

Stirrup PLANT BASED

MENU SOLUTIONS GUIDE



What's Influencing The Rise in Vegan and Plant-Based Diets?

It is easy to fall into the trap of automatically assuming that the term 'vegan' or 'plant-based' refers only to what is on our plates, however as more people around the world seek to embrace a compassionate way of living, all consumer sectors are sitting up and taking note. There is no doubt that restaurants and foodservice operators will continue to play a critical role in driving long-term growth of plant-based products – but there are many other influences too. When taking a closer look at the factors shaping the vegan and plant-based market, it is clear to see that if you are not yet serving this customer segment, you will soon be left behind!

Celeb Culture: From Ariana Grande, Billie Eilish and Beyonce to Katy Perry, celebrities all around the world are announcing their decision to adopt a vegan lifestyle, with many teaming up with cosmetics and fashion brands, using their immense social media power to encourage and influence fans.

A Change In Perception: Vegan athletes are changing people's perceptions of a plant-based diet, with many claiming their vegan diet improves their performance. Consumers no longer assimilate veganism

with a poor diet, instead they now see it as a way to improve their diet and lead a healthier lifestyle. Venus Williams credits her vegan diet for helping her stay at the top of her game and Formula 1 champion Lewis Hamilton regularly urges his fans to stop eating meat, claiming he has never felt better since adopting a vegan lifestyle.

Improved Availability: The increased availability of plant-based and vegan food has made it much easier for consumers to reduce their meat intake – whether shopping at a supermarket or dining out. The Good Food Institute reported that plant-based food sales grew nearly three times faster than total food sales from 2018-2020. This reflects not only the high levels of current demand, but also a latent appetite that is revealing itself as vegan and plant-based products become commonplace.

A Flexitarian Approach: The flexitarian market offers the most significant opportunity for growth in plant-based meals, with 30% of the meat-eating population now identifying as flexitarian. According to research by Mintel, over half of UK adults have eaten a meat substitute, rising to two thirds of the under-25 population.

Investing in Innovation: In 2019, the Vegan Society registered 14,262 products with the Vegan Trademark, up 49% on the previous year. Products made by companies including Flora, Alpro, Asda, Aldi, LUSH, Mars, Costa Coffee, Nestle, New Look and Café Nero now carry the Vegan Trademark and a record breaking

Sir David Attenborough's documentary "A Life On Our Planet" calls for people to adopt a 'mostly plant-based diet' to save wildlife and the planet.



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In September 2020, Asda announced they will become the first UK supermarket to launch an ambient vegan aisle

259 new vegan menus were added to restaurant chains for Veganuary 2021

566¹ new vegan products will be launched into supermarkets in time for Veganuary 2022. Food manufacturers in particular are focussing investments on improving the flavour and texture of key staples such as vegan cheese and yoghurt.

Food Intolerance: With an increasing number of consumers suffering from food allergies and intolerances, a vegan diet is welcomed by consumers who seek to cut specific ingredients such as cheese, milk or eggs from their diet.

The Domino Effect: Although a plant-based diet refers specifically to food, veganism is all encompassing. Industries such as fashion, cosmetics and homewares are booming, driving further interest in other categories. In 2019, Vogue reported that stock of vegan fashion products increased by 258%. Across the UK and US, the global vegan woman's fashion market was valued at \$369.9 billion in 2019 with revenue forecasted to reach \$1095.6 billion in 2027.

¹ The Vegan Society

² The Grocer (March 2021) Veganuary inspires up to 1.5 million Brits

What's on YOUR MENU FOR VEGANUARY?

