you find the perfect ones.
- **Learn from your competitors** - Visit other vegan restaurants in the city, and talk to the restaurant owners and chefs to understand it better.
- **Get feedback from customers** - It is strongly advised to get customer feedback on your veganised dishes. After all, they are sure to come back if you impress them.
- **Make it exciting** - Launch the newly veganised menu dishes as a special first, gauge the response, improvise, and then launch it with a party!
- **Brand it right** - Calling your restaurant, cafe, or pub vegan-friendly will help immensely in attracting vegan customers. You can communicate your motive behind veganising the menu on social media as well as the menu to help the uninitiated people understand.



Many of the delicious ingredients used in vegan recipes are probably already in your kitchen. When selecting vegan options, make choices that align seamlessly with your restaurant's brand. Consider options that complement your existing menu, allowing for cross-selling. This way, your vegan offerings become an integral part of your culinary identity.



II. Additional Tips

1. **Know Your Audience:** Understanding your target customers, their preferences, needs, and expectations is fundamental. Tailor your menu to cater to their tastes and dietary choices. Marketing the menu as 'Plant-based' instead of vegan is likely to incorporate a larger audience.

2. **Prioritize Flavor:** Vegan dishes should be a celebration of taste. Avoid the common pitfall of offering solely vegetable-based options. Incorporate flavorful ingredients like plant-based meats, nuts, seeds, and spices to create enticing and satisfying dishes.

3. **Highlight Provenance:** Emphasize the origin or preparation style of plant-based dishes. For instance, label a burger as an "Indian Aloo Tikki" burger or feature a "Laos-inspired" favourite. This adds uniqueness and cultural appeal to your offerings.

4. **Maintain Familiarity:** Consumers tend to gravitate toward familiar flavours and contexts. Craft dishes that integrate plant-based ingredients seamlessly into well-known meals, such as burgers, tea with vegan biscuits, or pizza with vegan cheese.

5. **Add a Touch of Novelty:** Plant-based options, like meat alternatives, offer the opportunity to provide both comfort and excitement. Present them as unique twists on familiar favourites, such as a "delicious pizza made from plant-based bacon." Introduce signature items that set your restaurant apart.

6. **Highlight Health Benefits:** Showcase the protein content and quality of plant-based options. Many consumers associate protein with satiety and overall health. Emphasize other positive nutritional aspects, like high fibre content, while ensuring that flavour remains paramount.

7. **Environmental Emphasis:** Given the growing awareness of sustainability, consider highlighting the environmental benefits of plant-based choices on your menu. Conveying your commitment to eco-conscious dining can resonate with eco-conscious customers.

8. **Visual Appeal and Positive Framing:** Use captivating imagery to showcase the flavors and aesthetics of your dishes. Focus on what your vegan options offer, like being "made from plants" or "plant-powered," rather than what they lack. Use appealing descriptors like "plant protein," "veggie," or "100% plant-based" to entice diners. Make the menu attractive and appealing.

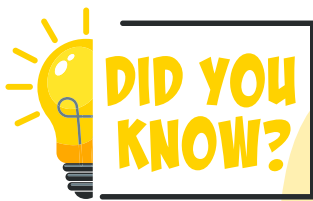
9. **Strategic Placement:** If you don't have a separate vegan menu, strategically position plant-based dishes alongside animal-based items in promotional placements. This illustrates their similarity in fulfilling cravings and dietary needs. Make it easy for diners to identify plant-based alternatives and customise their orders to align with their preferences.

III. Perks of a Vegan-friendly Menu

- **Expanding Your Customer Base:** Providing vegan options in your menu opens the door to a broader customer demographic, attracting those with diverse dietary preferences and ethical considerations.
- **Sales Growth:** Catering to a new customer base naturally leads to increased sales, broadening your revenue streams and enhancing profitability.
- **Customer Retention:** As dietary choices evolve, it's crucial to retain your existing customer base. Offering vegan dishes ensures that those transitioning to veganism or seeking healthier options can continue to dine at your establishment. When offering vegan options, it's beneficial to avoid charging extra for modifications involving easily removable or inexpensively replaceable ingredients.



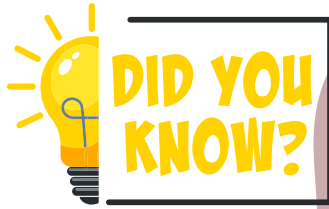
- **Attracting Group Bookings:** Group outings often include individuals with varying dietary preferences. By offering vegan choices, you make your restaurant an appealing option for groups, increasing the likelihood of bookings and group gatherings.
- **Enhanced Reputation:** A vegan-friendly menu showcases your commitment to inclusivity and aligns with growing sustainability and ethical concerns. This positive image can enhance your restaurant's reputation and customer loyalty.
- **Meeting Dietary Needs:** Accommodating various dietary needs, including veganism, positions your restaurant as customer-centric and adaptable, ensuring you meet the diverse preferences of your patrons.
- **Encouraging Word-of-mouth Recommendations:** Satisfied vegan customers are likely to recommend your restaurant to others seeking vegan-friendly dining options, contributing to organic growth through word-of-mouth referrals.



A study from DuPont Nutrition & Health suggests that globally, 65% of consumers are turning to plant-based options. This has led to a tremendous shift in the market to understand consumer demand and, include more vegan options/ completely veganise the menus of hotels and restaurants.

