



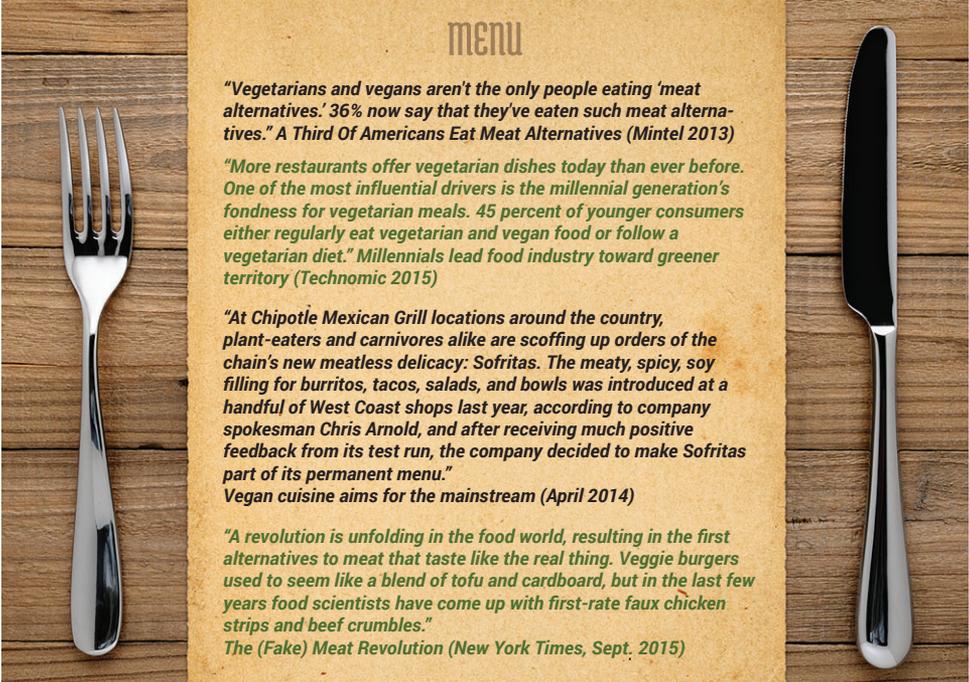
# For the Manager

Your restaurant is great!



**My friends and I have a suggestion that will increase your customer base & make your restaurant even better!**

Every day, more people are choosing to explore meat-free meals. Demand is growing everywhere, from White Castle and Chipotle to four-star restaurants. It isn't just vegetarians -- a huge and growing section of the population are seeking out meatless dishes when dining out. By adding delicious, innovative veg options, you can tap into this rising trend!



## menu

*"Vegetarians and vegans aren't the only people eating 'meat alternatives.' 36% now say that they've eaten such meat alternatives." A Third Of Americans Eat Meat Alternatives (Mintel 2013)*

*"More restaurants offer vegetarian dishes today than ever before. One of the most influential drivers is the millennial generation's fondness for vegetarian meals. 45 percent of younger consumers either regularly eat vegetarian and vegan food or follow a vegetarian diet." Millennials lead food industry toward greener territory (Technomic 2015)*

*"At Chipotle Mexican Grill locations around the country, plant-eaters and carnivores alike are scoffing up orders of the chain's new meatless delicacy: Sofritas. The meaty, spicy, soy filling for burritos, tacos, salads, and bowls was introduced at a handful of West Coast shops last year, according to company spokesman Chris Arnold, and after receiving much positive feedback from its test run, the company decided to make Sofritas part of its permanent menu." Vegan cuisine aims for the mainstream (April 2014)*

*"A revolution is unfolding in the food world, resulting in the first alternatives to meat that taste like the real thing. Veggie burgers used to seem like a blend of tofu and cardboard, but in the last few years food scientists have come up with first-rate faux chicken strips and beef crumbles." The (Fake) Meat Revolution (New York Times, Sept. 2015)*

Reach more and more people and expand your market by offering tasty meat-free options that appeal to everyone from vegans to omnivores striving to eat better! For more ideas and help promoting your restaurant's new meatless options, please visit [V-lish.com](http://V-lish.com).