

Wild **PLANT KITCHEN**



10 Quick Wins for Restaurants

Plant-Forward Ideas for Profitability & Impact

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Hi! I'm Lauri

Welcome to my resource for helping you get “Quick Wins” by making some easy tweaks to your menu, making it easier to attract more guests.

As a life-long cook, foodie and vegan traveler, I've experienced firsthand the frustration of limited plant-based options: piecing together ingredients, requesting substitutions and settling for uninspired, unbalanced meals.

Without a plant-based option, I feel like a burden to the staff and the kitchen, while trying to invent a dish that could already be on the menu.

That personal experience drives my mission to elevate plant-based dining across the hospitality industry so every restaurant is prepared and educated and every guest feels welcomed and cared for.

Beyond what you find in this resource, I can help:

- Design creative, appealing plant-based menu options that increase profitability and attract customers.
- Train culinary teams on plant-forward techniques and ingredient innovation.
- Create inclusive dining experiences that position plant-based food as delicious, accessible, and desirable for all guests, not just vegans.

My belief in a plant-forward future fuels my passion to help hospitality businesses understand that thoughtfully crafted plant-based menus are good for all guests, operations and the planet.

Serving the Future Sustainably

It's no longer *optional* to provide your diners with well-crafted, thoughtfully considered and creatively delicious plant-based menu options if you want to attract all guests.

A vegan/plant-based guest is the one with the least number of choices in most restaurants.

The Veto Vote

Plant-forward guests are also the “veto vote” (decision-maker) which means they and their entire group may take their business elsewhere after checking your menu online and finding it lacking in plant-based, well-balanced options.

Gone are the days of guests making do with French fries or a side salad with the cheese removed and being charged the same.

Don't leave money on the table and lose the opportunity to capture this always growing market of diners, who are not just a trend, but a *transition* into the future.

My hope is that this resource will give you some “quick wins” using plant foods you may already have in your kitchen and ideas about new ingredients to make or source from your food purveyors that could put a fresh plant-forward spin on your current menu selections.

As we evaluate your long-term goals, current menu, stocked ingredients and comfort level, we can collaborate on a strategy that keeps guests coming back for dishes that will appeal to everyone, not only plant-based guests.

I'm happy to provide you with a **free strategy session and menu evaluation** to discuss your goals.

My mission is to make it easy for you to attract more customers and create some simple, plant-based menu items, making everyone feel welcomed and included.

When you win, I win.

Cheers to winning together!

 **Don't lose guests and profit to the “Veto Vote”**

Where every guest is welcome at the table...

If it benefits you and your business, once I have completed your strategy session and menu evaluation, you may choose to continue working with me through my specialized consulting services.

This includes staff training and education to ensure your employees are knowledgeable speaking about plant-based cuisine, menu engineering to help you develop and refine successful plant-forward selections, as well as recipe development and other related services tailored to your needs.

If you'd like to seamlessly incorporate some exciting plant-forward dishes into your existing menu theme, without losing your current restaurant vibe, let's chat!

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The ideas presented here are designed to provide you with “quick wins”!

I understand how busy a successful restaurant kitchen is and I want to make it easy for you to grab options immediately that would appeal to you, your staff and your customers.

Many customers are seeking more health-conscious meals and may be flexitarian or simply plant-curious and if a dish is creatively designed and appealingly described, as well as knowledgeably promoted by your servers, more guests are likely to try it.

This is another area where my expertise shines! After we discuss strategies and goals I can provide you recipes, education and a tasting so all of your staff is knowledgeable and familiar with this exciting and growing concept of plant-forward cuisine.

With warmest gratitude,



01

Plant Proteins: Creativity in Action

A bit of *imagination and creativity* goes a long way!

PLANT PROTEINS: Offer plant-forward diners nutritionally balanced menu options.

- **Versatile:** Can be used in a variety of ways in many dishes.
- **Economical:** Simple recipes and basic ingredients.
- **Convenient:** Source for convenience from wholesalers or online.
 - burgers
 - salads
 - mains
 - tacos
 - pizza
 - burritos
 - soup
 - wraps
 - sandwiches
 - bowls
 - and more



02

Beans, Peas & Lentils

Beans, peas and lentils provide endless opportunities for quick wins.