IV. Key Steps While Veganising The Menu

Veganizing a menu involves transforming traditional dishes and recipes that typically contain animal products into plant-based alternatives. This process not only caters to the growing demand for vegan options but also promotes a more sustainable and compassionate approach to dining.



The term 'plant-based' often appeals more broadly than 'vegan' due to its perceived flexibility and health-focused image. It attracts not just vegans, but also those reducing animal products, health enthusiasts, and a varied customer base seeking healthier, sustainable options.

- Firstly, it's essential to assess the current menu and identify dishes that can be easily veganized. Start by replacing animal-based ingredients with plant-based substitutes. For example, replace dairy milk with almond, soy, or oat milk in beverages and recipes. Similarly, swap out eggs with alternatives like flaxseeds or applesauce in baked goods or tofu in savoury dishes.
- Another crucial aspect is to focus on flavour and texture. Experiment with a variety of herbs, spices, and seasonings to enhance the taste of the dishes. Utilize ingredients like nutritional yeast, tamari, miso paste, and liquid smoke to add depth and complexity to sauces, dressings, and marinades. Incorporate plant-based proteins such as tofu, tempeh, seitan, or legumes like lentils, chickpeas, and beans to provide satisfying and nutritious alternatives to meat and seafood.
- Additionally, explore different cooking methods to bring out the best flavours in plant-based ingredients. Roasting, grilling, sautéing, or stir-frying vegetables can help create caramelization and enhance their natural sweetness. Consider incorporating whole grains, such as quinoa, brown rice, or bulgur wheat, to add substance and provide a balanced source of carbohydrates.

- When it comes to designing vegan-friendly dishes, think beyond salads and side dishes. Offer innovative and creative options that showcase the versatility of plant-based ingredients. For example, create a hearty mushroom and lentil burger served with sweet potato fries, or a vibrant tofu stir-fry with a flavorful peanut sauce. Incorporate diverse textures and flavours to provide a memorable dining experience for both vegans and non-vegans alike.
- It's also important to provide clear labelling and transparency on the menu. Indicate which dishes are vegan or can be made vegan upon request. Train the staff to be knowledgeable about veganism and able to answer any customer inquiries or special requests. This ensures that customers feel confident in their choices and can trust the establishment to provide them with a truly vegan dining experience.
- Furthermore, consider sourcing ingredients locally and sustainably whenever possible. Highlight seasonal produce and support local farmers and suppliers. This not only reduces the carbon footprint but also fosters a stronger connection between the menu and the surrounding community.
- Lastly, regularly update and evolve the menu to keep it fresh and exciting. Embrace feedback from customers and continuously experiment with new plant-based ingredients, recipes, and cooking techniques. By staying attuned to emerging food trends and incorporating customer preferences, you can maintain a dynamic and inclusive menu that appeals to a wide range of tastes and dietary preferences.

In conclusion, veganizing a menu requires creativity, culinary expertise, and a commitment to providing delicious and satisfying plant-based options. By carefully selecting ingredients, experimenting with flavours and textures, and staying responsive to customer feedback, it's possible to create a diverse and appealing vegan menu that celebrates the potential of plant-based cuisine.



EXAMPLE OF A SEPARATE 100% VEGAN MENU

VEGAN MENU

Please specify to our staff:



BREAKFAST



- **Vegan Miso Soup** (A nourishing soup with tofu, seaweed, and green onions, seasoned with miso paste)
- **Steamed Bao Buns with Vegetable Filling** (Soft, fluffy buns filled with a mixture of stir-fried vegetables)
- **Scrambled Tofu with Vegetables** (crumbled tofu stir-fried with vegetables)

DESSERTS



- **Mango Sticky Rice** (Sweet glutinous rice served with fresh mango slices and drizzled with coconut milk)
- **Vegan Matcha Ice Cream** (Creamy and refreshing matcha-flavored ice cream made with coconut milk)
- **Mochi** (Soft and chewy rice cakes filled with sweetened red bean paste)

LUNCH

- **Vegan Sushi Rolls** (rolls made with avocado, cucumber, carrots, and pickled radish wrapped in seaweed and sushi rice)
- **Thai Green Curry with Seitan** (Aromatic and spicy green curry cooked with seitan, bell peppers, bamboo shoots, and Thai basil, served with jasmine rice)
- **Vietnamese Spring Rolls** (Fresh spring rolls filled with vermicelli noodles, fresh herbs, lettuce, and thinly sliced vegetables, served with a hoisin-peanut dipping sauce)

DINNER

- **Korean Bibimbap with Gochujang Sauce** (A colorful bowl of rice topped with assorted seasoned vegetables like spinach, bean sprouts, zucchini, and mushrooms, served with a spicy gochujang sauce)
- **Indian Vegetable Korma** (A creamy curry with mixed vegetables like peas, carrots, and potatoes in a coconut milk-based sauce, served with naan or rice)
- **Malaysian Laksa** (Spicy noodle soup with a coconut milk base, filled with tofu puffs, bean sprouts, and vegetables)

EXAMPLE OF VEGAN-FRIENDLY MENU

EAT-YOUR-HEART-OUT CAFE

BREAKFAST

- **Breakfast set** (Sunny-side up egg, bacon, buttered toast, and milk coffee)
- **Pancakes** (Served with honey and dairy-based whipped cream)
- **Greek yogurt** (Served with honey and mixed berries)
- **Oats with Milk and fruits**
(Soy milk available) ✓ 🌾
- **Avocado Toast** (open sandwich consisting of toast with mashed avocado olive oil and rich spices) ✓

