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**ACTION SHEET:
SHORTCUT TO SUCCESS FOR
THE RESTAURANT CAMPAIGN
ADVOCATE**

Restaurant Campaign

The Restaurant Campaign Toolkit contains a detailed guide for advocates working to encourage restaurants to participate in the PPC Restaurant Campaign. As you get ready to head out the door for dinner, this document offers a shortcut to quickly identify the essential information that will support your efforts to start a conversation with the restaurant manager/owner.

Key Documents to Take with You:

If you can, download, print and read these documents and take them with you:

- *Action Sheet: Implementation Strategies for the Restaurant Campaign* (offers overview and key tips; should not be shared with restaurant owner/manager)
- *Action Sheet: Restaurant Campaign and Certificate*
- *Info Sheet: WFPB Diet Explained for Restaurant Owners/Managers*
- *Info Sheet: Plant-Based Cooking with No Oil for Restaurants*
- *Info Sheet: Key Facts for Restaurants*

Key Messages for the Restaurant Owner/Manager:

Explain what it means to participate in the Restaurant Campaign:

- Share the *Action Sheet: Restaurant Campaign and Certificate* - and be ready to list the 3 simple requirements.

If they express interest and have questions...

- Share the *Info Sheet: WFPB Diet Explained for Restaurant Owners/Managers*
- Make a point that other chefs have reported they were surprised to find that cooking with no oil isn't as hard as it might seem.
 - Share the *Info Sheet: Plant-Based Cooking with No Oil for Restaurants*

Let them know how this will benefit the restaurant and will likely increase business

- Provide a count of how many Pod members there are (as well as the number of vegans & vegetarians in the area if you can estimate it, perhaps by utilizing social media groups).
- Share the *Info Sheet: Key Facts for Restaurants* - and verbalize some of the key statistics.

Community support: Be sure to share that there is a firm commitment from Pod members to eat at the restaurant once the Certificate is issued (explain that the group communicates via social media and is connected to other vegan/vegetarian groups in the area).

Promotion: Let them know that you and other Pod members are committed to writing reviews, letters to the editor at local newspapers, and posting on social media.

- Bring attention to the many apps, and commit to writing multiple positive reviews on Happy Cow, Open Table, etc.

We welcome your suggestions and ideas! Please send them to info@plantpurecommunities.org. This material may not be used out of context. Please refer to PPC's terms and conditions for more information. Updated April 2018.



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ACTION SHEET: IMPLEMENTATION STRATEGIES

Restaurant Campaign

Many people have reported great success getting their favorite local restaurants to add healthier, vegan, and plant-based, oil-free meals to their menus. These Implementation Strategies are offered as a guide to support efforts to take an initial conversation with a waiter and turn it into a menu item.

Step 1: Identifying the Contact

- Ask if it would be possible to speak with the Owner, Manager, or Chef.
- If you cannot get beyond the waiter/waitress, this may be a dead end. Instead you might ask the waiter what the Restaurant's process is for receiving suggestions from customers.

Step 2: Designing the Meal

- Use clear language - you will likely need to adjust your ask depending on the restaurant and your point of contact. For example, many may not know the difference between vegan and vegetarian meals, nor might they understand what you mean by 'whole food, plant-based.'
- Locate items on the menu that are close to something you would order. For instance, if they offer a salad and a veggie burger, make the suggestion that they add to their menu a combination of the two options into a new dish. Another example: Italian restaurants will likely have beans, grains and other veggies that could be added to salad, or marinara sauce that could be added to pasta.
- Identify items on the existing menu that can easily be combined to create a complete meal, such as a plain baked potato, brown rice, steamed broccoli or other vegetables, a salad prepared without the cheese and balsamic vinegar instead of their oil-laden dressing. Refer to *Action Sheet: Choosing a Restaurant and Ordering* or print out the card, "*Tips for Designing a Meal.*"
- Decide if you'd like to share with the owner/manager why you are making this special request. Consider what you might say. For example, "I am making this special request for health reasons. I do not eat food with animal products, and I also need the meal to be low or no oil. What do you or the Chef recommend?" Note: most restaurants are accustomed to people with allergies asking for special accommodations.

Step 3: Offer Feedback

- If you are satisfied with your meal, engage with the manager/owner to let them know. Ask them if they wouldn't mind preparing that same meal for you again, and perhaps for your vegan friends, when you come in next time. Be sure to tell them how much you enjoyed the meal and the experience.