DID YOU KNOW:

**PLANT BASED IS THE
FASTEST GROWING PROTEIN OOH**

73% OF CONSUMERS
THINK IT IMPROVES
THE IMAGE OF A
RESTAURANT¹

THE NUMBER OF
VEGAN MEALS
CONSUMED **86%**
BY NON-VEGANS²

+5.5% YOY
THE GROWTH OF THE
OOH PLANT-BASED MEAL MARKET²



Serving suggestion

**CREATE SENSATIONAL
VEGAN SPECIALS**

MADE WITH

**Garden
Gourmet**



GARDEN GOURMET®
Vegan Balls



GARDEN GOURMET®
Sensational™ Burger



GARDEN GOURMET®
Sensational™ Fillet Pieces



GARDEN GOURMET®
Mince

SPEAK TO YOUR SALES REPRESENTATIVE TO FIND OUT MORE

VEGANUARY ♥

SOURCE: 1. Datassential July 2019 KANTAR, July 2019. 2. Understanding the Out of Home plant based meals market report, Kantar May 2020.
GARDEN GOURMET® - Reg. Trademark used in agreement with the Trademark owner

Vegan, Plant-Based & Vegetarian

WHAT'S THE DIFFERENCE & DOES IT MATTER?

Despite having been around for a number of years now, there is still a large amount of confusion around the difference between vegan and plant-based diets – layer vegetarianism on top of that and it becomes easy to see how terms get misapplied and missused.

Created in 1944 by The Vegan Society founder Donald Watson, the term 'vegan' describes someone who wants to identify as a person who avoids consuming or using products from animal derivatives in all aspects of their lifestyle on ethical grounds, preventing cruelty or exploitation of animals. Dairy, eggs, meat, fish, poultry and honey are therefore excluded from a vegan diet and animal derivatives such as leather, fats or bone that exist in other consumer products are also avoided.

Fast-forward 36 years and American biochemist Dr T. Colin Campbell introduced the term 'plant-based diet' to define a low fat, high fibre, vegetable-based diet which focusses purely on the health benefits of avoiding animal products. Some consumers adopt a 100% plant-based diet, cutting all animal products in the same way a vegan diet does, but other consumers adopt a 'plant-based' approach which may still include small amounts of dairy or honey.

A vegetarian diet is more akin to a plant-based approach, however consumption of dairy products and honey are not limited.

Understanding the differences, as nuanced as they may seem in some instances, is important when describing dishes and connecting with your consumers. A slight error may lead to causing offence or falling foul of the Trade Descriptions Act 1968.



Still confused? Not to worry, we have created a handy quick-reference table to clarify the situation!

	VEGAN	100% PLANT-BASED	PLANT-BASED	VEGETARIAN
Reasons for choice	Ethical and environmental. Consumers want to prevent cruelty and exploitation of animals.	Health and the environment are the primary motivators.	Health and the environment are the primary motivators.	Health, the environment or religious beliefs are the primary motivators.
Extent of adoption	It involves the avoidance of animal products in all aspects of their lifestyle including food, clothing, cosmetics, homewares etc.	It is a dietary choice only	It is a dietary choice only	It is a dietary choice only
Does the diet include meat, fish or seafood?	No	No	No	No
Does the diet include dairy or honey?	No	No	Yes (small amounts)	Yes
Does the diet include processed foods?	Yes	Whole food ingredients that are processed as little as possible are preferred	Whole food ingredients that are processed as little as possible are preferred	Yes

Plant-Based Trends for 2022



Vegan and plant-based diets are no longer a trend but a movement - and a fastmoving one at that - with a plethora of new products launching every month. More often than not, operators tend to focus on broad food trends across the industry, however the vegan and plant-based sector is now so significant, we are witnessing specific trends develop within it. Stir it Up have identified 5 areas that we predict will continue to drive innovation and sales in plant-based food throughout 2022.

INNOVATION IN TASTE & TEXTURE

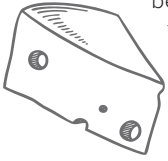
As one of the most significant issues raised by consumers when reviewing vegan or plant-based food, taste and texture will see some dramatic improvements over the next 12 months. Dairy and meat substitutes will be the main focal point as manufacturers try to replicate the experience of eating meat, cheese and eggs, tapping into the flexitarian market. This could mean applying technological advances to transform soy, peas and nuts to taste like meat, developing dairy substitutes using extrusion techniques, investing in bio-technology or identifying new methods of combining different plants to create a more fibrous texture.