LUNCH

- **Chicken Caesar salad** (rolls made with avocado, cucumber, carrots, and pickled radish wrapped in seaweed and sushi rice)
- **Vegetable Tempura** (Assorted vegetables like sweet potatoes, bell peppers, and zucchini, battered and fried) ✓
- **Pasta Marinara**
(can be topped with parmesan cheese) ✓

DINNER

- **Thai Green Curry with Chicken** (green curry made with chicken, eggplants, and bamboo shoots, served with steamed jasmine rice)
(chicken can be swapped with seitan) ✓ 🌾
- **Nepali Khana Set** (steamed rice served with lentil soup varieties of vegetable curry including meat curry)
(for vegans: meat curry will be removed) ✓ 🌾
(Naan/roti option available) ✓

DESSERTS

- **Gulab Jamun** (Deep-fried dough balls made of milk solids, soaked in sugar syrup)
- **Mango Sticky Rice** (Sweet glutinous rice served with fresh mango slices and drizzled with coconut milk) ✓ 🌾
- **Mochi** (Soft and chewy rice cakes filled with sweetened red bean paste) ✓ 🌾

✓ VEGAN 🌾 GLUTEN FREE



EXERCISE

VEGANISING DISHES

For each dish listed below, identify the non-vegan ingredients and suggest vegan alternatives. Consider taste, texture, and how the alternative might affect the final dish.



Pasta Carbonara

- Non-Vegan Ingredient: Bacon or Pancetta

Vegan Alternative: _____

- Non-Vegan Ingredient: Eggs (in sauce)

Vegan Alternative: _____

- Non-Vegan Ingredient: Parmesan Cheese

Vegan Alternative: _____



Biryani

- Non-Vegan Ingredient: Meat (e.g., chicken, lamb)

Vegan Alternative: _____

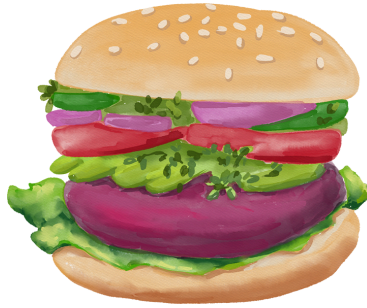
- Non-Vegan Ingredient: Yogurt (in marinade)

Vegan Alternative: _____

EXERCISE

VEGANISING DISHES

For each dish listed below, identify the non-vegan ingredients and suggest vegan alternatives. Consider taste, texture, and how the alternative might affect the final dish.



Cheeseburger

- Non-Vegan Ingredient: Beef Patty

Vegan Alternative: _____

- Non-Vegan Ingredient: Cheese

Vegan Alternative: _____

- Non-Vegan Ingredient: Mayonnaise (in sauce)

Vegan Alternative: _____



Pizza

- Non-Vegan Ingredient: Pizza Dough (if made with dairy products)

Vegan Alternative: _____

- Non-Vegan Ingredient: Cheese (Mozzarella, Parmesan, etc.)

Vegan Alternative: _____

- Non-Vegan Ingredient: Pepperoni or Sausage

Vegan Alternative: _____

EXERCISE

Identify the Mistakes in the Plant-Based/Vegan Menu

The provided menu claims to be fully plant-based. However, there are five mistakes in the menu that make certain items not truly plant-based. Review the menu and identify these mistakes by drawing a circle.

EAT YOUR HEART OUT VEGAN MENU

LUNCH/DINNER

- **Vegan Tom Yum Soup** (Vegetable broth, lemongrass, kaffir lime leaves, galangal, mushrooms, tofu, fish sauce, lime juice, chili)
- **Stir-Fried Tempeh with Vegetables** (Tempeh, broccoli, bell peppers, soy sauce, garlic, oyster sauce, sesame oil, sugar)
- **Vegetable Tempura** (Assorted vegetables like sweet potatoes, bell peppers, and zucchini, battered and fried in tempura-egg batter)
- **Jackfruit Biryani** (Basmati rice, jackfruit, curd, carrots, peas, beans, onions, cashews, raisins, ghee, spices)
- **Mango Sticky Rice** (Sticky rice, ripe mangoes, coconut milk, palm sugar, salt, condensed milk)
- **Tofu and Vegetable Sushi** (Sushi rice, nori sheets, tofu, cucumber, avocado, rice vinegar, wasabi, pickled ginger)



CHAPTER 5

HOW TO MAKE HOTELS VEGAN-FRIENDLY

- I. Common non-vegan hotel amenities
- II. How to make accommodation vegan-friendly
- III. Things to consider while veganizing hotel
- IV. Exercises

In an era where dietary preferences and ethical considerations play a significant role in travel decisions, the hospitality industry should adapt to embrace the Vegan Movement. Sustainability and ethical considerations are now central to the guest experience, reshaping the very essence of hospitality. There are steps towards Veganism which address sustainability, ethical considerations, environmental concerns and dietary preferences.

Vegan-friendly accommodations go beyond offering plant-based meals; they demonstrate a profound understanding of guests' values and dietary needs, creating a home away from home that resonates with compassion.

