

ACCORDING TO
GLOBAL DATA

70% of the world's
population are
reducing or
eliminating their
meat intake.

SALES OF MEAT FREE FOODS HAVE GROWN BY

40% FROM
582
MILLION
IN 2014

TO AN ESTIMATED
816 MILLION
IN 2019

The market research firm predicts that
sales are expected to be in excess of
£1.1 billion by 2024. - Mintel


Birchall
FOODSERVICE

Stirrup

Menu Solutions Guide

EVERY SINGLE
DELICIOUS DISH

you see included in this guide has a full
recipe available for you to utilise.

Visit [www.stirrupmagazine.co.uk/
recipes](http://www.stirrupmagazine.co.uk/recipes)

All things

PLANT-BASED

Developed exclusively for you

**COUNTRY
RANGE**
The Leading Independent
Foodservice Brand

The Country Range brand provides you with a value for money proposition without any need to compromise on taste or quality.

Whether you're looking for exclusively vegan finished products or ingredients to create delicious plant-based options to add to your menu, Country Range is here to help.

Our products have been specifically developed for use in a professional kitchen and tested to deliver consistent performance. With over 800 items across grocery, chilled, frozen and non-food, you will find everything you need from essential store cupboard items through to premium finished products.



PLANT-BASED

PREDICTIONS

MOVE OVER VEGANS, THIS TREND IS FOR EVERYONE



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PLANT-POWERED PRODUCTS

THE PLANT-BASED FOOD REVOLUTION IS HERE AND IT'S NOT JUST VEGANS OR VEGETARIANS WHO ARE DRIVING THE TREND. CONSUMERS NATIONWIDE ARE REDUCING THE AMOUNT OF MEAT IN THEIR DIETS AS PART OF THE BROADER CLEAN LIVING, HEALTH-FOCUSED LIFESTYLE TREND.

A few years ago when dining out, we used to see a nod to a vegetarian dish on the menu every now and then in order to satisfy the one or two customers who didn't eat meat. Dishes were often positioned at the bottom of the menu and invariably consisted of an uninspiring mushroom or cheese-based pasta option. Today, veganism, vegetarianism

and flexitarianism are now so powerfully popular, we are wondering when it might be that we see a complete role reversal, with token meat dishes on predominantly vegan or vegetarian menus dominating the marketplace across all sectors.

When contemplating whether or not you need to add a vibrant, colourful palette of flavours and plant-based options to your menu, consider the startling fact that 93% of plant-based meals are currently eaten by non-vegans. This obliterates all assumptions that only vegans eat plant-based food and should open minds to the huge opportunity presented to you.

Approximately

22
MILLION

people identify as flexitarian



The COVID-19 pandemic and restrictions put in place as a result have only accelerated this focus with an increased number of consumers choosing a plant-based lifestyle and

1 IN 5 cutting back on
meat consumption
during lockdown

Whether you're catering for residents in a care home, pupils or students in an education setting or consumers in the hospitality sector your customer requires a range of delicious, customisable options suited to their needs.

So here it is, your guide to the plant-based movement sweeping the nation where we dig a little deeper into some of the key trends, providing some recipe inspiration and key advice on how to seize this commercial opportunity.

EVERYDAY Inspiration


CALLEBAUT®
BELGIAN CHOCOLATE

SUPERFOOD VEGAN CHOCOLATE BARS



MADE WITH



**FINEST BELGIAN
811 CHOCOLATE**

(54.5% MIN. COCOA) 1X2.5KG

INGREDIENTS (SERVES8):

500g	Callebaut® 811 Dark Chocolate Callets
25g	Cacao nibs
25g	Goji berries
25g	Pumpkin seeds
15g	Coconut flakes
30g	Callebaut® Dark Chocolate Crispearls

METHOD:

1. Place the Callebaut® 811 Dark Chocolate Callets in a large heat-proof bowl over a saucepan of gently simmering water to create a bain-marie. Stir the chocolate until melted
2. Pour the melted chocolate into an 8-bar silicone chocolate mould to fill each bar
3. Evenly divide the cacao nibs, goji berries, coconut flakes, pumpkin seeds, toasted flaked almonds and Callebaut® Dark Chocolate Crispearls between the moulds
4. Allow to cool and set before transferring to the fridge

DELIVER A PLANT-BASED SOLUTION FOR YOUR CUSTOMERS WITHOUT COMPROMISE. CALLEBAUT'S FINEST BELGIAN DARK CHOCOLATE IS SUITABLE FOR VEGANS AND CAN BE INCORPORATED INTO ALL OF YOUR SWEET TREATS.

FOR MORE EASY RECIPE IDEAS TO MAKE YOU A GREAT MARGIN VISIT

FORTHELOVEOFCHOC.COM

Why AND how?

Here are our 5 reasons why you should seriously consider including more plant-based dishes within your menu and our top tips for success.

WHY PLANT-BASED?

why you should promote 'plant power'

If you are not yet convinced that adding plant-based meals or menu options is right for your business, here are our top 5 reasons why you should:

1 You could grow your customer base

Every business wants more satisfied customers, whether your customer is a consumer or a school pupil, student, patient or resident. With both vegans and non-vegans driving the demand for plant-based dishes, you could capitalise by easily adding a few items to your menu and offering plant-based milk alternatives. You will grow your appeal to a broader market, capturing those who are vegans, vegetarians and the growing number of flexitarians.

2 Sales, Sales, Sales!

A new customer base means more turnover for your business. Sales will vary depending on your choice of plant-based meals and how well you execute their introduction so make sure you take a look at our tips for success to get it right.

3 Retain Existing Customers

With consumers changing their eating habits, if your business expands its appeal, you will retain any existing customers who were meat eaters but now seek vegan or plant-based food. Don't give your regular customers a reason to go elsewhere.

4 Increased Group Bookings

Eating out in groups can be difficult when there are a variety of dietary needs to cater for. If your operation has vegan or plant-based menu options that are well communicated, you increase the chances of winning large group bookings.

5 Improved Sustainability Credentials

As we have demonstrated, plant-based meals can enhance sustainability in the food chain which is a key consideration across all generations of consumers. Having ditched the plastic straws, why not look at your menu items too and see if there is room for improvement with a few plant-based options to help build upon your reputation?



Lime
Posset

TIPS FOR SUCCESS

to promote 'plant power'

Introducing change always brings with it fear, doubt and risk. Planning and preparation are the keys to success when implementing any form of transformation – here are some of our tips to keep you on the right path:

1 Make Sure Your Menu Fits Your Brand

Forcing a plant-based meal into your menu will not only cause chaos in the kitchen but it most likely won't suit your consumer base. If you are a burger brand, adding lentil soup as your meat free option doesn't make sense, but adding a macaroni and cheese burger or black bean veggie burger would be a great complement to your menu. Brainstorm ideas with your team and consult your customers to make sure you get it right.