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Step 4: Suggest a More Permanent Change

- If you have had a successful experience designing a meal, suggest to the owner/manager that they add the meal to their menu and mark it “no animal products and oil-free”, or “vegan, may be prepared oil-free” - letting them know the “oil-free” indicator is likely to result in a wider audience.
- If the owner/manager is gracious and accommodating, offer them more information by giving them the *Info Sheet: WFPB Diet Explained for a Restaurant Owner/Manager* and *Info Sheet: Plant-Based Cooking with No Oil for Restaurants*.
- Let the owner/manager know about the PPC Restaurant Certificate. Restaurants that add a healthy and complete meal to their menu are invited to apply for an official Certificate that reflects their participation in the PlantPure Communities Restaurant Campaign. For more information on the meal criteria please see the *Action Sheet: PlantPure Communities Restaurant Certificate*.
- Provide suggestions for other meal options and mention potential taglines (e.g., “heart healthy,” “vegan,” “oil-free,” “plant-based”). If appropriate, take this opportunity to explain that the meal they served you is attractive to a wide range of people, citing statistics. Please refer to the *Info Sheet: Tips for Speaking with Restaurants* for examples.
- Recognize that re-printing menus can be expensive and therefore an unlikely outcome in the near future, and instead suggest:
 1. Adding an asterisk or sticker next to existing menu item(s) that can be made plant-based, oil-free
 2. Point out how easy it is to change an electronic menu (online)
 3. Suggest listing the meal on a Specials Board, or posting signage that indicates they have vegan/ plant-based and oil-free options available upon request

Step 5: Helping Make the Change Happen - Note: These strategies are currently in testing mode and may be added to the Toolkit and described in greater detail once they have been fully vetted.

- Start a wave of requests - consider choosing one or more restaurant(s) and approaching the restaurant(s) in waves. Once a restaurant makes a delicious plant-based, oil-free dish at the request of the initial customer(s), multiple waves of different people would go into the restaurant asking for that same dish, encouraging the restaurant to add it to their menu (and apply for the RC Certificate).
- Connect with your local Chamber of Commerce and propose the idea of creating a Healthy Culinary Destination by getting multiple proximate restaurants to participate in the Restaurant Campaign.
- Host a private event at a restaurant with 20-30 people to show enthusiasm and appreciation for the food and encourage the restaurant to add the meal to their menu.
- Reach out to culinary schools in the area and consider setting up a meeting with the head of the culinary program to suggest the adoption of plant-based, oil-free cooking classes.



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Step 6: Institutionalize the Change

- Show the owner/manager the Happy Cow app on your phone and tell them that since they are so accommodating to those who primarily eat plants, that they should be listed. Refer to the *Info Sheet: Maximizing Participation of Restaurants in the Restaurant Campaign via Happy Cow*.
- Make the change public! See the *Action Sheet: Adding the Restaurant Campaign Link to Group Description on Pod Page* for Instructions on how to edit a Pod page to share a list of restaurants that have added healthy meals to their menus.

Step 7: Write Reviews

- Let the owner/manager know that if the Restaurant will add the meal(s) to the menu that you will write a glowing 5-star review on a range of outlets, including any that they may suggest. Refer to *Action Sheet: Writing Reviews of Restaurants on Happy Cow and Other Apps/Outlets*.
- Let the owner/manager know that you would be happy to write a Letter to the Editor (LTE) of your community's local newspaper about how accommodating, delicious and healthy this restaurant is. Refer to *Action Sheet: Submitting Stories to Media Outlets*.

Step 8: Social Media Spotlight + Eblast

- Ask the owner/manager if you can submit a story to the PlantPure Communities Pod Network and Pod News about the restaurant and their new healthy offerings - with photos, etc. This would be shared with hundreds of people in a 100-mile radius of the restaurant via an e-blast, and the story would run on several social media platforms. [Submit the story here.](#)
- Once the restaurant receives the Certificate, write a Letter to the Editor or review and submit it to the local newspapers. Refer to the *Template: Writing a Letter to the Editor* located in the templates section.



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ACTION SHEET: PLANTPURE COMMUNITIES RESTAURANT CAMPAIGN AND CERTIFICATE

Restaurant Campaign

PlantPure Communities (PPC) is a 501c3 nonprofit whose mission is to build stronger, healthier, and more sustainable communities. This is being accomplished through a wide range of research, policy, and program activities and working with local nonprofits, businesses, governments, hospitals and other health-related organizations, faith-based groups, and other community organizations. PPC offers programs, resources, tools, and knowledge to empower community leaders, activists, and advocates to help educate people about the evidence-based nutrition research (much of which was led by T. Colin Campbell, PhD., as detailed in the book, *The China Study*) that shows that optimal health may be achieved through a whole food, plant-based diet.