I. List of common hotel amenities that might not be vegan:

This list can help hotels identify areas where they need to make adjustments to become more vegan-friendly:

1. Toiletries:

- Shampoo, conditioner, and body wash can contain animal-derived ingredients like keratin, collagen, and honey.
- Toiletries tested on animals.
- Soaps containing animal fats (tallow).



ALTERNATIVE: Shampoo, Conditioner, Body Wash: Look for plant-based and cruelty-free toiletry brands. Soaps: Choose vegetable-based soaps or those made from olive oil, coconut oil, or shea butter.

2. Cleaning Products:

- Cleaning products containing animal-derived ingredients or tested on animals.
- Dry-cleaning services using non-vegan solvents.

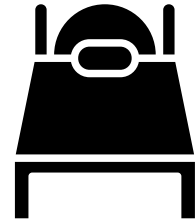


ALTERNATIVE:

Cleaning Products: Opt for eco-friendly cleaning products that are cruelty-free and don't contain animal-derived ingredients.

3. Bedding and Linens:

- Pillows and bedding made from feathers, wool or down.
- Blankets or comforters containing animal-derived materials.

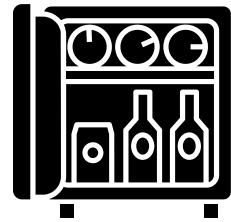
**ALTERNATIVE:**

Pillows and Bedding: Switch to synthetic, hypoallergenic pillows and comforters made from materials like microfiber or polyester.

Blankets/Comforters: Offer blankets and comforters made from organic cotton, bamboo, or Tencel (eucalyptus-derived fabric).

4. Mini-Bar and In-Room Snacks:

- Snacks with dairy, honey, or gelatin ingredients.
- Non-vegan chocolates or treats.

**ALTERNATIVE:**

Snacks: Replace dairy-containing snacks with options like mixed nuts, trail mix, dried fruits, and granola bars that are clearly labelled as vegan.

Chocolates/Treats: Offer vegan-friendly chocolates made from dark chocolate or dairy-free brands.

5. Coffee and Tea Service:

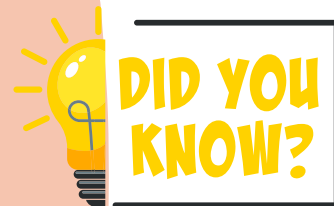
- Coffee creamers containing dairy.
- Honey packets.

**ALTERNATIVE:**

Coffee and Tea Service: **Coffee Creamers:** Provide plant-based creamer options made from almond, soy, coconut, or oat milk.

Sweeteners: Offer agave syrup, maple syrup, jaggery or non-dairy powdered creamers.

It might surprise you, but many non-dairy creamers commonly used in hotels may actually contain dairy or milk products. A good rule of thumb is always to double-check the ingredients list to ensure that your creamer is genuinely dairy-free. Don't let labels like "non-dairy" fool you; your guests will appreciate your attention to detail.



6. Restaurant/ Room Service Menus:

- Non-vegan dishes with animal-derived ingredients. Sauces, dressings, or condiments with non-vegan components.
- Non-vegan options in the room service menu
- Difficulty in accommodating vegan dietary requests or special occasions.



ALTERNATIVE:

Provide a separate vegan menu or indicate vegan-friendly dishes. Train staff to understand dietary needs.

7. Guest Amenities:

- Leather or non-vegan materials in room decor.
- Art or decorative items using animal products.



ALTERNATIVE:

Room Decor: Use cruelty-free and vegan materials for room decor, such as synthetic leather or sustainable fabrics.

Art / Decorative Items: Choose decor made from sustainable and cruelty-free materials like wood, glass, or metal.

8. Spa and Wellness Services:

- Spa treatments using non-vegan ingredients like honey or milk-based products.
- Non-vegan massage lotions or oils.

ALTERNATIVE:

Spa Treatments: Offer vegan spa treatments using natural ingredients like fruit extracts, plant oils, and botanical extracts.

Massage Lotions/Oils: Opt for massage lotions and oils that are plant-based and free from animal-derived ingredients.



II. How to make an accommodation vegan-friendly:

Step 1: Understand and Commit

- Recognize the importance of catering to vegan guests.
- Gain leadership support for the transition to vegan-friendly accommodations.

Step 2: Assess and Plan

- Evaluate current amenities, menus, and guest services.
- Create a detailed action plan with timelines and responsibilities.

Step 3: Enhance Guest Comfort

- Replace feather pillows with cruelty-free options.
- Source vegan-certified toiletries and cleaning products.

Step 4: Revamp Culinary Offerings

- Provide plant-based milk options for in-room beverages.
- Craft a separate vegan menu with diverse plant-based dishes.

Step 5: Thoughtful Room Additions

- Personalize the experience with a vegan snack cupboard/basket.

Step 6: Staff Training and Communication

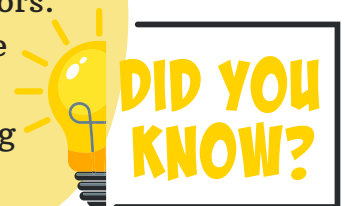
- Educate staff on veganism and assist them in guiding guests.
- Train staff to confidently address inquiries about vegan options.

Step 7: Marketing and Continuous Improvement

- Showcase vegan-friendly accommodations on your platforms.
- Gather and utilize guest feedback for ongoing enhancements.