Dairy and meat substitutes will be the main focal point

CHEESES PLEASES

It is predicted that the plant-based cheese market will reach \$7billion by 2030. Despite lagging behind milk alternatives, there is significant interest in developing cheese that works across the hospitality sector – pizza toppings in particular. The holy grail of perfecting the perfect cheese is still to be discovered but the race is on, and a few brands are claiming to be exceptionally close to creating (what they claim is) an authentic product.



While for some of us the prospect of accessing a full spectrum of vegan cheese that tastes exactly the same as their counterpart may seem like a pipe-dream, chefs such as Reuben Waller from vegan food consultancy, Plant Candi believe that the retraction of traditional dairy production will fuel the fire for continued innovation in vegan cheese.

PLANT-BASED FISH

One of the more recent innovations in vegan and plant-based food is the introduction of fish substitutes. Driven by the demand for comfort food – replacing traditional fish and chips, scampi, tempura prawns, fish burgers and pies – fish substitutes are now highly sought after to create healthier vegan meals. Moving into 2022 we will see a fresh wave of better-quality fish substitutes entering the market, including Vuna by Nestle which has already launched in Switzerland and is a plant-based product that mimics the flavour and flaky texture of tuna.

FERMENTED PROTEINS

Fermentation is poised to solve many challenges for consumers on a vegan or plant-based diet, by producing proteins that match the nutritional qualities found in animal-based food. Investment from high-profile food and beverage companies such as Danone, Kraft Heinz, Mars and Kellogg have hit record-breaking levels, applying microbial fermentation, a process commonly found in the pharmaceutical industry, to food. Algae, fungi found in one of Yellowstone's hot springs, Koji, bacteria and mycelium are just a few sources currently under the microscope.

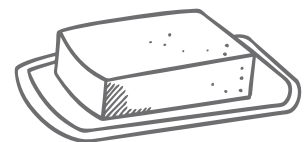
Fermentation is set to change the plant-based industry over the next year, giving life to new products with more nutritional value as well as improved taste and texture. From egg white protein to kombucha, vegan yoghurt, ice cream and tempeh, we predict the market will become busy with disruptors introducing innovative solutions throughout 2022.



There is significant interest in developing cheese that works across the hospitality sector - pizza toppings in particular

VEGAN PATISSERIE

The rise of new plant butter alternatives made from nuts or oats and the introduction of improved egg substitutes is leading to development in vegan baking - and more noticeably - patisserie. Television shows such as the Great British Bake Off featuring the first vegan baker are supporting the trend and manufacturers are competing to produce both fresh and frozen patisserie to increase their share of the vegan baked foods category. Whether savoury or sweet, vegan patisserie is waving goodbye to its reputation of being bland and boring thanks to new ingredients such as aquafaba (chickpea water), cassava and arrowroot, paving the way for tasty new treats such as fruit pies, meringues, macarons and flaky croissants.



Left (main)
Vegetarian
Beetroot Burger

Above
Vegan Cheese

What's Holding Back The Tide?

WHY CONSUMERS
ARE CHOOSING NOT TO ADOPT A
VEGAN OR PLANT-BASED DIET

As campaigners, environmentalists, scientists and celebrities continue to hit the headlines extolling the long-term need and virtues of a vegan diet, it is surprising that consumer numbers are not higher. Research undertaken to uncover the perceived hurdles to adopting a vegan or plant-based diet has uncovered some interesting findings, explaining why 30% of meat eaters identify as flexitarian

but are yet to transition to cut meat out of their diet altogether and why many are reluctant to give plant-based dishes a chance.

Vegan and plant-based menu options are not only cheaper and more profitable, with the supply chain struggles facing the sector currently, they are a positive way of overcoming issues with meat production. Understanding consumer resistance to avoiding meat or dairy gives operators scope to make alterations to their menus or communications, encouraging consumers to try a plant-based dish.