2 Make Meals Appealing

If you don't think a particular meal or dish tastes great, the chances are that your customers won't either. Meat free food shouldn't compromise on flavour. Make sure there is a variety of appealing dishes across your starters, mains and desserts to maximise the opportunity. Trial and sample recipes to get feedback before you commit to the final cut.

3 Update All Menus

Don't forget that menus exist online, on booking apps and social media as well as in-house. If your menu changes, make a list of all platforms which have a copy of your menu and update them when you have launched. Think about cross-selling and grouping items together to increase the order value.

4 Train All Staff

Customers will always have questions about items on the menu so make sure every employee is aware of what is in your new dishes, whether they are vegan or vegetarian and which items on the menu are ideal for upsells and cross-selling. Training and inviting staff to taste the new items on your menu will help improve sales.

5 Highlight Newness

Whether you highlight new items on menus, undertake digital marketing or promote the changes in-house, make sure your customers are made aware of the changes. Perhaps run a teaser campaign to build awareness that something new is coming and then run a month of promoting the transformation after it has launched to create cut-through. Use social media to post images of new dishes, or position new cakes at the front of the counter top. Create a hashtag for customers to use and if budgets allow, invite local influencers to review the menu.



[SERIOUSLY] GOOD VEGAN MAYO

THE GREAT TASTE AND CREAMINESS OF HEINZ [SERIOUSLY] GOOD MAYONNAISE, NOW PLANT BASED!

Download our
tasty vegan taco
recipe here...



SCAN ME



CONTAINS
NO ALLERGENS



GLUTEN
FREE



NO ADDED
COLOURS OR
FLAVOURS



HEINZ
ESTD 1869

DRIVERS OF CHANGE

What's Driving the Meat Free Trend?

THERE ARE THREE MAIN FORCES DRIVING THE CHANGE:

1. SUSTAINABILITY – The global pandemic has brought with it a stark realisation that we are vulnerable to nature. It has made us much more aware of how the way we consume can impact the wider environment, whether that be concerns for food supply chains or food waste. It is already widely reported that the food chain is under threat from over-production and a change in diet is required to alleviate the pressure. In addition, the increased awareness of the damage meat production causes and concern about animal rights continue to be major motivational factors for eating less meat.

WHAT CAN YOU DO? Look at ways to communicate your environmental and ethical messages or campaigns with your customers, students, residents and their families. Whether this is online via your website and social media activity, through delivery portals you may utilise or within your business itself.

2. HEALTH – Plant-based foods have long been considered to be healthier than meat. Remedies to food allergies, sensitivities and weight issues are often pursued through a plant-based diet. Increasingly, food which nourishes both body and mind is sought as we look to keep ourselves healthier into old age - a meat free diet is synonymous with this lifestyle trend. The pandemic has fast-tracked this key 'trend' too with consumers of all ages being faced with daily health warnings and advice on how they can keep themselves protected by exercising and eating a healthier, more nutritious diet.

WHAT CAN YOU DO? Many of your existing menu options, whether that be food or beverages, may already contain key nutritional ingredients that you can easily pull out within menus or online. This helps your customers, residents or pupils and their parents to make positive choices to improve their physical and/or mental wellbeing while also showcasing key dishes within your menu.

COVID-19 has been such a driving force, that according to the latest Mintel report,

25% of people aged 21-30 felt that the pandemic has made a vegan diet more appealing.

Delivered or takeaway options are notoriously unhealthy, focusing on this area in particular if its applicable to your business could be a very worthwhile investment.

3. MEDIA INFLUENCES – The UK is in the number 1 spot for the popularity of veganism in 2020, with Ireland also in the top 10. This is based on Chef's Pencils research utilising Google Trends such as people searching for vegan recipes, vegan restaurants in that area etc.

They report that veganism is at an all-time high, surpassing the prior record registered in 2019. It is now twice as popular as it was in 2015 and shows no sign of slowing. The pandemic, if anything, has accelerated this further with an increase in related search terms throughout the lockdown period.

WHAT CAN YOU DO? Note any key dates or months such as Veganuary and utilise them within your hospitality business, education or care setting to create excitement around plant-based dishes for vegans, vegetarians, flexitarians and meat-eaters alike.

In Veganuary 2020...

400,000 people worldwide took part

More than **600** businesses took part

More than **1,200** new vegan products and menus were launched

The main major drivers for people taking part in Veganuary 2019 were

HEALTH 47%

ANIMAL WELFARE 34%

ENVIRONMENT 12%

This delicious hearty Wellington is a perfect plant-based option to sit alongside a traditional roast dinner offering



Mushroom Wellington

Ingredients

1tbsp Country Range Extra Virgin Olive Oil
1tbsp Country Range Dijon Mustard
4 large portobello mushrooms,
3 white onions, peeled and chopped
300g baby spinach
4 thyme leaves sprigs
1 block of vegan puff pastry
Salt and pepper to taste
Oat milk, for brushing

SERVINGS 4
COOKING TIME 50 MINS
PREP TIME 30 MINS

Method

- 1 Add 1/2 tbsp of olive oil followed by chopped onion to a large frying pan over a medium heat, then reduce heat. Season with salt and pepper and cook, stirring occasionally, for around 15 mins, until the onions are golden brown.
- 2 Remove the onion from the pan and return the pan to the heat. Add baby spinach and cook until wilted, then leave to cool.
- 3 Add the remaining olive oil and place the mushrooms, top side down in a pan over a medium/high heat. Cook until lightly golden before turning over and cooking for a further 5 minutes. Remove from the heat and drain on paper towel top side up. Transfer the onion, spinach and mushroom to the refrigerator and cool completely.
- 4 Preheat the oven to 200°C (390°F). Place a sheet of baking paper on the baking tray and then place the puff pastry sheet on top. Spread half the caramelised onions over the middle third of the pastry, making sure to leave an extra 2cm border at the edge of the pastry. Top with half of the baby spinach. Spread the dijon mustard over the mushrooms and season well with salt and pepper. Place the mushrooms on top of the spinach then top the mushrooms with thyme and the remaining baby spinach and onions.
- 5 Carefully roll the pastry over the top of the mushroom mixture until you have a log then press down to seal the edges. Roll over the log so that the seam is facing the bottom.
- 6 Coat the log lightly with oat milk and place in the freezer for 10 minutes before repeating with another layer of the oat milk wash and freezing the pastry for a further 10 minutes.
- 7 Place the pastry back on the baking sheet and tray and place in the oven for 30 to 35 minutes, or until golden and flakey.

INDUSTRY IMPACT

The Education Sector

Students Become the Teachers

With 44% of pupils cutting meat from their diet there is increasing pressure on schools to offer a greater variety of plant-based food. This demand, seeded so early in life, continues to grow throughout their college and university years as an increasing number of students change their eating habits.

A RECENT POLL OF CHILDREN

Aged 8-16

BY LINDA MCCARTNEY FOODS HIGHLIGHTED THAT

70% of respondents want to see more vegan and vegetarian meals on the menu.