Oftentimes, hotels invest in non-vegan items like wool carpets, leather chairs, and certain decors. When possible, these should be replaced with vegan-friendly alternatives, particularly during regular refurbishment cycles.



III. Things to consider while veganizing a hotel:

- In situations where immediate replacement of non-vegan items isn't feasible, transparent communication is crucial. Informing guests about the presence of non-vegan items through labeling or room descriptions, respects the values of vegan guests.



- For those starting a new hospitality business, it's beneficial to keep vegan customers in mind from the outset. Designing with vegan-friendly materials can be a unique selling point and may attract a broader customer base.



EXERCISE

VEGANIZING A HOTEL

For each non-vegan item listed, identify a suitable vegan alternative. Consider aspects like functionality, guest comfort, and ethical sourcing.

Bedding and Linens

- Non-Vegan Item: Feather Pillows

Instead of feather pillows, you would use: _____

- Non-Vegan Item: Wool Blankets

Instead of wool blankets, you would use: _____

Bathroom Amenities

- Non-Vegan Item: Shampoo with Keratin

Instead of keratin-based shampoo, you would use: _____

- Non-Vegan Item: Soaps with Tallow

Instead of tallow-based soaps, you would use: _____

Food and Beverage

- Non-Vegan Item: Dairy Milk in Coffee Trays

Instead of dairy milk, you would use: _____

- Non-Vegan Item: Gelatin-based Snacks in Mini-Bar

Instead of gelatin-based snacks, you would use: _____

Cleaning Products

- Non-Vegan Item: Cleaning Agents Tested on Animals

Instead of animal-tested cleaning agents, you would use: _____

- Non-Vegan Item: Dry-Cleaning Solvents with Animal Derivatives

Instead of traditional dry-cleaning solvents, you would use: _____

Decor and Furniture

- Non-Vegan Item: Leather Couches

Instead of leather couches, you would use: _____

- Non-Vegan Item: Wool Carpets

Instead of wool carpets, you would use: _____

EXERCISE

TRUE (OR) FALSE

- Feather pillows are considered vegan-friendly. _____
- Vegan-friendly hotels should avoid using cleaning products tested on animals. _____
- Toiletries such as shampoo, body wash etc., should be checked for animal-derived ingredients like keratin and honey to ensure they are vegan-friendly. _____
- It's sufficient for hotels to have only one common kitchen utensil set for both vegan and non-vegan food preparation. _____
- Veganism in the hospitality industry only concerns the food and beverages offered. _____
- Leather and wool are suitable materials for room decor in vegan-friendly accommodations. _____
- Spa treatments in vegan-friendly hotels should avoid using products with ingredients like honey or milk. _____
- Vegan-friendly accommodations should avoid using blankets or comforters made from organic cotton or Tencel. _____
- Vegan-friendly accommodations should include staff training on how to address inquiries about vegan options confidently. _____
- Art or decorative items in a vegan-friendly hotel can use animal products as long as they are ethically sourced. _____
- Regular soaps and shampoos in hotels are typically vegan-friendly and should not be double checked. _____
- Vegan-friendly accommodations should avoid using bedding and linens made from animal-derived materials. _____

CHAPTER 6

MARKETING YOUR PLANT-BASED BUSINESS

- I. Spreading the word
- II. Some marketing platforms and tactics
- III. Additional tips to grow your business
- IV. Consider listing your business

I. Spreading the Word:

Make sure to share your vegan offerings with enthusiasm. Utilise various platforms, including social media, your website, and in-house promotions, to inform your customers about the exciting new additions to your restaurant's vegan menu. Let your culinary creations shine in the spotlight.

II. Marketing Strategies:

- **Branding/Advertising:** A powerful brand is the cornerstone of a successful business. Invest time and effort into defining your brand's identity, maintaining consistency, and aligning it with the values and aspirations of your target audience. For marketing to vegans, frame your message and brand to resonate with this audience's preferences and ethical values.
- **Social Media:** Social media is a highly effective tool for reaching a targeted audience. Managing your social media presence and showcasing your vegan offerings can build curiosity even among non-vegans. Most cities have dedicated social media pages or groups for vegans. Connect with these platforms to reach a wide range of potential customers. You can also collaborate with vegan influencers who have a substantial following to promote your restaurant.
- **Engagement Marketing:** Engaging directly with influencers' followers can be an effective approach. Interact with them by liking, following, commenting, and sending direct messages from your café's Instagram account. This personal engagement introduces your café to potential customers, leading some to follow your account and explore your establishment.