Texture and 'mouthfeel' is a high priority when it comes to meat alternatives.

Many consumers are sceptical about vegan fish or meat because early introductions were not appetising and the texture was unpleasant.

BARRIER

30%¹ of consumers surveyed felt that current plant-based foods do not give them the nutrition they need. The protein trend is a big consumer driver influencing meat sales, highlighting the need for a plant-based alternative.

→ Identify protein in dishes such as chickpeas, lentils and millet. Find a simple but effective method to communicate how many of their 5 a day are present and hero a vitamin rich vegetable such as broccoli, spinach, carrots or red cabbage to overcome concerns about nutrition.

Some plant-based meals are not as fulfilling to eat, leaving consumers feeling hungry.

→ Adding proteins such as legumes to dishes help to sustain a feeling of fullness for longer. Oats are also a great addition to dishes such as vegetable crumbles, soups, tart cases and meat-free meatballs because they are well known for being fulfilling.

40%² of consumers surveyed were put off by 'weird' ingredients.

→ Demystifying unusual or new ingredients such as tempeh is important to help consumers understand more about what they are eating. Recipes which hero anything that may not be recognised should be given a feature spot and staff trained properly on how to describe/sell it.

Texture and 'mouthfeel' is a high priority when it comes to meat alternatives. Many consumers are sceptical about vegan fish or meat because early introductions were not appetising and the texture was unpleasant.

→ Fish and meat substitutes should only be introduced if you as the operator are convinced it is a strong likeness. Try to give dishes a variety of textures, making specific ingredients identifiable and the dish more enjoyable to eat.

There is a misconception that a diet without meat, fish or dairy is unhealthy.

→ As consumers continue to seek ways to improve their health and wellbeing, it is a great opportunity to highlight the vitamins, fibre or protein in a plant-based meal, celebrating its health credentials.

Consumers are seeking greater variety of plant-based or vegan cuisine.

→ From pies and pastries to curries and pizza, its time to open up your kitchen to a world of flavour. Introducing vegan Mexican food or Thai food that's full of herbs and spices, not only satisfies consumer demand for flavour, but it also highlights that plant-based dishes can be exciting too.

Not being able to give up cheese is the main reasons for flexitarians not becoming vegan.

→ Cheese has undoubtedly been the dairy product that has struggled with flavour, texture and performance, however with fresh innovation coming through, it will not be long before vegan cheese matches its dairy counterpart, so keep trying and testing products as they launch!

A YouGov survey in 2019 found that 29%³ of 11-18 year olds wanted to reduce their meat consumption, but felt there were not enough options available in school and restaurant menus. This was also reflected in a further survey where options and availability restrictions were cited as the second⁴ biggest reason for not being vegan.

→ Historically, operators featured one vegan/vegetarian dish as a starter, main course and dessert, giving meat eaters much more variety. Attracting consumers in the vegan or plant-based space means that operators need to broaden the options available, so that meat free dishes are more than just a 'token gesture' on the menu.

¹ MDPI (2019) Attitudes Towards Vegetarian and Vegan Diets in the United Kingdom

² Gold & Green Foods (2020) Toluna 500 Consumers

³ YouGov (2019) Eating Better 2019 Youth Survey

⁴ MDPI (2019) Attitudes Towards Vegetarian and Vegan Diets in the United Kingdom



Country Range Plant-Based Favourites

Whether you are looking to broaden your menu with some quick and easy plant-based snacks or develop more dishes with a vegan base, The Country Range Brand has over 300 vegan and plant-based items in stock to support your catering needs. Here are a few of our most popular items and firm favourites:



DRESSING UP

Simplify your store cupboard with our range of relishes, dressings, sauces and mayo, designed to accompany any salad, wrap or burger. Launched earlier this year, our vegan mayo has been hugely popular and has received rave reviews from taste tests, with many not able to tell the difference between vegan and non-vegan products.

SWEET TREAT

Decadent and full of flavour, our vegan Black Forrest Fudge Cake is Pre Portioned for ease and efficiency in the kitchen.