Vegan Penang Curry

VEGAN HAS THE COOL FACTOR AMONGST

GEN Z-ERS. 33% SAY THEY WOULD TRY VEGANISM

TO IMPRESS THEIR PEERS.

EVERY SINGLE DELICIOUS DISH

you see included in this guide has a full recipe available for you to utilise.

Visit www.stir.itupmagazine.co.uk/recipes

Instead of the Raw Ahi Tuna that would be used traditionally within poke bowls we have used marinated watermelon and tofu.

The Poke Bowl

Ingredients

120g Country Range Easy Cook Basmati Rice
2 blocks firm silken tofu
1 tin lotus root slices
40g edamame
60g red cabbage, sliced
40g cubed watermelon
3 radishes, sliced
2 avocados, sliced
2 carrots
3 spring onions, sliced
3tbsp mirin
3tbsp rice wine vinegar
1tsp wasabi paste

SERVINGS 4

COOKING TIME
20 MINS

PREP TIME
10 MINS

Dressing

3tbsp Country Range Vegetable Oil
4tsp Country Range Sesame Seeds
2tsp Country Range Crushed Chillies
3tsp Country Range White Wine Vinegar
3tbsp Country Range Maple & Agave Syrup
2tsp Country Range Coriander Seeds
2tsp sesame oil
Juice and zest of 2 limes

Method

- 1 Make up the dressing by mixing all the ingredients together then pour over the diced firm silken tofu and cubed watermelon to marinate.
- 2 Cook the basmati rice as per pack instructions and keep warm.
- 3 Mix the wasabi, mirin and rice vinegar together and mix in with the rice.
- 4 Place the rice in the takeaway bowls and arrange all the thinly sliced and washed raw vegetables in the bowls to show off their colour and beauty.
- 5 Top with the marinated tofu and watermelon in the centre and serve.

MEAT FREE GOES MAINSTREAM

Originally a social media trend, Meat Free Mondays are a great way for the education sector to sync their menus with topical influences absorbed by students. Two local authorities in England are already adopting this strategy and are also offering a broader range of meat free meals every day, replacing 3.1 million meat based meals over a 12 month period. The Swan School in Oxford has gone one step further, taking meat off the menu entirely. These proactive steps are welcomed by parents who feel that school meals in particular lack variety and are not healthy or tasty.

IF YOU WANT TO BECOME A MEAT FREE SCHOOL, FIND OUT MORE AT WWW.ECO-SCHOOLS.ORG.UK

A HIGHER PURPOSE IN HIGHER EDUCATION

In 2019, more university cafeterias than ever before were replaced by exclusively vegan and vegetarian canteens. Cambridge University were the first to ban red meat and unsustainable fish on campus, claiming this has reduced their carbon emissions by 33% per kg of food purchased. As a result of increased on-campus activism, the majority of universities and colleges are now working on additional plant-based initiatives to add to their menus, with many reporting that vegan and vegetarian options often sell out before their meat offerings.

PETA promote the most vegan friendly universities to help guide further education decisions and have campus representatives in many universities throughout the UK.

PLANT-BASED

MENUS TAKING ROOT IN THE HOSPITALITY INDUSTRY

Mintel has reported that 27% of consumers plan to buy vegan food this year but not all of them are vegan. Whilst the number of vegans and vegetarians are increasing, there is a burgeoning group of vegan-curious consumers who are adopting a more flexitarian approach.

ADDING PLANT-BASED MEALS AND DRINKS TO YOUR MENU IS QUICK AND EASY. HERE ARE A FEW INSPIRATIONAL EXAMPLES OF HOW SOME BUSINESSES ARE CARVING OUT A NAME FOR THEMSELVES:

- Saorsa 1875 in Scotland presents an entire vegan philosophy from staff uniforms to cleaning products, food and even electricity, setting an example of how veganism can be a lifestyle choice which extends beyond food.
- Suncraft in Bristol feature a global menu of vegan food including Ethiopian lentil stew, coconut laksa and gochujang stew alongside vitamin packed, cold pressed juice.
- If you think a vegan fish and chip shop is an impossibility, check out Vish. Shop in Dublin, a very popular vegan alternative to fresh fish and chips.
- Itadaki Zen is Europe's first vegan Japanese restaurant offering delicious alternatives to regular sushi.

FOR THOSE WHO ARE NOT QUITE READY TO GO ALL-IN WITH A PLANT-BASED THEME, THERE ARE SOME EASY, FLAVOURFUL MEAT FREE OPTIONS TO ADD TO YOUR MENU AS A GOOD STARTING POINT:

- Add plant-based milk alternatives to your hot beverage menu to broaden the appeal for tea and coffee lovers.
- Black bean and vegetable fajitas are a great meat alternative and they are easy to make too.
- Introduce a few vegan cakes or tray bakes to your café and entice a broader afternoon tea crowd.
- Cauliflower steaks make a tasty alternative to the bland veggie burger. Seasoned and spiced, topped with yogurt, they are a tried and tested dish.
- Not all alcohol is vegan-friendly, check with your wine and spirit merchants to find out which ones are and highlight them on the menu.
- Want to liven up a vegan sandwich? Try a falafel with roasted red pepper hummus or avocado, mustard, mango chutney and cashew nuts.

THERE WAS A **187%** INCREASE IN DELIVEROO VEGAN ORDERS IN 2020

MINTEL REPORTED NEARLY A QUARTER

OF BRITS CONSUMING PLANT MILK

IN 2019, UP FROM JUST 19% IN 2018

“**72%** OF

Millennials with children

are eating vegan meals more often, with one in 12 parents raising their children as vegan, creating a demand for plant-based foods early on for Gen Alpha.

”

Millennials

are recorded to be the largest consumer group of plant-based products, with nearly

80% having purchased meat free options

EVERY SINGLE DELICIOUS DISH

you see included in this guide has a full recipe available for you to utilise.

Visit www.stir.itupmagazine.co.uk/recipes

**MUSHROOM
ALMOND
PITHIVIER
PIE**

A gold standard of care

Whether a person is a resident in a care home or in hospital for a short or longer term stay, it is essential to provide them with respect regarding their personal preferences and ethical beliefs, while also meeting their nutritional needs and provide a range of choices to ensure they have variety. With a little planning, vegetarian and vegan meals need not create a lot of extra work.



**BREAKFAST
BIRCHER**

**THE NUMBER OF VEGANS
IN CARE HOMES**

**HAS SKYROCKETED BY
167% IN 5 YEARS**

Care Homes

In care homes the demand for vegan and vegetarian meals throughout the UK and Ireland is growing. The number of vegan or vegetarian residents in UK care homes has almost trebled in the five years to 2019, 10% of whom are vegan. These figures are only going to increase, and fast.

When it comes to looking for advice or recipe inspiration specifically for the care sector, Vegetarian for Life have a great wealth of experience and insight in this area. Vegetarian for Life is a UK charity aimed at improving the quality of life of older vegetarians and vegans. They have recipes, guides specifically for caterers and a British Dietetic Association (BDA) accredited online training course to help those who cater for vegan and vegetarian service users.

