



a better world begins on your plate

# plant-based eating

ANIMAL PROTECTION OF NEW MEXICO

## ADDING PLANT-BASED OPTIONS TO YOUR MENU

Did you know that simply labeling menu items as plant-based/vegan can expand your customer base? Many customers prefer eating at restaurants that have clearly-labeled plant-based/vegan options on their menus.

Start by reviewing your current menu to assess which items are already plant-based (breads, buns, pastas, sauces, and soups, for example) or can easily be made plant-based (by omitting butter, cheese, or cow's milk, for example). Take a look at these plant-based substitutes for popular favorites.

### THE BURGER

#### BURGER substitutes:

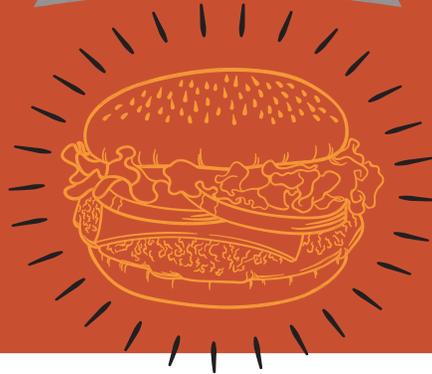
Impossible Burger®

Beyond Burger®

yummy!

#### BUNS:

Carry plant-based buns



#### CHEESE substitutes:

So Delicious Shreds® cheddar, mozzarella, cheddar jack

Violife® shreds, slices, parmesan

Follow Your Heart® shreds, slices, parmesan

Chao® cheese slices

Daiya® shreds, slices, blocks

#### CHICKEN SUBSTITUTES



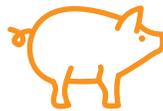
Beyond "Chicken" Strips®

Gardein Crispy Tenders®

Boca Chik'n Nuggets®

MorningStar Chik'n Nuggets®

#### PORK SUBSTITUTES



Beyond Sausage® (brat and hot Italian)

Field Roast® Smoked sausage, apple maple breakfast sausage, Italian sausage (all great for breakfast dishes)

MorningStar Veggie Pulled Pork®

Soyrizo® (chorizo substitute)

#### BEEF SUBSTITUTES



Beyond Meat Beefless Crumbles® (great for tacos, pasta sauces, and stews)

Gardein Meatless Meatballs® (great for pastas and meatball subs)

Gardein Beefless Ground® (great for tacos, pasta sauces, and stews)

#### FISH SUBSTITUTES



Gardein Fishless Filets® (great for sandwiches and tacos)

Verisoy Vegan Cutlass Fish® and Vegan Shrimp® (great for soups, ceviche, and fish tacos)

#### MILK SUBSTITUTES

Soy, Almond, Rice, Coconut, Hemp

#### EGG SUBSTITUTES

Just Egg®  
Tofu

#### CONDIMENT SUBSTITUTES

Earth Balance Butter®

Miyoko's Cultured Butter®

Just Ranch®

Just Thousand Island®

Just Caesar®

Just Mayo®

Follow Your Heart Ranch®

Follow Your Heart Bleu Cheese®

Miyoko's Cream Cheese®

Tofutti Cream Cheese®

Peanut butter (for toast, bagels)

Tofutti "Better than Sour Cream"®

## need help?

We can provide assistance with:

#### Recipes

- adjusting your current recipes to make them plant-based while keeping the same quality and taste.
- providing new recipes for plant-based foods based on what types of foods you are interested in adding to your menu.

#### Plant-Based Vegan Menu

- creating a separate menu for customers wanting to eat plant-based

#### Food Samples

- providing samples of plant-based alternative products for you to try before adding to your menu

#### Education

- educating your staff on the meaning of terms like "plant-based," "vegan," "vegetarian," etc. (*Educating your staff can greatly improve customer satisfaction.*)
- cooking demonstrations for your staff on how to prepare plant-based options.

#### Promotion

- promoting your plant-based options via our website, email, social media, vegan dining guide, and we can even coordinate a special event at your establishment to introduce plant-based options to your customers.

For more information, contact Tony Quintana, Animal Protection of New Mexico Plant-Based Eating Program Manager, at 505-908-8176 or [tony@apnm.org](mailto:tony@apnm.org).