- **Special Offer:** Consider providing an incentive for customers to follow your cafe on Instagram, such as a 10% discount on their meal. Encourage them to share their dining experience on their Instagram story, expanding your reach and increasing customer retention.
- **Google Ads for Vegan Searches:** Utilize Google Ads to capture the attention of individuals actively searching for vegan products and services. Create a comprehensive list of relevant keywords related to veganism and your specific offerings, such as "Vegan Food" or "Vegan Pizza," to maximize your visibility on Google's search engine results pages.
- **Local Listings:** Achieving a prominent position on platforms like *Google Maps* and *TripAdvisor* is crucial for enhancing local visibility. Optimize your profile by providing accurate location details, high-quality images, and videos of your vegan dishes. Encourage satisfied customers to leave reviews, and respond professionally to all feedback, showing potential diners that you value their input.
- **HappyCow & Abillion Listing:** Assist your restaurant, café, or hotel in signing up for and listing on platforms like *HappyCow* and *Abillion* as Vegan Friendly. Additionally, consider listing on other vegan websites and social media platforms specific to your city or region to increase your online presence within the vegan community.
- **Print Marketing for Your Vegan Restaurant:** Print marketing offers numerous advantages that enhance visibility, credibility, and brand identity within the vegan community. Materials like brochures, menus, flyers, and posters enable precise targeting and cost-effective outreach to your desired audience. Moreover, these tangible materials engage customers on a tactile level, leaving a lasting impression and reinforcing your business message.
- **Influencer Marketing:** Vegan influencers, found across various social media platforms and independent blogs, offer a valuable opportunity to connect with a broad and engaged audience passionate about veganism. They actively discuss and recommend vegan products, making them authentic voices in the vegan community. Collaborate with influencers to amplify your brand's reach, build trust among potential customers, and gain insights into your products.
- **Participate in Events:** Consider participating in events, festivals, or competitions that celebrate veganism. These occasions provide a platform to showcase your vegan dishes to a wider and enthusiastic audience.

III. Additional tips to grow your business:

1. Offer discounts on meals.
2. Provide free appetizers with a purchase, such as vegan mayo with fries or complimentary plant-based nuggets.
3. Offer free delivery for orders over a certain amount.
4. Implement customer loyalty programs.
5. Sell gift cards.
6. Run invite-a-friend promotions.
7. Organize social media giveaways to engage and grow your online community.

IV. Consider listing your business?:

Here's a step-by-step guide to help you get the most out of it:

Showcase Your Restaurant Through Stunning Photography

- Capture well-lit, professional photos of your food and restaurant.
- These visuals should be magazine cover-worthy, showcasing the beauty of your dishes and ambiance.

Create Your Account and Start Uploading

- Begin by creating an account on HappyCow and other marketing sites. It's a straightforward process that allows you to claim your restaurant's listing.
- Upload those eye-catching photos you took earlier. Visual appeal is vital on marketing sites, and high-quality images can make your listing stand out.

Engage with Reviews: Stay Positive and Responsive

- Actively manage your restaurant's reputation by responding to reviews.
- Be consistently positive and polite in your interactions with customers, even if a review isn't entirely favorable.
- This shows your commitment to customer satisfaction.



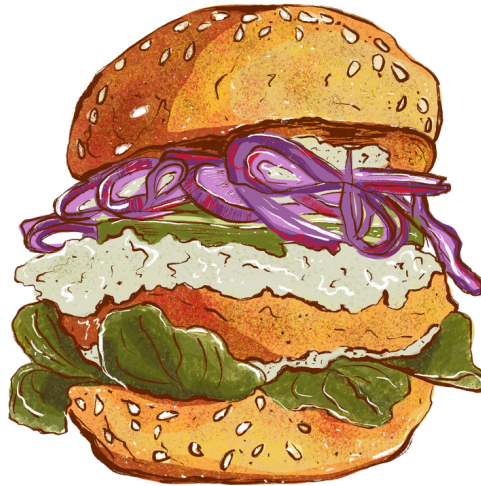
Consider the HappyCow Partner Program

- You can increase your visibility by becoming a part of HappyCow Partner Program. This program offers numerous benefits for a monthly fee, including:
 - a. **Enhanced Visibility:** Your restaurant can appear at the top of HappyCow's search results, increasing your chances of being noticed by potential customers.
 - b. **Additional Promotion:** Partnered restaurants often receive extra promotion and visibility on HappyCow's platform



EXERCISE

CREATE AN AD TO MARKET A PLANT-BASED BURGER:



ANSWERS

CHAPTER 1: IDENTIFY VEGAN & NON VEGAN FOOD

- **Vegan:** Apple, Rice, Popcorn, Garlic, Fries, Peanuts
- **Non Vegan:** Butter, Ghee, Fish, Cheese



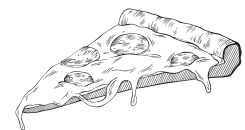
CHAPTER 1: Multiple Choice Questions

1. What is Veganism? **Answer:** Lifestyle choice
2. What can you consume as a vegan? **Answer:** All of above
3. Most environment-friendly option? **Answer:** Plant-based milk

CHAPTER 2: MAKE IT VEGAN: MILKSHAKE EDITION

- Chocolate ice cream: Typically contains dairy, making it non-vegan.
 - **Vegan alternative:** Dairy-free chocolate ice cream made from almond, soy, or coconut milk.
- Milk: Usually dairy milk is used.
 - **Vegan alternative:** Plant-based milk such as almond, soy, oat, or coconut milk.
- Whipped cream: Often made from dairy.
 - **Vegan alternative:** Coconut whipped cream or whipped aquafaba (chickpea brine).
- Chocolate syrup: Check for dairy ingredients in conventional syrups.
 - **Vegan alternative:** Homemade vegan chocolate syrup using cocoa powder, sugar, and water.

CHAPTER 2: MAKE IT VEGAN: PIZZA EDITION



- Mozzarella cheese: It is a dairy product, making it non-vegan.
 - **Vegan alternative:** Vegan mozzarella made from plant-based sources like cashews, soy, or almonds.
- Pepperoni slices: Traditionally made from pork or beef.
 - **Vegan alternative:** Vegan pepperoni made from plant-based ingredients such as wheat gluten or soy.
- Tomato sauce: Usually vegan, but double-check for added dairy or sugar.
 - **Vegan alternative:** Standard tomato sauce is generally vegan, but it's essential to check the label.