Find out more information visit
www.vegetarianforlife.org.uk

Hospital Catering

Plant-based diets including catering for vegan and vegetarian diets specifically is moving higher up the agenda for government and industry bodies when it comes to health-care and hospital catering.

The recent Independent Review of NHS Hospital Food highlights the importance of providing suitable and healthy hot and chilled options for those with particular dietary needs such as vegan, vegetarian and people with food allergies.

In addition to the patient focused element of the report it was also stated that the lack of vegan, vegetarian or allergen-free options available to them were one of the main issues staff raised. As a result the availability of healthy snack options for different diets for staff and visitors is one of the recommendations of the report.

**THE HOSPITAL CATERERS
ASSOCIATION (HCA) HAS
COLLABORATED WITH THE VEGAN
SOCIETY, CREATING A MEMORANDUM
OF UNDERSTANDING THAT AIMS TO;**

To give health-care caterers the confidence to delivery delicious, nutritionally balanced, vegan-friendly recipes to ensure we can offer these dishes onto menus for every health-care user and every client group.

To ensure that health-care caterers know that nutritionally balanced, vegan-friendly dishes can be developed to suit health-care users at every age and life stage, and in all health-care contexts.

Collaborate to develop and distribute vegan recipes suitable for just about any health-care user, including meat-eaters, vegetarians and many following religious or medical diets, as well as vegans.

Give vegan health-care users the confidence to trust health-care sector caterers to meet their needs.

A person's decision to be **VEGETARIAN OR VEGAN**

can have ethical or religious connections which have been a part of their lives for many years. To not cater for their needs is to not treat them with the dignity they deserve.

Some considerations to make are:



Older people can be less active which can suppress feelings of hunger, so presentation is very important. Use the "rainbow plate" concept to make sure meals have plenty of colour.



If dishes such as lasagne, bolognese, pies, curries or stews are on the menu, investigate creating a vegetarian or vegan base which can be split, adding meat or more vegetables to cater for different dietary requirements.



Radish, raw cabbage, beans and cucumber skin are more difficult to digest.



Some ingredients used within the production of texture modified meals such as thickening agents are not always suitable for vegan or vegetarian diets – always check.



Dentures or missing teeth can make eating seeds or al-dente vegetables difficult

Beet Bourguignon

Ingredients

25ml Country Range Vegetable Oil
500ml Country Range Red Cooking Wine
500ml vegetable gravy
100g golden beetroot
100g candy beetroot
100g red beetroot
12 cherry tomatoes
50g silver skin onions
3 garlic cloves, crushed
2 field mushrooms
1 celery stalk, finely dice
1 carrot, finely diced
1 small leek, finely diced
1 shallot

Method

- 1 Clean the beetroot and steam for 40 mins in their skins.
- 2 Peel and dice the beetroot into large chunks.
- 3 In a saucepan gently fry the diced shallot, leek, carrot, beetroot and celery in vegetable oil.
- 4 Add the crushed garlic, diced mushrooms and silver skin onions.
- 5 Add the red wine and reduce by half then add the halved cherry tomatoes.
- 6 Separately make up the vegetable gravy then add it to the saucepan and bring to the simmer for 5 mins.
- 7 Serve with creamy mashed potato and maple syrup roasted parsnips.

SERVINGS 4
COOKING TIME
40 MINS
PREP TIME
30 MINS

EVERY SINGLE DELICIOUS DISH

you see included in this guide has a full recipe available for you to utilise.

Visit www.stiritupmagazine.co.uk/recipes



We were asked for some vegan dishes recently after a resident heard about the vegan craze in the newspapers. We created a selection of vegan cakes using the Country Range ingredients for everyone to try and they were incredibly well received.

— Care Home

Beet Bourguignon

Vibrant Vegan and
Open Kitchen Co

HAVE
RECENTLY
PARTNERED
WITH **500**
VENDING MACHINES

TO SERVE HOT VEGAN
MEALS IN UK HOSPITALS BY
2030. THE FIRST MACHINE
IS NOW AT HILLINGDON
HOSPITAL IN LONDON



PIZZA? YEAH, WE GO TO TOWN ON IT

GIVE YOUR MENU SOME

PLANT POWER

Chicago Town Vegan Jackfruit Pizza

50%
LESS TOUCHPOINTS
3x
QUICKER THAN MAKING
FROM SCRATCH*

The demand for vegan and vegetarian options has grown tenfold, and our Chicago Town Vegan range is a perfect ready-made dish ideal for Veganuary and beyond.

*Using Dr Oetker Professional Chicago Town pre topped pizzas is 3x quicker and involves an average of 50% less touchpoints than making from scratch based on average prep and cook times for pizza base mixes, dough pucks and frozen deep pan pizza bases cooked in MKN combi-ovens.



Don't just take
our word for it,
SCAN HERE
to see for yourself

YOUR GO-TO PIZZA EXPERTS

Discover more: oetker-professional.co.uk in



Professional

RECIPES WITH INTERNATIONAL "ROOTS"

Many Ethiopian dishes are either vegan or plant-based, with plenty of stews and sharing dishes to choose from.

IN-CARE HOMES AND SCHOOLS UTILISE GLOBAL FLAVOURS TO CREATE EXCITEMENT AND RECREATE HAPPY MEMORIES FOR RESIDENTS AND PUPILS.

After a long period of travel restrictions, consumers are looking for those international flavours they have been missing, and a little escapism from the current situation we all find ourselves in.

Many global cuisines are traditionally plant-based or have food formats that are an ideal base for some plant-based innovation.

West African Peanut Stew

Ingredients

1ltr Country Range Vegetable Bouillon, made up
1tsp Country Range Cumin
800g Country Range Chopped Tomatoes
1tsp Country Range Chilli Flakes
1tbsp vegetable oil
4 garlic cloves, crushed
1tbsp grated fresh ginger
100g okra
100g sweet potato, diced
1 red onion, diced
2 red peppers
200g spinach
100g crunchy peanut butter

SERVINGS 4
COOKING TIME
30 MINS
PREP TIME
20 MINS

Method

- 1 Fry the diced onion and red pepper in the oil until light brown.
- 2 Add the ginger, garlic and the made-up vegetable bouillon.
- 3 Bring to a simmer and add the chopped tomatoes, diced sweet potato, chilli flakes and cumin. Then simmer for 10 mins.
- 4 Add the okra and simmer for another 5 mins.
- 5 Once everything is tender add the spinach and peanut butter.
- 6 Season with salt and pepper to taste and serve with Country Range Easy Cook Basmati Rice.

Southern Indian food such as sambar, dosas and Idli are all plant-based. The cuisine of Southern India relies far less on meat in comparison to its northern counterparts.

Mediterranean diets are mostly plant-based. Mezze with charred aubergine, hummus, olives, tabouli and cucumber salad is a Mediterranean classic which can easily be replicated.

