



PLANTPURE COMMUNITIES

ACTION SHEET: SUPPORTING VEG RESTAURANTS AND ENCOURAGING HEALTHIER OPTIONS

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Restaurant Campaign

For those who already eat mostly plant-based, including vegetarians, vegans, whole food, plant-based (WFPB), etc., dining at restaurants that offer 100% vegan and/or vegetarian fare is a wonderful thing. Many bring their non-plant-based friends and families to these restaurant for special celebratory occasions, and it is often a wonderful teaching moment when the epicurean delights of plant-based meals are discovered. While the Restaurant Campaign is mainly focused on restaurants with no vegan/WFPB options, it is also important to support vegan and vegetarian (“veg”) restaurants, and find ways to work with them to incorporate healthier menu options.

Identify “Veg” Restaurants in Your City

Use a search engine to look up “vegan restaurants” and your town name to discover what’s available. You can also use apps or websites like HappyCow.net or VegGuide.org, both of which provide info about veg-friendly restaurants and shopping based on a location.

If you discover a “veg” restaurant and see that it isn’t listed on HappyCow, you can provide the restaurant manager/owner with the *Info Sheet: Maximizing Participation in the Restaurant Campaign via HappyCow*. This will help others find the restaurant, too!

Encourage Healthier Options

While vegan restaurants often offer high fat plant-based meals, look for opportunities to encourage the restaurant owner/manager to add more healthy options to the menu. When dining at a veg restaurant, take note which dishes on the menu are WFPB and identify others which could be made healthier by removing or reducing oil, salt, sugar and other processed ingredients. Refer to the Restaurant Campaign materials for guidance, particularly *Action Sheet: Implementation Strategies* and *Info Sheet: WFPB Diet Explained for a Restaurant Owner/Manager*. Most vegetarian restaurants have many vegan options or items which can be ordered vegan.

Support

Writing reviews can help get the word out about a restaurant and encourages others to choose to dine there. Refer to *Info Sheet: Writing Reviews on Happy Cow and Other Apps* and also post reviews on the restaurant’s Facebook page if one exists.



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Support cont'd

When organizing an outing with family, friends, or colleagues, suggest that you go to a “veg” restaurant. By choosing to take the group to a delicious “veg” restaurant, you create the possibility of introducing your party to the concept that healthy eating can be delicious - made that much more delicious by getting rid of the guilt. This has the additional benefit of taking attention away from you eating something that is perceived as “different,” as everyone will be ordering meals outside the the mainstream.



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*We welcome your suggestions and ideas!
Please send them to info@plantpurecommunities.org*