Lentils: Sloppy Joe's, Bolognese, Shepherd's Pie, Loaf, Curry or Soup

Beans: Cassoulet, Soups, Salad, Curry, Bowls, Dips & Spreads

Peas: Salads, Soups, Purees and Pops of color

- Lentils, green, yellow, brown and red
- Green Peas, fresh or split dried
- Chickpeas
- Pinto
- Cannellini
- Kidney
- Black
- Black-eyed Peas
- Soybeans
- Yellow peas, split dried (mung dal)

Canned beans are the ultimate convenience food but dried beans cooked from scratch are more economical!



03

Beef, Ground Meat & Deli Slices Substitutes

House made burger or loaf recipe:

Blend of lentils, walnuts & mushrooms or others

Plant-Based Meat Products to source:

- Burgers: Beyond, Impossible, many others
- Sausages: Field Roast, Beyond, Impossible, Lightlife, Field Roast
- Steak & Steak Tips: Juicy Marbles, Beyond, Chunk, Impossible
 - many other sausage, steak and burger products

Seitan – house made or sourced

TVP – Textured Vegetable Protein (dehydrated soy crumbles)

- Comparable Texture to ground meat
- Rehydrates in minutes in water or vegetable stock
- Seasoned with spices, TVP can take on any flavor, such as Italian Sausage or Chorizo

Tofu and/or Tempeh

- Cook as you would any other protein

Vegetables

- Eggplant
- Mushrooms - Lion's Mane “steak” is pure magic
- Cauliflower
 - Flavor with herbs, spices, marinades or sauces.

Animal products have met their plant-based match...

04

Chicken Substitutes

Chickpeas

Used in various forms for different recipes and textures.

- Mashed as in chicken salad
- Whole - they provide a nice texture
- Fried or Baked for a protein-packed crunch on salads
- Plant-protein add on for other dishes

Mushrooms:

Use Oyster, Lion's Mane, Trumpet or Portobello mushrooms for an interesting variety of uses, cooking techniques & textures

Beyond or Impossible Chick'n or another brand sourced product

Butler Soy Curls or Soy Chunks - dehydrated soy that rehydrates in minutes

Seitan Chick'n - House made or sourced

- Flavor any of the above with herbs, spices, marinades and/or sauces.

**Consider how you cook & flavor any other protein.
Do that.**

05

Seafood Substitutes

Seafood Substitutes:

Using a *secret ingredient in your marinade* of sea vegetables, like nori or kelp, creates ocean-like flavors, then simple cooking techniques can coax spot-on seafood-like textures for:

seafood salad, crab cakes, sushi, tuna salad, calamari, scallops, salmon filets, fried fish filets, escargot, shrimp, lox and many others.

These ingredients are magical and quite surprising...convincing and delicious as seafood substitutes. Most can accomplish multiple uses.

- Hearts of Palm
- Artichoke hearts
- Tomato
- Carrots
- Jackfruit
- Chickpeas-smashed
- Watermelon
- Soy products : tofu. tempeh or soy curls
- Mushrooms
 - Oyster
 - Shiitake
 - Maitake
 - Lion's Mane
 - Trumpet/King Oyster Mushrooms
- Sourced commercial seafood alternatives, often made with soy

Flavor & Texture is key.

06 **Pork & Bacon Substitutes**

Pork has a unique texture and often a fattier mouthfeel as well as many different incarnations in various dishes.

Sauce the cooked versions below with BBQ or your signature sauce.

Pulled Pork:

- Jackfruit - Young green unripe sold in cans or bulk online, shredded
- Seitan shredded in a food processor
- Extra Firm or High Protein tofu shredded or grated

Ribs/Riblet Style

- Seitan/Jackfruit Ribs - House made
- Seitan Ribs - Sourced

Ham

- Baked & Seasoned Tofu
- Seitan slices

Sausage and Hotdogs-many great recipes or may source

- TVP & Tofu for ground sausage, can be flavored in many ways.
- Beyond, Impossible, Field Roast Stadium Dogs, Lightlife
- House made seitan recipes can mimic any flavor sausage, sliced deli meat or pepperoni
- Soyrizo - soy version of chorizo.

Sauce is *Boss* with plant-proteins

07

Cheese & Dairy Substitutes

There are SO many easy and delicious ways to recreate a creamy, cheesy experience using plant-based foods and sourced dairy-free cheeses. Guests may request dairy-free due to lactose intolerance.

Nutritional Yeast flakes

Ingredient in many cheese sauce recipes

House made Cheese sauce/Queso

variety of recipes using simple on hand ingredients.