Chinese dishes often substitute meat with tofu and most dishes feature a colourful array of vegetables which can easily be served without meat.

During Veganuary 2020, Mexican food ranked highly as the go-to cuisine due to the flexibility of ingredients and through the common use of beans, dishes deliver flavour and protein without the need for meat.

True Italian food from the southern part of the country is predominantly plant-based and very diverse. Beans, cabbage, roasted red pepper and, of course, plenty of tomatoes are often in staple Italian dishes.



EVERY SINGLE DELICIOUS DISH

you see included in this guide has a full recipe available for you to utilise.

Visit www.stiritupmagazine.co.uk/recipes

Vegan Portuguese Tarts

Ingredients

2 tbs Country Range Custard Powder

120g Country Range Frozen Raspberries

½ tsp Country Range Ground Cinnamon

1 Country Range Vanilla Pod

1 pack vegan ready roll puff pastry

1 small orange zest and juice

425ml hazelnut milk

2tbsp golden caster sugar

1tbsp icing sugar (dusting)

SERVINGS 12
COOKING TIME 15 MINS
PREP TIME 15 MINS

Method

- 1 Pre-heat oven to 200°C fan.
- 2 Dust the sheet of puff pastry with icing sugar.
- 3 Roll the pastry into a tight sausage shape and cut into 12 even sized disks.
- 4 Place each disk into a greased muffin tin and press up the sides to form a cup.
- 5 Add 2 raspberries to each cup and then place the pastry in the fridge to cool
- 6 Heat up the 400ml hazelnut milk with the scraped vanilla pod.
- 7 In a bowl mix the custard powder, scraped vanilla, cinnamon, caster sugar, orange zest, juice and 25ml hazelnut milk and whisk to form a paste.
- 8 Once the milk is hot pour over the custard mix and then return all the mix back to the pan.
- 9 Once it thickens allow to cool.
- 10 Fill each pastry cup with the custard mix, dust with icing and bake in the oven for 15 minutes until the pastry is cooked.
- 11 Dust with more icing and serve.

66

It's becoming more important to offer options to consumers with varying dietary requirements, with

92%

of those interested in
PLANT-BASED
OR ORGANIC
PASTRIES

expecting more sweet options to be available.

- Delifrance Prove it: A Viennoiserie Focus Report October 2020

99

UPGRADE YOUR MENU WITH INNOVATIVE PLANT-BASED SOLUTIONS



POWER
TO THE
plants



MEAT FREE RECIPES NEVER TASTED AS GOOD!

Stay ahead of the curve! Discover how we can help rejuvenate your menu with our latest menu insights.



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FREE**



**GLUTEN
FREE**



**GOOD FOR
THE PLANET**



VEGAN

SERVE EVERYONE.

**RICH AND CREAMY
ALTERNATIVE TO DAIRY
BUTTER AND CREAM**

100% PLANT BASED



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Moroccan M'hanncha

Ingredients

50g Country Range Dried Red Split Lentils

30g Country Range Whole Dried Apricots

30g Country Range Chopped Dates

1tbsp Country Range Pistachio Nuts

1tsp Country Range Fennel Seeds

1tsp Country Range Cumin Seeds

1tsp Country Range Coriander

½tsp Country Range Crushed Chillies

Country Range Extra Virgin Olive Oil, as preferred

10 sheets of filo pastry

1 butternut squash or alternative seasonal vegetable(s), diced

2 red onions, diced

2 cloves of garlic, minced or grated

2 red peppers, diced

Salt and pepper, to season

Powdered sugar, for dusting (remove, if preferred)

SERVINGS 6-8

COOKING TIME
1HR 15 MINS

PREP TIME
45 MINS

Method

- 1 To make the filling, prepare your whole grain and red lentils then drain them well and leave to one side. Take your diced onion, peppers and butternut squash and add to a saucepan over a medium low-heat with a good drizzle of oil.
- 2 Add your minced garlic along with the crushed chillies, cumin seeds, coriander, and fen-nel. Mix well and leave to sweat, covered, for 30 mins.
- 3 Take your dates and apricots and dice. Add them to your pan towards the end of the 30 mins cooking time along with salt and pepper, to taste. Remove from the heat and leave to cool for around 20 minutes.
- 4 Preheat your oven to 190°C/170C Fan/Gas 5 and grease the base and sides of a round baking tin (approx. 20cm/8in) with a little oil.
- 5 Lay out a long sheet of Country Range Baking Parchment, with enough space for you to layout three sheets of your filo pastry side by side, with the longest side facing you. Slightly overlapping each one, brushing in between with water. Then brush the top of your filo sheets lightly with oil.
- 6 Separate your filling into thirds and form it into a thin sausage through the centre of your filo sheets.
- 7 Working very carefully, fold the pastry closest to you over the filling, folding tightly and firmly along to encase your filling into one long 'sausage' shape.
- 8 Coil the pastry 'sausage' around into a pinwheel shape into the round baking tin. You have a spare filo pastry sheet that you can use to patch up any areas that crack or split.
- 9 Brush the top with oil and bake in the oven for around 35-40 minutes or until crisp and golden brown.
- 10 Just before serving add crushed pistachios over the top along with a very light dusting of icing sugar.

EVERY SINGLE DELICIOUS DISH

you see included in this guide has a full recipe available for you to utilise.

Visit www.stiritupmagazine.co.uk/recipes

Coiled like a Snake

Um'hanncha means 'coiled like a snake' and that's where this showstopper gets its name from.

A M'hanncha can be a savoury or sweet dish depending upon the filling and ingredients used.

For example, a traditional sweet M'hanncha would be created with an almond filling, orange blossom water, cardamom and cinnamon.

Moroccan M'hanncha

UNDER THE SEA

EVERY SINGLE DELICIOUS DISH

you see included in this guide has a full recipe available for you to utilise.

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66

Naturally plant-based and gluten-free, sea vegetables are appearing on menus more frequently. With their salty, briny flavour, sea vegetables are a great way of infusing the flavour of the sea into plant-based dishes such as tofu fish and chips or meat free sushi. Sustainable and full of flavour, sea vegetables are a great way to add protein to plant-based meals.

99

Seaweed Noodle Salad with Miso Tofu

Ingredients

2 tbsp Country Range Soy Sauce
2 tsp Country Range Sesame Seeds
100g firm tofu
2 tbsp white miso
50g dried wakame
50g dried hijiki
2 tbsp mirin
2 tbsp sesame oil
2 tbsp rice wine vinegar
2 tbsp yuzu juice
50g carrot
50g edamame beans
1tbsp chopped coriander
1 red chilli, finely sliced
100g rice noodles

Method

- 1 Re-hydrate the wakame and hijiki seaweed in a bowl of cold water for 30 minutes.
- 2 To make the dressing mix together 1tbsp of miso, yuzu juice, sesame oil, sesame seeds, soy sauce, mirin and rice vinegar in a bowl.
- 3 Finely slice the carrots and red chilli.
- 4 Drain the seaweed and slice into bite sized pieces. Add the carrot, chilli and edamame beans.
- 5 Add the dressing and mix well.
- 6 Fry off the diced tofu.
- 7 Coat in the miso paste and chilli flakes and add to the salad.
- 8 Serve with rice noodles.
- 9 Garnish with sesame seeds and coriander.