Vegan Black Forest Fudge Cake



Vegan Sausage Rolls

SAVOURY SNACKS

Our frozen vegan sausage rolls and pasties are ideal for cafes and pub restaurants, providing a hearty treat that is simple to prepare for eat in or takeaway meals.

Aubergine, chickpeas and sweet potato Tagine with Jewelled couscous

INGREDIENTS

50 ml Country Range Vegetable Oil
1 Sweet potato diced
½ Aubergine diced
200 g Chick peas
200 g Country Range Chopped Tomatoes
10 g Country Range veg stock
½ tsp Country Range Garlic puree
1 Red onion, diced
¼ tsp Country Range Cinnamon
½ tsp Country Range Coriander Seeds crushed
½ tsp Country Range Cumin Seeds crushed
¼ tsp Country Range Smoked Paprika
¼ tsp Country Range Chilli flakes
Salt and pepper to taste

Jewelled cous cous

100 g Country Range Cous cous
25 ml Olive oil
8 Dried apricots sliced
25 g Country Range flaked almonds
½ tsp Country Range Turmeric
100 ml Hot water
1 Lemon juice and zest
Salt and pepper to taste

SERVES: 2

**TIME TO PREPARE:
30 MINS**

**TIME TO COOK:
20 MINS**

METHOD

1. To prepare the Tagine - heat up your veg oil and add all your spices to start to release their aroma.
2. Add the diced onion and sweet potato and gently fry for 5 minutes
3. Add the aubergine, chickpeas and garlic and continue to fry for 5 more minutes
4. Add the crumbled veg stock, chopped tomatoes and simmer for 10 minutes or until the sweet potato are just cooked.
5. Season to taste and serve with the cous cous and garnish with pomegranate, chopped coriander and a few mint leaves
6. To make the cous cous - pour the boiling water over the cous cous and turmeric and cover to steam for 2 mins
7. "Fluff up" with a fork and add the apricots, and flakes almonds and season to taste
8. Add the lemon juice, zest and oil and serve with the Tagine



SENSATIONAL SAUCES

For smaller kitchens, try developing dishes that start with a vegan base to which you can add meat or fish. Combine the Country Range ready to use sauces with vegetables, legumes and meat substitutes for hearty dishes that don't compromise on flavour.

Vegans and Vegetarians look set to make up a quarter of the British population in 2025



Chickpea Curry

Achieving The Perfect Balance: PLANT-BASED PROTEIN

It is a common misconception that vegan or plant-based diets do not deliver the variety of nutrients we need to lead a healthy lifestyle, and protein is often at the heart of these concerns. A balanced diet should include a daily intake of approximately 0.75g of protein per kilo of body weight. Rich in protein, meat satisfies much of our daily intake, but for the growing number of consumers reducing or removing meat from their diet, alternative sources are needed.

WHY IS PROTEIN IMPORTANT?

The building blocks of our bodies, protein plays an important role, and is the main component of our skin, internal organs, muscles, eyes, hair and nails. Proteins also manage metabolism, controlling growth hormones and appetite and plays a vital role in our immune system.

With protein featuring in global food trends for 2022, we decided to take a closer look at how operators can incorporate protein into plant-based meals while achieving a tasty menu full of variety. In vegan diets, the key to achieving the perfect balance of protein and nutrients is to combine grains with vegetables and legumes. Some of the most protein rich foods are:

A quick reference guide to sources of protein

SOURCE	GRAMS OF PROTIEN PER SERVING	% RDA FOR WOMEN	% RDA FOR MEN
Quinoa, raw (180g)	24.8g	55%	45%
Tofu, steamed or fried (100g)	23.5g	52%	43%
Veggie burger - soya based (115g)	19.1g	42%	35%
Oats (160g)	17.4g	39%	32%
Bean-burger (115g)	12.2g	27%	22%
Wholemeal spaghetti (220g)	10.3g	23%	19%
Peanut butter (thickly spread on 2 slices, 40g)	9g	20%	16%
Chickpeas (3 tablespoons, 105g)	7.6g	17%	14%
Kidney beans - canned (3 tablespoons, 105g)	7.2g	16%	13%
Mixed nuts (1 handful, 30g)	7.1g	16%	13%
Baked beans in tomato sauce (135g)	6.8g	15%	12%
Cooked wholegrain rice (180g)	6.5g	14%	12%
Peanuts - dry roasted (small bag, 25g)	6.4g	14%	12%
Hummus (2-3 tablespoons, 90g)	6.1g	14%	11%
Walnuts (12 halves, 40g)	5.9g	13%	11%
Almonds (12 nuts, 26g)	5.5g	12%	10%

Quinoa: A seed that is referred to as a 'complete' protein, meaning it contains all 22 amino acids the body needs. It is a great alternative to carbohydrates such as potatoes, rice and couscous and is just at home in a salad bowl as it is in a hot dish for a main meal.

Pulses/Legumes: A low-fat, affordable source of protein, there are plenty to select from including lentils, chickpeas, garden peas and beans such as black beans, kidney beans, butter beans and yes – even baked beans count – but make sure you use the low salt variety. Legumes are incredibly versatile, mashed butterbeans make a tasty alternative to mashed potato and lentils or beans are often used to make burgers, hearty soups and casseroles.

Tofu: Derived from soya, tofu will come under increased scrutiny due to over-farming causing deforestation in certain parts of the world, so make sure your sources are sustainable. Steamed or fried, tofu is a staple in pan-Asian dishes, but it is also used to make processed foods such as vegan sausages and meat-free meatballs and quickly blends to make creamy soups.

Nuts and seeds: Not only are nuts and seeds high in protein, but they also help us maintain energy levels throughout the day. Whether you use nut butters or add them to a crumble topping, granola or to spice up a salad, they are full of texture and flavour. Care caterers or cost sector caterers can also involve their diners in activities that engage them with their food such as toasting pumpkin seeds, making a spiced nut mix or peanut brittle.

Oats: Oats are a complex carbohydrate as well as a source of protein. Try using steel cut oats in porridge, overnight oats or no-bake protein bars for a handheld snack that sustains the feeling of fullness and provides slow energy release.

Although most vegetables are not as protein rich as other options mentioned, they do contribute to our daily protein intake – for example, six spears of asparagus contains almost 2g of protein as do three tablespoons of sweetcorn. With such a variety of ingredients providing alternative sources of protein to meat, it is clear that vegan and plant-based meals can be packed full of colour, flavour and nutrients without needing to add protein powders or take dietary supplements.

Country Range can provide all of the above products.

For the growing number of consumers reducing or removing meat from their diet, alternative sources are needed.

Battered Tofu & Nori Seaweed 'Fish'

INGREDIENTS

For the batter

1 cup plain flour
1 cup rice flour
1 tsp baking powder
1 tsp turmeric
1 pinch sea salt
½ cup lager
1½ cups sparkling water

For the 'Fish'

1 block tofu (390g)
2 Nori sheets
Squeeze lemon juice
1 litre rapeseed or vegetable oil

SERVES: 2

TIME TO PREPARE: 10 MINS

TIME TO COOK: 1 MIN

METHOD

1. Mix the dry ingredients together in a mixing bowl. Add the lager and sparkling water and mix to form a batter.
2. Cut the tofu into 10x5cm pieces with a thickness of 1.5cm. Squeeze as much water as you can out of the tofu using a couple of tea towels to wrap it in and press down.
3. Cut Nori sheets to fit one side of each piece of tofu. Attach with a squeeze of lemon juice.
4. Heat oil in a deep pan. It is ready when you drop a small amount of batter into it, and it floats back to the top.
5. Coat the tofu pieces in the batter until covered, and lower into the hot oil.
6. Fry for 30–40 seconds until golden and crispy. Remove and drain on absorbent paper to remove excess oil.
7. Serve with chips, mushy peas and ketchup.