Commercial Brands-Violife, Follow Your Heart, Daiya, Kite Hill & others

- Smoked slices
- Packaged slices/shreds/wheels
- Cream cheese

Nut or Seed- based cheese recipes:

- Almond Ricotta
- Cashew Mozzarella
- Sunflower or Pumpkin seed pesto

Tofu-based cheese recipes

- Tofu Ricotta
- Tofu Feta

Sour Cream Substitute

- Cashew Cream
- Tofu Cream
- Ranch Dressing Base

08

A Word about Soy Products: High Protein Blank Canvas



A chameleon plant-protein champion that provides balanced meals, greater profitability and unlimited creative expression.

Soy products are unique in how easily they can be flavored and prepared. They can be marinated, spiced, baked, stir-fried, air-fried, sautéed and blended into creamy sauces. They are the perfect blank canvas for creative expression, textural interest and it freezes perfectly. Look for non-GMO on the label and have fun experimenting with this high-protein plant food!

- Tofu in all of it's incarnations:
 - Soft
 - Firm
 - Extra Firm
 - Silken
- Tempeh
 - fermented soybeans
- Edamame - shelled or unshelled
- Soy Milk and Yogurt
- Miso Paste
- TVP-Textured Vegetable Protein (dehydrated)
- Butler Soy Curls - made from whole dehydrated soybeans
- Soy Chunks - dehydrated

09

Sauces & Dressings

A great sauce makes a dish sing!

Sauces truly make a dish come alive with creativity, flavor and variety! Making them plant-based means everyone can enjoy them!

Use cashew or tofu cream for sour cream, sauces and salad dressings. Source or make Plant-based Mayo (using tofu)

Easy win: Use vegetable stock in sauces, instead of chicken or beef stock.

Flavor your tofu mayo or cashew cream for decadent sauces:

- Chipotle
- Roasted Garlic
- Bearnaise
- Ranch
- Sriracha
- Maple-Mustard
- Lemon-Herb
- Horseradish dill
- Thousand Island
- Burger Sauce

To thicken sauces without dairy:

- Cashew cream
- Tofu cream
- potato or potato flakes
- Plant-based yogurt
- Plant-based sour cream
- Cornstarch or Tapioca starch slurry
- Full fat coconut milk
- Oat milk or other plant milk

10

Breakfast & Brunch

Let's face it, Avocado Toast is awesome, but these ideas will take it "next level"!

Tofu-an inexpensive plant-protein and egg and sausage replacement

- Scrambled Tofu-many easy recipes
- Tofu Sliced & Grilled on Breakfast Sandwiches
- Egg Yolk - easy recipe using corn starch and black salt (kala namak)
- Shakshuka-Use dollops of silken tofu as the eggs
- Slice thinly, marinate and pan-fry for bacon.
- Silken tofu French Toast
- Tofu Sausage Biscuits & Gravy

Bacon Substitutes-a simple marinade can transform on hand ingredients into a savory, smokey bacon-y hit!

- Tempeh
- Tofu + Rice Paper parcels
- Coconut Flake "bacon"
- Sourced products such as "Lightlife"
- Mushroom "bacon"
- Carrot "bacon"
- Carrot "lox' & bagel



About Lauri



Through her love of travel and dining out Lauri discovered that options for plant-based, deliciously creative meals she had been cooking at home, didn't seem to exist in most of the restaurants she visited.

As a result, she became trained in High Impact Hospitality as a **Vegan Hospitality Consultant** and it became her mission to help restaurants and hotels easily develop plant-based menu items that would attract more guests, support profitability, increase guest satisfaction and achieve sustainability goals.

She is also a Certified Holistic Nutritionist through the Association for Fitness Professionals and Associates (AFPA) earned her Plant-Based Nutrition Certificate from the T. Colin Campbell Center for Nutrition Studies at eCornell and became a Licensed Food for Life Instructor, with the Physicians Committee for Responsible Medicine.

Today, Lauri is a plant-based hospitality consultant, coach and food educator and is the founder of Wild Plant Kitchen, helping assure that all humans are well fed and all guests feel welcome at the table.

To learn more, please visit wildplantkitchen.com or contact her at lauri@wildplantkitchen.com

For more strategies on how move the needle on plant-forward menus, please visit [Vegan Hospitality - Smart Menus](#), a practical podcast series for restaurants and food leaders.