



PLANTPURE COMMUNITIES

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INFO SHEET: MAXIMIZING PARTICIPATION IN THE RESTAURANT CAMPAIGN VIA HAPPYCOW

Restaurant Campaign

Sometimes it's challenging to identify a restaurant that offers vegetarian, vegan or whole food, plant-based (WFPB) meals when eating out. There are several resources people rely on to get the information they need through a smartphone. The best well-known app among vegans & vegetarians is the 'HappyCow' app, which has a free Android app and paid iOS app for \$3.99 (one-time) to download to gain access to location-specific lists of restaurants to meet a range of needs. HappyCow has a reach of 2.3 million users worldwide per month (and growing), so restaurants who offer plant-based menu options would likely increase their customer numbers if they submit a request to be listed for free.

This Info Sheet is a summary guide for restaurant owners/managers who have added plant-based meals to their menu, possibly at the request of their customers, and have been encouraged by their customers to submit a request to be listed on HappyCow.

About HappyCow

According to their website, HappyCow was founded in 1999 as a public service to aid travelers and people everywhere in finding healthy plant-based and vegan options. Today it is a worldwide guide to vegan-friendly restaurants and health food stores, and serves millions of people each month. HappyCow currently has over 55,300 listings in over 183 countries, and 17,800 of those listings are located in the United States. Visit their website to learn more.

How to Request to List your Restaurant

Listing a restaurant on HappyCow is free for business owners and managers.

- Step 1: Visit the HappyCow website, click on the tab "restaurants and stores" and select "add restaurant."
- Step 2: You will be presented with the question: "Does this place serve animal flesh or fish?" and will be directed to information about adding non-vegan restaurants. You will be presented with an additional set of guidelines explaining why a restaurant may be blocked or accepted.
- Step 3: You will then be directed to the online form which you can fill out and submit.



Requirements for Listings

There are 3 categories of restaurants on HappyCow:

- Vegan: 100% animal free ingredients. (Note: restaurants that offer cow's milk or honey for tea/coffee drinkers will be categorized as vegetarian).
- Vegetarian: some of the food offered is vegan, but dairy/egg/honey are used in food prep.
- Veg-Friendly/Veg Options: some of the food offered is vegan - but meat, dairy and/or egg are served with other meals and used in food prep.

Restaurants are approved for listing by HappyCow staff on a case-by-case situation. For restaurants containing less than 50% vegan friendly items, HappyCow staff conducts a discretionary evaluation. HappyCow may reject a listing:

- If you serve foie gras, veal, lamb, shark fin or steak
- If there are many vegan restaurants in your area, and you offer less than 5 veg options
- If the veg-option is limited to a hummus wrap and a couple of salads with dairy
- If the menu has zero vegan items
- If there is inadequate explanation as to why it should be listed

Factors that will help your restaurant get listed:

- No vegan or vegetarian restaurant currently exists in the area
- Your restaurant offers an entirely separate veg and plant-based menu, or a menu which delineates veg options
- Your restaurant offers a menu with at least 2 entirely vegan dishes that reflect some creativity by the chef (i.e., not just a baked potato) (optimal is 5-10 dishes)
- You offer meals which are 50%+ organic or sustainably-locally sourced
- You provide evidence that the owners and wait staff know what vegan means and what is vegan, and demonstrate enthusiasm for this new direction
- A website with menu posted which supports any of the above points

The addition of new restaurants and all editing (i.e., menu change, restaurant location change, change of hours, no longer exists) on HappyCow is done by the HappyCow staff via a form submission by the restaurant owner or manager. It typically takes 1-2 days for a vegan restaurant, and 5-7 days for a veg-friendly restaurant to be evaluated and approved/denied for listing. After being listed, profile changes require a visit to their website.