SERVINGS 4
COOKING TIME
40 MINS
PREP TIME
30 MINS

SCRUMPTIOUS SEA VEGETABLES

Sea vegetables are full of minerals which are essential for the human body and have featured in the diet of every culture with coastal access throughout history. A once long-forgotten ingredient became normalised again in Western culture when sushi went mainstream, but in the East and various Nordic countries, it has always played a part in their cuisine.

Seaweed sausages, nori flavoured crisps, noodles, tapenade, burgers and bar snacks are just a few of the exciting innovations featuring sea vegetables. Whether fried, dried, noodled or used as seasoning, there are dozens of seaweed varieties to explore. Here we've pulled out a few key ingredients and some different ways they can be incorporated into dishes:

KELP The most common type of seaweed incorporating Kombu and Wakame which are both used in Asian countries for sashimi, soup (or in the case of Wakame) and in salads. Arame is a Japanese kelp which is also used in Peruvian and Indonesian cuisine. It has a sweet, mild flavour which works well with other vegetables.

DULSE A red seaweed which has featured on the menu at Heston Blumenthal's The Fat Duck. It is often shredded, dried and sprinkled on soups but can also be used to make chips.

NORI Most sushi lovers know about nori, the mildest form of seaweed supplied in sheets or squares. Great for snacking foods, dips or a plant-based sushi taco, they are the staple of the seaweed world. Try recreating our To-fish and Chips recipe below which uses Nori seaweed for the 'fish'.

IRISH MOSS Commonly used as a thickening agent, it is used in both savoury and sweet dishes. In a traditional Jamaican smoothie-type drink, irish moss is boiled and thickened into a gel which is then blended with sweetener, spices, vanilla and sometimes rum or Guinness too. To create a vegan version use a plant-based milk or condensed coconut milk and ensure your thickener is vegan-friendly.

As health-focused consumers are looking for adventurous new flavours to try, this one could be a great Carribean themed special for your menu.

ALARIA ESCULENTA This is a traditional sea vegetable commonly used in Nordic countries such as Greenland and Iceland. It works well in a salad, as chips, to add an ocean flavour to a plant-based pâté or in a pot of chilli, increasing the mineral content of the dish considerably.

SAMPHIRE Found along the coastline around the UK, Ireland and France it is also known as sea asparagus. It can be used in a variety of dishes from meat-based to vegetarian to vegan. For plant-based dishes think about adding samphire to a chickpea and lemon linguine, veggie paella or a delicious hot rice bowl or box for on-the-go.

Ingredients

50g Country Range Plain Flour
50g Country Range Cornflour
Country Range Freeze
Chill Chips 10/10
350g firm tofu
20ml malt vinegar
1/4 teaspoon of salt
150ml vegan friendly beer
100g Nori Seaweed sheets

Smashed Pea Salsa

150g Country Range Fancy Peas
10ml Country Range Lemon Juice
20ml Country Range Pomace Oil
1/2 red onion, finely diced
Chopped, fresh dill
Salt and pepper to season

Method

- 1 For the batter – mix all dry ingredients together, whisk in the beer.
- 2 Cut the tofu into four slices and top with an even slice of the Nori seaweed sheet.
- 3 Marinate the tofu in malt vinegar and season with sea salt.

- 4 Dip tofu in plain flour then the batter and fry until it floats with a dry color, 5 mins approx, at 180 degrees.
- 5 Cook the chips per manufacturer instructions.
- 6 To create the smashed pea salsa, mix the peas, red onion and chopped dill, adding the lemon juice and pomace oil as you mix. Squash the mix with a potato masher until crushed but not totally broken down.

- 7 Serve with a homemade vegan tartare sauce and the smashed pea salsa alongside your delicious crispy chips with a tomato sauce for dipping.
- 8 Finish with a lemon wedge and serve immediately.

With an 8.9% annual growth rate predicted in the worldwide seaweed market until 2024, marine greens will continue to flavour dishes and provide us with a taste of the ocean.

To-fish and chips



Coconut, Banana & Passion Fruit Cream Pie

BIODIVERSITY

In a report by the United Nations Food and Agriculture Organisation, 12 plant sources and five animal sources make up 75% of the food we consume and of that, only three crops (wheat, corn and rice) contribute almost 60% of the plant-based calories in modern diets. This pressure and reliance on just a few species when there are around 300,000 edible plants available globally, is threatening ecosystems and food security.

Being vegan or vegetarian will no longer be enough to protect our environment. The world's consumption of soya has increased 15 times its level since the 1950's. Vegan and vegetarianism has contributed substantially to this. As a result, we are seeing deforestation and the displacement of indigenous people in order to clear land for soya cultivation – the very activity most vegans and vegetarians want to avoid.

In a bid to turn the situation around, the World Wide Fund for Nature has released a guide to encourage both consumers and chefs to incorporate an additional 50 plant-based ingredients into meals. Substituting ingredients is something all chefs within any sector can undertake. Processed sugars and flour can be switched with coconut sugar and

buckwheat. Ingredients such as Baobab, Moringa and Fonio which are traditional hero grains and vegetables in West African cuisine, not only support biodiversity but with West African flavours and meals currently trending, they are a convenient and timely introduction.

With biodiversity in mind, adopting a root to stem approach to cooking will maximise the use of every plant while simultaneously reducing purchasing volumes and food waste.

Social Life

The use of #Vegan on Instagram posts has increased to over 87 million and following the release of Netflix documentary 'The Game Changers' google searches for 'vegan nutritionist' rose by 400%.



Seasonal, Sustainable, Sourcing

Our 2020/2021 Trend Guide highlights savouring the micro seasons as another method of achieving sustainability through biodiversity. Ensuring produce is sourced locally and when it is naturally in season without trying to extend its availability, not only inspires creativity within the kitchen but it encourages growers to produce a broader range of crops to satisfy the demand. Biodiversity will be the next hot topic pursued by vegans and vegetarians. As the number of consumers

reducing or cutting out meat altogether grows, the demand for more variety in their diet is expected to increase.

Cooking vegetarian or vegan meals with a more diverse range of plant-based ingredients will not only overcome the boredom factor of feeling restricted to eating the same fruit, vegetables and pulses, but a positive way of introducing a more varied range of proteins, vitamins and minerals into our diet which is key for the education, care and health sectors.