Recipe from V for Life



ACHIEVING THE PERFECT BALANCE: PLANT-BASED PROTEIN (CONT.)

Mushroom and Almond Pithivier

INGREDIENTS

10 g Country Range Ground Almonds
25 ml Country Range Extended Life Vegetable oil
100 ml Country Range Vegetable Bouillon (made up)
100 ml Country Range Tomato and Basil Sauce
1 pack vegan ready roll puff pastry
100 g button mushrooms
1 onion
1/8 tsp thyme
1 garlic clove
20 ml almond milk to brush
60 g green beans
salt and pepper to season

SERVES: 4

**TIME TO PREPARE:
30 MINS**

METHOD

1. Pre-heat oven to 200°C fan.
2. Unroll the pastry flat and cut out 4 large circles.
3. Slice the mushrooms, dice the onion and fry off in a pan with crushed garlic and thyme, season with salt and pepper.
4. Add the vegetable stock and reduce by half, thicken with ground almonds and allow the mix to cool.
5. Split the mix into two and place in the middle of 2 circles of pastry.
6. Brush the edge of each circle with almond milk and top with the other circle of pastry.
7. Crimp the edges tight, score the tops, place a little hole in the centre of each and brush with the remaining almond milk.
8. Bake for 20 minutes until golden and serve with the tomato and basil sauce and green beans.



With such a variety of ingredients providing alternative sources of protein to meat, it is clear that vegan and plant-based meals can be packed full of colour, flavour and nutrients without needing to add protein powders or take dietary supplements.



Vegan Chocolate Pots

INGREDIENTS

170g/6oz firm silken tofu
2-3 tsp cocoa powder
2 tsp pure vanilla extract
1 tbsp vegan milk of choice
Pinch salt
2 tbsp maple syrup
Juice of ½ lime

**125 KCAL,
8G
PROTEIN
PER
SERVING**

SERVES: 2

**TIME TO PREPARE:
05 MINS**

METHOD

1. Blend all of the ingredients together (except the optional toppings).
2. Pour mixture into a bowl and store in fridge.
3. When serving, sprinkle over chopped nuts or shards of dark chocolate.

Recipe from V for Life

Developed exclusively for you

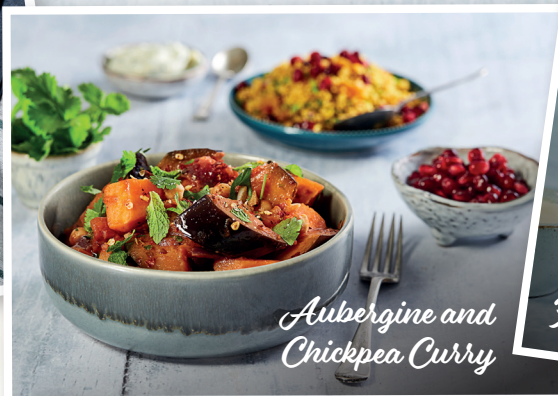
**COUNTRY
RANGE**

The Leading Independent
Foodservice Brand

The Country Range brand provides you with a value for money proposition without any need to compromise on taste or quality.

Whether you're looking for exclusively vegan finished products or ingredients to create delicious plant-based options to add to your menu, Country Range is here to help.

Our products have been specifically developed for use in a professional kitchen and tested to deliver consistent performance. With over 800 items across grocery, chilled, frozen and non-food, you will find everything you need from essential store cupboard items through to premium finished products.



Discover Our Delicious Plant Based Bakery Range

YOU CAN CHOOSE FROM OVER 100 PRODUCTS FROM OUR BREAD
& VIENNOISERIE RANGE THAT ARE SUITABLE FOR VEGANS



Delifrance

www.delifrance.com/uk

The Dos and Don'ts of Plant-Based Catering

Whether you are a care caterer, cost sector caterer, event caterer or restaurant owner, we know there are numerous things to consider when creating your menu and providing the day's service. For many, adding plant-based dishes to the menu can feel like a daunting prospect. With the aid of our expert chefs, we have developed a few simple tips to prevent you from making some common mistakes.