The Restaurant Campaign, one of PPC's advocacy initiatives, is powered by a grassroots network of close to 500 groups known as Pods, stationed all over the United States and abroad. The goal of the PPC Restaurant Campaign is for every restaurant across the nation and across the globe to offer at least one plant-based, oil-free meal on their menu.

The [Restaurant Campaign Toolkit](#) on PPC's website provides resources for both restaurant owners/managers and local residents who are inspired by the Campaign to promote change in their neighborhoods. The Toolkit includes documents tailored to restaurant owners/managers covering topics such as the difference between vegan and vegetarian options, and how to add healthy, delicious meals to their menus. It also includes a roadmap to help local residents approach restaurants, and strategies on how to get the word out about the new healthy offerings. Participation in the Campaign and access to the Toolkit are free. Restaurants who achieve the meal standard are eligible to receive a free Certificate of Participation from PlantPure Communities that they may display on the premises.

Restaurants that add a healthy meal to their menus (or already offer one) are invited to apply for a free official Certificate that reflects their participation in the PlantPure Communities Restaurant Campaign. Here are the requirements to participate in the Campaign:

1. Criteria: Offer one or more meals that reflect the following (this may be an added meal, or an existing meal).
 - No animal products (sometimes defined as vegan) -- no dairy products, no butter, no eggs, no fish, no honey, etc.
 - Oil-free means refraining from using ingredients or products with oil, and also refraining from adding olive oil, canola oil, vegetable oil, coconut oil, sesame oil, or any other kind of oil to the meal.
2. Menu: Indicate on the menu (online, printed or chalkboard menu) that the meal i) contains no animal products/is vegan; and ii) is oil-free. It is acceptable to indicate on the menu that such options are available upon request. For example, the restaurant may use an asterisk or other symbol next to a meal and indicate elsewhere on the menu what the symbol means with this language (similar to the way restaurants often indicate a meal is gluten free.):
 - *vegan, may be prepared oil-free; or
 - *no animal products and oil-free.



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To apply for the Certificate, a simple application form must be submitted. The form is available at <https://fastfor.ms/E1E87>.

If you are not the owner or manager, please request the name and email address for that person and provide it when completing the application. PPC will use that info to notify them that the certificate is being issued.

Once PPC receives the completed form, a Certificate with the restaurant name and calendar year will be generated and emailed to the applicant, and may be printed and displayed on the premises. In addition, the restaurant is free to indicate on their menu which menu item(s) earned the Certificate.

Restaurants who earn this Certificate are encouraged to carry out local publicity about increasing the healthy meal options available on their menus, promoting the change via the local newspapers and on social media. There is a large and growing number of people who struggle with heart disease, diabetes, hypertension, etc. It is important to get the word out so that people will know the restaurant is now offering one or more healthy meal options and that they may now dine there on a delicious meal that will nourish their bodies.



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INFO SHEET: WFPB DIET EXPLAINED FOR RESTAURANT OWNERS/MANAGERS

Restaurant Campaign

Are you excited about adding whole food, plant-based (WFPB) meal items to your menu, but wondering what WFPB is? As a restaurant owner/manager, you may have been approached by a customer looking for WFPB (or healthy vegan) options. This Info Sheet is for you! By considering the addition of plant-based options, you are already on your way to making great changes that will benefit the health of your customers, and grow your business.

According to Baum and Whiteman International Food and Restaurant Consultant, the demand for healthier food in restaurants will continue increasing. Indeed, 26% of American consumers stated they were eating less meat, and plant-based diets are going mainstream in 2017. Veg-centric dining is growing more than ever, and even steakhouses are “scraping sides and moving vegetables to the middle of the menu.” The National Restaurant Association recently reported that “70% of adults say the availability of healthy menu options would make them choose one restaurant over another,” so once you make the change, let the PPC Restaurant Campaign help get the word out about this new option(s).

Whole Food, Plant-Based (WFPB) Diet

- When designing WFPB meals, you have an abundance of choices at your fingertips! You can create delicious, healthy meals from a plethora of ingredients, including vegetables, fruits, whole grains, tubers, roots, nuts, legumes/beans, and mushrooms. There is an enormous rainbow of whole foods, herbs and spices that nature has created to satisfy taste buds and fuel the human body.