ANSWERS

- Thin crust: Often vegan, but it's a good practice to check for any hidden non-vegan ingredients.

CHAPTER 2: MAKE IT VEGAN: CAKE EDITION



1. Eggs: Non-vegan as they come from animals.
 - a. **Vegan alternative:** Use flaxseed meal or applesauce as an egg substitute in baking.
2. Butter: Made from dairy, making it non-vegan.
 - a. **Vegan alternative:** Use vegan margarine or coconut oil.
3. Milk: It is dairy.
 - a. **Vegan alternative:** Choose plant-based milk like almond, soy, or oat milk.
4. Buttercream frosting: Contains dairy.
 - a. **Vegan alternative:** Use vegan butter or margarine to make dairy-free buttercream frosting.

CHAPTER 2: ALTERNATIVE TO NON-VEGAN INGREDIENTS

Alternative to cheese Answer: **Cashew Cheese**

Alternative to traditional butter Answer: **Margarine**

Replacement for cow's milk Answer: **All of the above**

Alternative for eggs in baking Answer: **Apple sauce**

Gelatin substitute in desserts Answer: **Agar-Agar**

Replacement for traditional meat Answer: **All of the above**

CHAPTER 4: EXERCISE TIME: VEGANIZING DISHES

Pasta Carbonara

- **Non-Vegan Ingredient:** Bacon or Pancetta
- **Vegan Alternative:** Smoked tofu, tempeh bacon, or mushroom bacon. You can marinate thinly sliced smoked tofu or tempeh in a mixture of soy sauce, liquid smoke, and maple syrup to achieve a bacon-like flavour. For mushroom bacon, thinly slice mushrooms, toss them in oil, and bake until crispy.

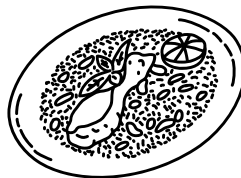


ANSWERS

- **Non-Vegan Ingredient: Eggs (in sauce)**
 - **Vegan Alternative:** Silken tofu or cashews can be blended to create a creamy texture similar to eggs. Mix them with plant-based milk, nutritional yeast, and black salt (for an eggy flavour). This mixture can be used to replace the eggs in the traditional Carbonara sauce.
- **Non-Vegan Ingredient: Parmesan Cheese**
 - **Vegan Alternative:** Nutritional yeast, vegan Parmesan, or a combination of cashews and nutritional yeast can be used to replicate the cheesy flavour of Parmesan. Nutritional yeast is a common substitute for a cheesy taste, and you can find or make vegan Parmesan that often includes nuts, nutritional yeast, garlic powder, and salt.

Biryani

- **Non-Vegan Ingredient: Meat (e.g., chicken, lamb, egg)**
 - **Vegan Alternative:** Replace meat with plant-based protein sources such as tofu, tempeh, seitan, or a mix of vegetables like potatoes, carrots, peas, and cauliflower. Marinate or cook them with the same spices and flavors you would use for the meat.
- **Non-Vegan Ingredient: Yogurt (in marinade)**
 - **Vegan Alternative:** Use plant-based yogurt or non-dairy alternatives like almond, coconut, or soy yogurt in the marinade. You can also use blended silken tofu mixed with a bit of lemon juice or vinegar to replicate the tanginess of yogurt.



ANSWERS

Cheese Burgers

- **Non-Vegan Ingredient: Beef Patty**

- **Vegan Alternative:** Plant-based burger patties are widely available and can be made from ingredients such as black beans, chickpeas, soy, peas, mushrooms, or a combination of these. Brands like Beyond Meat and Impossible Foods offer popular vegan burger options.

- **Non-Vegan Ingredient: Cheese**

- **Vegan Alternative:** There are various plant-based cheese alternatives made from ingredients like cashews, almonds, soy, or coconut. Look for vegan cheese slices or shreds that melt well for an authentic cheeseburger experience. Popular brands include Violife, Daiya, and Follow Your Heart.

- **Non-Vegan Ingredient: Mayonnaise (in sauce)**

- **Vegan Alternative:** Use vegan mayonnaise, typically made from plant-based oils such as soybean or canola oil. Many commercial brands offer vegan mayo options, or you can make your own using ingredients like aquafaba (chickpea brine), vegetable oil, mustard, and lemon juice.

Here's a simple recipe for a vegan mayo sauce:

Vegan Mayo Sauce:

- 1 cup vegan mayonnaise
- 1 tablespoon Dijon mustard
- 1 tablespoon lemon juice
- Salt and pepper to taste

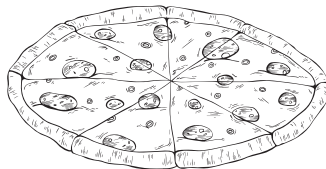
Mix all ingredients, and adjust the seasoning to your preference. This vegan mayo sauce works well as a condiment for your vegan cheeseburger.