DON'T FORGET THE SEASONING

In the same way that a steak needs seasoning, so do plant-based ingredients such as tofu and chickpeas. Amplifying flavour with a touch of salt and pepper or a few herbs and spices can turn a bland dish into something your customers want to come back for time and again. Some of our experts shared that they create a series of seasoning blends for use in the kitchen to instantly add umami, sweet, bbq or spice flavours to a dish, so pop open the tops to your spice jars and get creating!

DON'T OVERCROWD THE PAN

Many plant-based ingredients contain a lot of water so if you add too many to a pan, it is likely to result in a soggy mess because despite the heat, the moisture released has no-where to go, getting trapped under the layers above, resulting in steaming the food as, opposed to frying.

DO GIVE CONSUMERS CHOICE

According to the CGA's Food Insight report, 25% of diners would choose a vegan dish when eating out but are frustrated by lack of options, so make sure you consider dishes that can be indulgent, healthy, quick bites or a satisfying main meal. Just as consumers who eat meat don't necessarily all want to eat beef or lamb, not all vegan or plant-based consumers will want to eat the same dish either.

DO BUILD FROM A VEGAN BASE

Whether you start with a vegan sweet chilli falafel wrap and offer halloumi as an extra, use a vegan chilli con carne as a main course and topper for nachos or build upon a vegan stew by adding sausages, a poached egg or seafood, starting with a vegan base immediately creates a plant-based option for your consumers. "When space back-of-house is limited, using a vegan base is a great way to save space and satisfy your vegan, veggie and meat-eating customers." Suggests Jenny Kenyon, Marketing Director, Paramount.

DON'T ASSUME ALL MEAT SUBSTITUTES ARE EQUALLY NUTRITIOUS

Legumes, vegetables, nuts and seeds all contain varying levels of fibre, protein, vitamins and minerals. Just because an ingredient may be trending, doesn't mean that it is delivering the nutrients your consumers need. "The most common misconception is adding Jackfruit to dishes. Whilst it is rich in fibre, it is not as high in protein. Unfortunately, jackfruit by itself cannot be a sufficient meat-replacement due to the lack of protein. Adding pulses, legumes, tofu or even nuts would boost the protein in the dish" says Justina Bajorinaite, Chef, V for Life.

DO PAT-DRY INGREDIENTS BEFORE MARINADING

Tempeh, seitan and tofu can be soggy and dry rubs won't stick if you do not squeeze some of the moisture out of them before cooking.

DO COMBINE PROCESSED FOODS WITH FRESH INGREDIENTS

Vegan dishes can become unhealthy very quickly if you rely too heavily on processed foods such as meat-free chicken and vegan bacon, it can also put consumers off because they don't know what they are eating. "Simply replacing meat ingredients in a pepperoni pizza with meat-free pepperoni and dairy free cheese can alienate a flexitarian consumer because they are unfamiliar or perceived as over-processed. Incorporating fresh and natural ingredients into the recipe, such as kale, spinach and peppers, creates a sense of familiarity, as well as improving the taste experience and nutritional credentials" suggests Matteo Ferrari, Chef & Co-Founder of White Rabbit Pizza.

DON'T WASTE CHICKPEA WATER!

Chickpea water – or aquafaba – is liquid gold in vegan kitchens and can be whipped up using a mixer to create chocolate mousse, pancake batter or meringues.

DO KEEP EXPERIMENTING

Vegan and plant-based food is evolving incredibly quickly so make sure you keep up to date with the latest product launches, put new ingredients to the test and continue getting creative in the kitchen.

Just because an ingredient may be trending, doesn't mean that it is delivering the nutrients your consumers need.

aah!
VEGAN



aah!
BISTO

**GRAVY
GRANULES
FOR MEAT**

MAKES **25** LITRES

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**GRAVY
GRANULES
REDUCED SALT**

MAKES **25** LITRES

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