It is relatively simple to adjust an existing menu or ingredient and offer it as Vegan/ WFPB. For example:

- Baked potato or sweet potato with steamed veggies and tofu/tempeh, both of which are plant proteins made from soybeans. Tempeh can be steamed OR marinated in a sauce composed of: tahini, lemon juice, dijon mustard and garlic - or any oil-free sauce/marinade - and heated on a stovetop pan.
- Salad with fresh veggies, beans, nuts, fresh or dried fruit, accompanied by an oil-free dressing
- Brown rice with steamed veggies, avocado and an oil-free cashew dressing





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- Create a main dish from sides: steamed or grilled asparagus, broccoli, mushroom, brussel sprouts, brown rice, beans, corn.
- For more suggestions please see *Info Sheet: Plant-based Cooking with No Oil for Restaurants*

What is Avoided, Why it's not Healthy

- **Animal-based foods**, such as: fish and seafood, fowl, and meat. Diets high in animal protein have been correlated with increased heart disease risk, increased all-cause and cancer mortality.¹
- **Dairy and Egg Products**, such as: eggs, cow's milk or goat's milk, and the cheese, yogurt, butter, and cream products produced from them. Eggs and dairy products have been shown to correlate with increased risk of disease and cancer.²
- **Refined and Processed Foods**, such as refined flour, sugar, salt and oil. Highly processed ingredients in a diet correlate with chronic disease, and increase the risk for insulin resistance, colon cancer, vascular disease and weight gain.³ For refined foods substitutes and tips for cooking without oil please see the *Info Sheet: Plant-based Cooking with No Oil for Restaurants*.

Why Focus on WFPB instead of Vegetarian or Vegan? It's about what's healthiest!

- **Vegan diets:** While vegan diets exclude animal products, they are not necessarily healthy. Vegan diets can include many processed foods and high amounts of oils, sugar, salt and fat.
- **Vegetarian diets:** While vegetarian diets exclude meat and fish, they include eggs and dairy products (such as cow's milk or goat's milk and yogurts and cheeses produced from them). They also typically include highly processed foods with high amounts of sugar, salt, oils and other fat.

Benefits of offering whole food, plant-based (WFPB) menu options:

- Reduced costs: Animal products are expensive and carry a short shelf life vs. plant products (i.e., beans, rice, legumes, nuts) which carry a much longer shelf life.
- Cross utilization: Many items in WFPB dishes can be incorporated into the non-vegan parts of the menu (i.e., vegetables, grains, beans).
- Access to (extremely loyal) guests who would otherwise consider it an off-limits restaurant.
- Promotion by followers/free advertising with apps like HappyCow. Please see *Info Sheet: Maximizing Participation in the Restaurant Campaign via HappyCow* for more information.
- Improves the health of your customers: Plant-based diets are associated with lower risk of heart disease, diabetes, and cancers of the prostate and breast.⁴
- It is environmentally friendly: By including more plant-based menu items you will also be reducing greenhouse gas emissions, ocean pollution, and soil degradation.⁵

1 <http://nutritionstudies.org/animal-protein-linked-to-death/>

2 <http://nutritionstudies.org/provocations-dairy-protein-causes-cancer/>

3 <http://nutritionstudies.org/whole-food-plant-based-diet-guide/>

4 <http://nutritionstudies.org/whole-food-plant-based-diet-guide/>

5 <http://nutritionstudies.org/impact-of-food-choices-on-the-environment/>



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Resources

- How to use the HappyCow App: *Info Sheet: Maximizing Participation in the Restaurant Campaign via HappyCow.*
- Please see *Info Sheet: WFPB Books & Cookbooks* for recommended reading material.
- Please see *Info Sheet: Minimal Cooking Ideas* for tips on how to prepare simple plant-based meals.
- Please see the *Info Sheet: Plant-Based Cooking with No Oil for Restaurants* for tips on how to prepare delicious meals without the oil.
- Please see the *Info Sheet: PPC's Culinary Philosophy* for more information and what it means to be "PlantPure."
- Please see *Info Sheet: Jumping In and Deepening Your Nutrition Education* to learn more about the nutrition science behind a WFPB diet.
- Visit Nutritionfacts.org for short (5 minute) videos on various topics related to WFPB diets, by Michael Greger, MD.