Ingredients

Base

25g Country Range Oat Flakes
25g Country Range Dried Coconut
75g Country Range Cheesecake Base
25g coconut oil

SERVINGS 8
COOKING TIME
10 MINS
PREP TIME
120 MINS

Filling

2 x 400ml Country Range Coconut Milk (solid)
2 x 400ml Country Range Coconut Milk (liquid)
1 tbsp Country Range Cornflour
2 tbsp Country Range Maple & Agave syrup
4 passion fruit
3 banana

Method

- 1 To make the base, toast the oats in a dry pan or in the oven until golden and place into a bowl. Add the cheesecake base mix, coconut flakes and melted coconut oil.
- 2 Press the mix into a fluted tart mould.
- 3 Place the coconut tins in the fridge for 10 mins. Open the 2 tins and separate the solids from the liquid.
- 4 Place the solids in a bowl and put in the fridge and place the liquids in a pan and bring to the boil.
- 5 Mix the cornflour with a little water to form a thick liquid and whisk into the coconut milk in the pan over a low heat, whisk continuously until it becomes thick. Add the maple syrup and chill in the fridge.
- 6 Once the mix is cold, whisk until like a soft gel.
- 7 In a separate bowl whisk the coconut solid until it looks like whipped cream.
- 8 Combine the whipped coconut and gel and fill the tart case then chill for 1 hour.
- 9 Top with slices of banana and passion fruit and serve with a dusting of coconut flakes.

SCIENCE OF FOOD

Farm free food

The increase of consumers looking to reduce their meat consumption is driving the need for alternative sources of meat substitutes. Whether dishes are made from natural plant-based ingredients or seek to replicate the texture and behaviours of meat through the use of plant-based ingredients such as pulled jackfruit or creating faux meat, innovation in this category is at record levels. Enterprising organisations and science laboratories are racing to produce food that replicates meat or can be laboratory grown to satisfy consumer needs of the future.

Vegetable protein as a core ingredient in dishes rose from 92 to 138 between S/S 2018 and S/S 2019. The most used ingredients for protein are: **Beans, Tofu, Chick peas and Lentils**

In a short space of time we have seen the growth of two streams of food innovation that would have only been held in the imaginations of the most creative futuristic thinkers 20 years ago.

Peri Peri Cauliflower 'Wings'

EVERY SINGLE
DELICIOUS DISH

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recipe available for you to utilise.
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Meat just not as we know it

With plant-based meat being so similar to real meat, the opportunities for adding it to the menu or substituting meat dishes with it are endless. Vegetarian restaurants and cafés can have greater appeal to a meat-eating audience and mass catering becomes easier because there will be no cross-contamination.

In care homes it also means that for meat eaters, the overall dining experience doesn't change. Familiar dishes can still be made with a meat alternative which contains no cholesterol and is a source of fibre, iron and calcium. It is likely that younger generations will be more willing to buy into the concept initially due to their greater awareness and concern for the environment, so education facilities would benefit from being one of the first to add it to their menus.

Recipe Ideas for plant-based Meat

Bao Buns, Tacos, Chilli, Burgers, Sausages, Meatballs, Gyros, Dumplings, Empanadas

Lab Grown Meat

Cultured meat will clearly have a big selling point. Not only will it remediate the ethical problems of rearing livestock, but it has the potential to use much less water, land and produce less carbon emissions.

Lab-grown meat is not on sale yet and will not be available widely for at least five years, but since the first burger was created in 2013, it has come a long way and is no longer a pipedream. That said, there are still a number of hurdles to overcome before lab-grown meat becomes mainstream. Whilst the price of purchasing it has fallen 300% in the last 5 years, it is still extortionately expensive and as yet, isn't a viable or realistic route for most food outlets.

In the UK, surveys suggest that only 20% of consumers would eat it, 40% definitely wouldn't and the remainder are undecided. As with plant-based meat, the younger generations and urbanites are more open to the concept but there is definitely some work to do on changing public opinion.

Ingredients Method

½ tsp Country Range
Ground Paprika
1 tin Country Range
Coconut Milk
400g Country Range
Peri Peri Sauce
150g Country Range
Plain Flour
200g Country Range
Panko Breadcrumbs
Cold water
1 Cauliflower
1 tsp Salt
½ tsp Pepper

- 1 Make the batter by whisking the flour, water and seasoning until smooth.
- 2 Cut the cauliflower into florets, dip in the batter and roll in the breadcrumbs.
- 3 Deep-fry for 3 minutes until golden.
- 4 Meanwhile, whisk the Peri Peri Sauce with the Coconut Milk until smooth.
- 5 Toss the cauliflower in a little Buffalo sauce and with an extra side of sauce for dipping.

SERVINGS 12
COOKING TIME
15 MINS
PREP TIME
15 MINS

PLANT-POWERED PRODUCTS

-  Suitable for Vegetarian diet
-  Suitable for Vegan diet

RICH SAUCES VEGAN MAYONNAISE

4.5ltr 027028064

The quality and taste of a luxury mayonnaise.

LION PREMIUM VEGAN MAYONNAISE SQUEEZY

1ltr 027028073

The classic taste of Mayo without the egg.

ONLY PLANT BASED MAYONNAISE

325ml 027028077

A rich, creamy texture that is balanced with a gentle tartness.

ONLY PLANT BASED CHIPOTLE MAYONNAISE

325ml 027028078

A rich, creamy texture that is balanced with a gentle tartness.

ONLY PLANT BASED GARLIC MAYONNAISE

325ml 027028079

A rich, creamy texture that is balanced with a gentle tartness.

VIOLIFE VEGAN SLICES

12 x 200g 040030008

The classic flavour that gives you your cheesy hit in a variety of recipes.



VIOLIFE VEGAN BLOCK CHEESE

13 x 20g 040030012

The classic flavour that gives you your cheesy hit in a variety of recipes.

FLORA PLANT BASED UNSALTED BUTTER

20 x 250g 040505029

A rich and creamy alternative to dairy butter.



FLORA PLANT BASED SALTED BUTTER

20 x 250g 040505030

A rich and creamy alternative to dairy butter.

KARA VEGAN BRIOCHE STYLE BURGER BUN

1 x 48 060004039

A soft sweet bun with a glazed golden top.  

LARGE FOLDED VEGAN NAAN BREAD

24 x 80g 060024017

Fully baked folded naan flatbread with kalonji seeds.

KARA PRE-SLICED BRIOCHE STYLE VEGAN BUN

1 x 48 060032102

A pre-sliced soft sweet bun with a glazed golden top.

WE LOVE CAKE GLUTEN FREE APPLE & ELDERFLOWER CRUMBLE SLICE

1 x 18 060081017

Gluten, wheat and milk free crumble slice layered with a diced apple and elderflower flavour filling.

WE LOVE CAKE GLUTEN FREE CRANBERRY & PECAN FLAPJACK SLICE

1 x 18 060081020

Gluten, wheat and milk free flapjack slice made with gluten-free oats, dried cranberries, pecan nuts and seeds.

WE LOVE CAKE GLUTEN FREE CHOCOLATE AND ORANGE TART

1 x 12 060082003

Gluten, wheat and milk free sweet pastry case filled with orange flavoured dark chocolate ganache topped with a sweet dusting.