ANSWERS

Pizza

- **Non-Vegan Ingredient: Pizza Dough (if made with dairy products)**
 - **Vegan Alternative:** Plant-based pizza bases are widely available and can be easily made with removal of milk products.
- **Non-Vegan Ingredient: Cheese (Mozzarella, Parmesan, etc.)**
 - **Vegan Alternative:** There are various plant-based cheese alternatives made from ingredients like cashews, almonds, soy, or coconut. Look for vegan cheese slices or shreds that melt well for an authentic cheeseburger experience. Popular brands include Violife, Daiya, and Follow Your Heart.
- **Non-Vegan Ingredient: Pepperoni or Sausage**
 - **Vegan Alternative:** Use vegan plant-based alternatives, you can make seitan at home or opt for your local mock meats brand. Jackfruit, TVP (Soy chunks), Mushroom, etc, can be a good alternatives as well.



ANSWERS

Identifying five mistakes in the plant-based / Vegan menu:

1. Vegan Tom Yum Soup

- **Mistake 1:** Fish sauce is included in the ingredients.
- **Explanation:** Fish sauce is derived from fish, making it non-vegan. It can be substituted with a vegan fish sauce alternative or soy sauce to maintain the umami flavor.

2. Stir-Fried Tempeh with Vegetables

- **Mistake 2:** Oyster sauce is part of the recipe.
- **Explanation:** Oyster sauce is made from oysters, which are not vegan. A vegan mushroom-based sauce can be used as a substitute.

3. Vegetable Tempura

- **Mistake 3:** The batter includes egg.
- **Explanation:** Eggs are not vegan. The tempura batter can be made vegan by using a mixture of flour, cornstarch, and sparkling water or a plant-based milk alternative.

4. Jackfruit Biryani

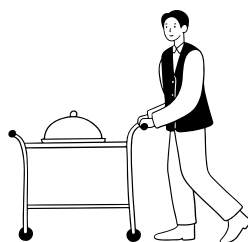
- **Mistake 4:** Curd and ghee are used in the recipe.
- **Explanation:** Curd (yogurt) and ghee (clarified butter) are dairy products and not vegan. Plant-based yogurt and vegetable oil or vegan butter can be used as replacements.

5. Mango Sticky Rice

- **Mistake 5:** Condensed milk is included.
- **Explanation:** Condensed milk is made from cow's milk and is not vegan. A vegan version of condensed milk, made from plant-based milk, can be used instead.

6. Tofu and Vegetable Sushi

- **No Mistake:** This dish does not contain any non-vegan ingredients.
- **Explanation:** All ingredients listed for the Tofu and Vegetable Sushi are plant-based, making this dish suitable for a vegan diet.



ANSWERS

CHAPTER 5: VEGANIZING HOTEL

Bedding and Linens:

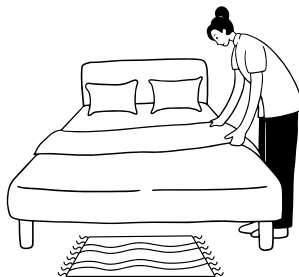
- **Non-Vegan Item: Feather Pillows**
 - **Vegan Alternative:** Synthetic or plant-based pillows made from materials like microfiber, polyester, or organic cotton.
- **Non-Vegan Item: Wool Blankets**
 - **Vegan Alternative:** Cotton or fleece blankets, or blankets made from synthetic materials, such as polyester or acrylic.

Bathroom Amenities:

- **Non-Vegan Item: Shampoo with Keratin**
 - **Vegan Alternative:** Plant-based shampoos or those made with ingredients like coconut oil, aloe vera, and essential oils.
- **Non-Vegan Item: Soaps with Tallow**
 - **Vegan Alternative:** Soaps made from vegetable oils (olive, coconut, soy, etc.) or plant-based alternatives with natural fragrances.

Food and Beverage:

- **Non-Vegan Items: Dairy Milk in Coffee Trays**
 - **Vegan Alternative:** Plant-based milk options such as almond milk, soy milk, oat milk, or coconut milk.
- **Non-Vegan Item: Gelatin-based Snacks in Mini-Bar**
 - **Vegan Alternative:** Gelatin-free snacks such as fruit snacks, nut mixes, or vegan chocolates.



Cleaning Products:

- **Non-Vegan Item: Cleaning Agents Tested on Animals**
 - **Vegan Alternative:** Cruelty-free and vegan cleaning products from companies that do not test on animals.
- **Non-Vegan Item: Dry-Cleaning Solvents with Animal Derivatives**
 - **Vegan Alternative:** Seek out dry-cleaning services that use eco-friendly and plant-based solvents, or opt for clothing items that don't require dry cleaning.

Decor and Furniture:

- **Non-Vegan Item: Leather Couches**
 - **Vegan Alternative:** Couches made from synthetic leather (pleather), fabric, or other cruelty-free materials.
- **Non-Vegan Item: Wool Carpets**
 - **Vegan Alternative:** Carpets made from synthetic materials like nylon or polypropylene, or natural fibers such as jute or bamboo.

CHAPTER 5: TRUE/FALSE QUIZ

False, True, True, False, False, False, True, False, True, False, False, True



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Vegan practices in one's life are truly inspiring. Individuals embody a commitment to sustainability. By making conscious choices, one can contribute to a greener planet and a more compassionate world. It's heartening to see the positive impact these collective efforts have on the environment, fostering a sense of hope and responsibility for future generations.

Sanjay Thakur, Vice President
Young Chefs Association of India





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