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INFO SHEET: PLANT- BASED COOKING WITH NO OIL FOR RESTAURANTS*

Restaurant Campaign

With 6% of the U.S. population now identifying as vegan (up from 1% in 2014), and 30% choosing to leave meat off their plates and replace it with plant-based alternatives¹, there is a strong and growing appetite for plant-based menu items. At the same time, there is a growing demand for plant-based menu items that contain no added fat, largely driven by patients of physicians who have read the nutrition science. Offering meals that contain no oil can have enormous positive health benefits, especially for customers struggling with Type 2 diabetes and cardiovascular disease. As explained by Dr. Caldwell Esselstyn, Jr., M.D., “The reality is that oils are extremely low in terms of nutritive value. They contain no fiber, no minerals and is 100% fat calories. Both the mono unsaturated and saturated fat contained in oils is harmful to the endothelium, the innermost lining of the artery, and that injury is the gateway to vascular disease. It doesn’t matter whether it’s olive oil, corn oil, coconut oil, canola oil, or any other kind.”²

Creating plant-based options that contain no oil for a restaurant’s menu may seem daunting at first, especially to restaurant managers and chefs who have been trained to use salt, sugar, and fat to appeal to the taste preferences of Americans. This Info Sheet has been crafted to help make this adjustment seamlessly and with a particular focus on outcomes that include delicious taste and appetizing appearances.

Oil Substitutes and Tips for Cooking without Oil:

- Dry sauté vegetables using water, vegetable broths, wines, and/or juices as needed. The trick is to use small amounts of liquids, 1-2 tablespoons at a time, to deglaze the pan as necessary. Keep the food moving in the pan by stirring frequently. The process is similar to sautéing with oil. There is no need to use chicken stock or oils in any vegetable soup. Veggie stock works fine.
- Use non-stick pots and pans to prevent sticking and burning, such as a heavy bottomed, stainless steel pan. Be sure to always preheat the pan.
- Roast all vegetables, including veggie burgers, potatoes, tofu, and tempeh, on parchment-lined baking sheets or non-stick silicone mats and ovenware. There are large and inexpensive silicone mats designed for restaurant-style ovens. As an added bonus, these baking sheets and mats make clean-up a breeze.
- Roasted vegetables are tastier than boiled. Consider roasting veggies, even if they will later be blended into a soup.
- Deep frying can be replaced by baking, and it works well with a similar breading technique: dip vegetables into a flour or starch base, then a non-dairy milk, and then coat the veggies with bread crumbs or crushed cornflakes. Place the ‘breaded’ veggies on a silicone-lined baking sheet and bake to achieve a crisp golden brown final product. This process works particularly well for foods like onion rings, veggie ‘crab cakes’ or burgers, eggplant, zucchini, and cauliflower.

1 <http://www.onegreenplanet.org/news/six-percent-of-americans-identify-as-vegan/>

2 <http://www.dresselstyn.com/site/faq/>



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- Most vegetables contain plenty of moisture and won't get overly dried. Nevertheless, to avoid drying or to rehydrate a food, use a steamer or have a spray bottle with water handy, and spray foods before they go in the oven. Also, spraying refrigerated or frozen breads before reheating them in the oven will make them taste like they were freshly baked.
- Use nuts, nut butters, seeds, avocados, beans, and tofu to build creamy dressings and sauces. International food markets, especially Indian stores, often sell broken nuts in bulk at discounted prices. Use additional ingredients, such as vinegars, spices, fruits, mustards, and nutritional yeast flakes, to create unique dressings. A blender with powerful blades and motors (like a Vitamix) is a highly recommended tool. Blending helps to emulsify the natural fats that occur in many plant-based foods. For specific ideas, you can refer to the [PlantPure Nation and the PlantPure Kitchen cookbooks](#) to get recipes for over 30 dressings and sauces.
- Cashew cream and coconut milk (both readily available at most supermarkets) are excellent replacements for dairy cream and butter.
- When baking breads, pizza crusts, and baked goods, try replacing eggs and oils with aquafaba (chickpea/garbanzo bean juice), flax meal/water, applesauce, cornstarch and water, chia meal/water, tapioca, or fruit purees. There are many recipes for breads, pizza crusts, and baked goods in the [PlantPure cookbooks](#).
- Leave out the oils when cooking legumes, pasta, and grains. They are unnecessary. While most people cannot tell when cooking oil has been removed; people who have removed oil from their diets can quickly detect a dish that's been prepared with oil.

