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.

**BURGER substitutes:**
- Impossible Burger®
- Beyond Burger®

**BUNS:**
- Carry plant-based buns

**CHICKEN SUBSTITUTES**
- Beyond “Chicken” Strips®
- Gardein Crispy Tenders®
- Boca Chik’n Nuggets®
- MorningStar Chik’n Nuggets®

**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**
- 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”®

**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

**POK 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)

**BEAN 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)

**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.