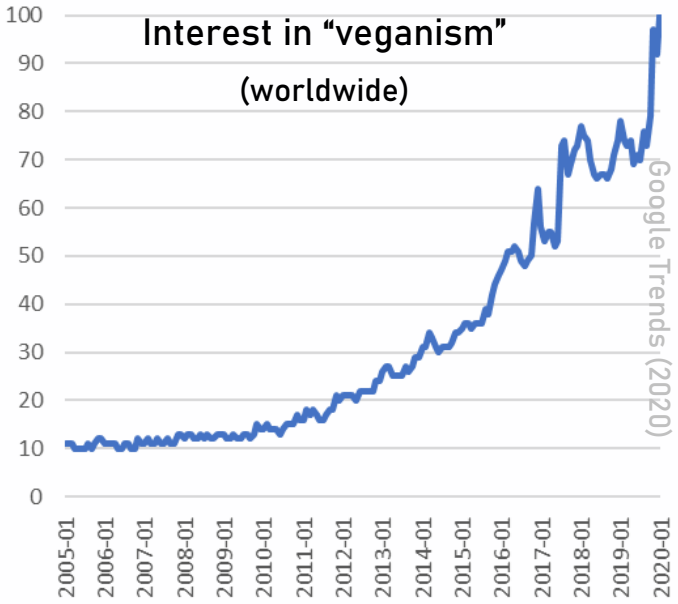
VEGAN CUSTOMERS

FOUR THINGS VEGANS LOVE



1 Vegan Menus

- Clearly marked vegan choices on menu
- Separate section/page for vegan choices
- Separate vegan menu!

2 Signs



3 Happy Cow

Vegans use Happy Cow to find restaurants. Add yours for free at happycow.net

4 Staff who know “vegan”

Vegans don't eat any animal products. This includes meat, fish, shellfish, insects, egg, milk, cheese, yogurt, honey, etc.

WHY?

GET MORE CUSTOMERS

Veganism is the fastest growing lifestyle trend, especially among young people.

VEGETARIAN IS NOT ENOUGH

Vegan is **not** the same as vegetarian. Mistakes at restaurants are common. A separate menu lets customers order easily and without confusion or explanation.

GET AHEAD OF COMPETITION

Most restaurants have nothing specifically for vegans. Offering an appetizing vegan menu will attract customers even if only one person in their group is vegan!

EVERYTHING CAN BE MADE VEGAN

Modern vegan food is amazing! Check out **#veganfood** on Instagram for exciting ideas or **tofuhug.org** for resources just for restaurants.

SEE FOR YOURSELF

Why the Global Rise in Vegan and Plant-Based Eating Isn't A Fad (600% Increase in U.S. Vegans + Other Astounding Stats)

FOOD REVOLUTION NETWORK

Here's Why You Should Turn Your Business Vegan In 2018

Forbes Editor's Pick

The year of the vegan: Where millennials lead, businesses and governments will follow

The Economist

The rise of vegan teenagers: 'More people are into it because of Instagram'

The Guardian

Download this leaflet for free at **tofuhug.org**