Recommended Resources on Oil Free Meal Preparation

- The article Expert Tips on How to Cook Without Oil provides a breakdown of how to sauté, stir-fry, bake, and roast without added fat: <https://www.forksoverknives.com/plant-based-cooking-how-to-cook-without-oil/>
- The 4-minute video, No Oil Saute!, by PlantPure Chef Kim Campbell, reviews tips and tricks for sauteing without oil: https://www.youtube.com/watch?v=tvuqzVwDfRs&feature=em-subsub_digest
- The focus of the [PlantPure Communities culinary philosophy](#) is on eating meals made from whole, plant-based foods without added oils and using minimal salt and sugar. Please refer to the Info Sheet: WFPB Diet Explained for Restaurant Owners/Managers for more information on this topic.

*Attribution: This Info Sheet was generously contributed by PlantPure Chefs Kim Campbell and Fernando Peralta. It has been adjusted in places by PlantPure Communities in order to be meet the needs of the PPC Restaurant Campaign.

Disclaimer: The information shared by PlantPure Communities (PPC) is not intended to be a substitute for professional medical advice, diagnosis, or treatment. Always seek the advice of your physician or other qualified health provider with any questions you may have regarding a medical condition. If you are on medication and are changing to a whole food, plant-based diet, you should discuss with your healthcare provider the changes that you are making in your diet and how these changes may require an adjustment in medication dosage. It is important that you work with your doctor to monitor your condition and medication dosage during your change of dietary practices.

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INFO SHEET: KEY FACTS FOR RESTAURANTS

Restaurant Campaign

A leading consultant in the food and restaurant arena predicts that plant-based dining is 2018's trend of the year!¹

This Info Sheet contains a list of key facts and statistics about the growth of the plant-based foods and restaurant industry. It was created to clarify for restaurant owners and managers the financial opportunity associated with offering plant-based menu options.

6%



of the U.S. population now identifies as vegan, compared to 1% in 2014!² (That's a 500% increase in 3 years!)

70% OF ADULTS

say the availability of healthy menu options would make them choose one restaurant over another.³ (It's also worth keeping in mind that typically 'the vegan chooses the restaurant!')

At least seven of the 15 most well-funded food and beverage startups are plant-based.¹²

31%

 of Americans practice meat-free days.⁴

30%

of U.S. consumers

are adding plant-based foods to their diets to improve health and nutrition, while 62% do so for weight management.⁶

30%

of Americans are not only leaving meat off their plates but also seeking out plant-based meat alternatives.⁵

The U.S. plant-based food industry generates \$13.7 billion a year in sales/economic activity.¹³

\$5.2 billion

is the expected revenue of the global meat substitutes market by the year 2020.¹¹

Plant-based dairy alternatives are expected to represent 40% of all dairy and non-dairy alternative beverages within three years.⁹



49%

of Americans consume non-dairy milk.⁷ Indeed, cow's milk sales declined 7% in 2015 and are projected to drop another 11% through 2020.⁸

90%

increase in vegan searches on Google in 2017.¹⁰



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- 1 [http://www.baumwhiteman.com/2018%20forecast\(1\).pdf](http://www.baumwhiteman.com/2018%20forecast(1).pdf)
- 2 <http://www.onegreenplanet.org/news/six-percent-of-americans-identify-as-vegan/>
- 3 <http://www.restaurant.org/News-Research/Research/soi>
- 4 [http://www.baumwhiteman.com/2018%20forecast\(1\).pdf](http://www.baumwhiteman.com/2018%20forecast(1).pdf)
- 5 <http://www.onegreenplanet.org/news/six-percent-of-americans-identify-as-vegan/>
- 6 [http://www.baumwhiteman.com/2018%20forecast\(1\).pdf](http://www.baumwhiteman.com/2018%20forecast(1).pdf)
- 7 <http://www.mintel.com/press-centre/food-and-drink/us-sales-of-dairy-milk-turn-sour-as-non-dairy-milk-sales-grow-9-in-2015>
- 8 <http://www.mintel.com/press-centre/food-and-drink/us-sales-of-dairy-milk-turn-sour-as-non-dairy-milk-sales-grow-9-in-2015>
- 9 <https://www.packagedfacts.com/Dairy-Alternative-Beverage-8945813/>
- 10 [http://www.baumwhiteman.com/2018%20forecast\(1\).pdf](http://www.baumwhiteman.com/2018%20forecast(1).pdf)
- 11 <https://www.alliedmarketresearch.com/meat-substitute-market>
- 12 <https://www.forbes.com/sites/katrinafox/2017/12/27/heres-why-you-should-turn-your-business-vegan-in-2018/2/#2366afbc709c>
- 13 <http://www.prweb.com/releases/pbfa/economic/prweb13697087.htm>

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