CAKESMITHS VEGAN RASPBERRY AND ROSES TRAYBAKE

1 x 18pp 060081061

Rich chocolate truffle cake, infused with rose water and studded with raspberries and dark chocolate.



CAKESMITHS VEGAN DARK AND FRUITY FLAPJACK TRAYBAKE

1 x 14pp 060081064



A dark molasses flapjack with raisins and chopped dates. Made with gluten-free oats.

CAKESMITHS VEGAN SIR CHOC-A-LOT TRAYCAKE

1 x 18pp 060081065

Rich moist chocolate sponge topped with decadent dark chocolate ganache and dark chocolate flakes.  

BAKESMITHS INDIVIDUALLY WRAPPED THE RAZMATAZ VEGAN CHERRY BAKEWELL

1 x 16 060085006  

A vegan bakewell slice with homemade raspberry and sour cherry jam, smothered with frangipane and flaked almonds.

BAKESMITHS INDIVIDUALLY WRAPPED DARK & STORMY SUPER DARK VEGAN BROWNIE

1 x 16 060085001

Intense dark chocolate vegan brownie with sea salt flakes and cocoa nibs throughout.

BAKESMITHS INDIVIDUALLY WRAPPED FRUITY VEGAN FLAPJACK

1 x 16 060085002

A gooey date and raisin vegan flapjack made with dark brown sugars.

HCC VEGAN AND GLUTEN FREE BLACKCURRANT CRUMBLE SLICE

1 x 15pp 060081050

A vegan, gluten free slice sandwiching a sticky blackcurrant jam between a shortcake base and crunchy oat crumble.

HCC VEGAN CHOCOLATE MINI MOCHA LOAF

1 x 12 061508233

An individual vegan mini chocolate loaf topped with a coffee frosting and dusted with cocoa powder.

HCC VEGAN BELGIAN FUDGE CAKE

1 x 14pp 061508205

Three layers of light, chocolatey, vegan sponge generously layered with a creamy chocolate fudge icing.

SIDOLI VEGAN DEVILS FOOD CAKE

1 x 14pp 061508213

Layers for chocolate sponge filled and covered with a rich chocolate fudge icing.

VEGAN COCKTAIL SELECTION

1 x 36 060500072

An assortment of thaw 'n' serve vegan canapes.

NORTHERN BLOC VEGAN CHOCOLATE & ORANGE BLOSSOM ICE CREAM

2.5ltr 061540169

Fragrant orange blossom brings a subtle & delicate orange twist to the finest Venezuelan cocoa vegan ice cream.

NORTHERN BLOC VEGAN PEANUT CHIP ICE CREAM

2.5ltr 061540171

Dark chocolate chips are scattered through this sweet, salty and ever so nutty peanut ice cream.

BBQ PULLED JACKFRUIT CHILLI

EVERY SINGLE DELICIOUS DISH

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NORTHERN BLOC VEGAN MADAGASCAN BOURBON VANILLA ICE CREAM

2.5ltr 061540178



Strong & packed full of flavour, this is no ordinary vanilla vegan ice cream.

NORTHERN BLOC VEGAN RHUBARB & RASPBERRY ICE CREAM

2.5ltr 061540179



Rhubarb flavour vegan ice cream rippled with a raspberry parfait.

NORTHERN BLOC VEGAN SALTED CARAMEL & SEA SALT ICE CREAM

2.5ltr 061540180



100% plant based delicious salted caramel ice cream.

NORTHERN BLOC VEGAN RUM & RAISIN ICE CREAM

2.5ltr 061540200



Sweet and creamy rum & raisin ice cream with a vegan twist.

HICKORY BBQ JACKFRUIT VEGAN MINI POTATO SKINS

1.9kg 064020072



Halved and filled mini potato skins. Available in a range of flavours.

GLUTEN FREE PENANG CURRY

15 x 300g 064500073



An aromatic gluten free coconut sauce with cauliflower, green beans, mangetout and peppers.

THREE BEAN SMOKEY CHILLI

1 x 12 064500098



A smokey spiced tomato sauce with red pepper, yellow pepper, kidney, cannellini and black turtle beans.

COUNTRY RANGE VEGAN PASTY

24 x 286g 065500046



Potato, swede, onion and meat-free mince in a rich vegan gravy, all wrapped in a hand-crimped pastry case.

COUNTRY RANGE 6" VEGAN SAUSAGE ROLL

66 x 132g 065510029

A meat-free vegan sausage-style filling made with wheat protein wrapped in a vegan-glazed puff pastry.



CUISINE EASY SUNNY VIBES SALAD

1.25kg 066055002



Thaw & serve premium salad. Tomatoes, quinoa, curly kale, brown rice, soybeans, red onion, leek, sauce.

CUISINE EASY INDIAN SUMMER SALAD

1.25kg 066055004



Thaw & serve premium salad. A blend of vegetables, chickpeas, broad beans and spices.

SPICY BEAN BURGER

24 x 100g 067000007



A blend of red kidney beans and vegetables with a spicy seasoning, shaped into a burger and coated in breadcrumbs.

MOVING MOUNTAINS VEGAN BURGER

20 x 113g 067000018



The UK's first meatless "bleeding" burger. Made from a scientific blend of plant-proteins, vegetables and mushrooms.

MOVING MOUNTAINS VEGAN HOT DOG

20 x 155g 067005006



Plant-based Hot Dog made using sunflower seeds. It has a delicious, naturally smoked flavour and a firm but bouncy texture.

QUORN VEGAN FISHLESS FINGER

200g 067015027



Fish free savoury flavour fingers, made with mycoprotein, coated in a crispy breadcrumb.

QUORN VEGAN NUGGETS

2kg 067015031



Rich in protein and simply delicious as a snack or on a bed of crisp salad.

MENUSERVE MEDITERRANEAN VEGETABLE TART

1 x 12 067030009



Basil & maize pastry case with a tomato sauce topped with mediterranean and a basil and pumpkin seed crumb.

GLUTEN FREE VEGAN CAJUN SPICE SWEET POTATO ROULADE

16 x 195g 067040007



Cajun sweet potato roulade, filled with vegan cream cheese, a sweet and spicy red pepper and red onion chutney.

MEATLESS FARM MEAT FREE MINCE

2kg



Award-winning plant based mince, ideal for meat free cottage pies and lasagnes.

MEATLESS FARM MEAT FREE SAUSAGE 50G

1 x 18



UK 'banger style' meat free sausages. Packed with taste and sizzle.

MEATLESS FARM MEAT FREE BURGER

36 x 113g



An unmistakable meaty texture, perfect as a base to make signature meat free burgers.

ALPRO RANGE



various

A variety of almond, soya and oat milks, desserts, yoghurts and custards.

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DID YOU KNOW?

Social media data gathered during Veganuary revealed Mexican was the most talked about cuisine in relation to the meat-free month, suggesting consumers are finding it one of the most appealing ways to embrace one of the hottest trends to hit the OOH sector in recent years.

- Santa Maria

