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 examples of 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)

**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)

**BEF SUBSTITUTES**
- Beyond Meat Beeffless Crumbles® (great for tacos, pasta sauces, and stews)
- Gardein Meatless Meatballs® (great for pastas and meatball subs)
- Gardein Beeffless Ground® (great for tacos, pasta sauces, and stews)

**MEAT SUBSTITUTE**
- Beyond Meat Beefless Crumbles® (great for tacos, pasta sauces, and stews)
- Gardein Meatless Meatballs® (great for pastas and meatball subs)
- Gardein Beeffless Ground® (great for tacos, pasta sauces, and stews)

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

**FISH SUBSTITUTE**
- Gardein Fishless Filets® (great for sandwiches and tacos)
- Verisoy Vegan Cutlass Fish® and Vegan Shrimp® (great for soups, ceviche, and fish tacos)

**MILK SUBSTITUTE**
- Soy, Almond, Rice, Coconut, Hemp

**Egg SUBSTITUTE**
- Just Egg®
- Tofu

**CONDIMENT SUBSTITUTE**
- 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”®

For more information, contact Animal Protection New Mexico’s Promoting Plant-Based Eating program at plantbased@apnm.org