

Digitalise Your Way Through

GET INFORMED





MORE VEGAN

**Veganism isn't just a passing trend.
For businesses like hotels and restaurants,
understanding and offering vegan options
can make them stand out and attract
these eco-friendly customers.**

UNDERSTANDING VEGANISM

Veganism means not using animal products and focusing on being healthy, kind, and eco-friendly.



Example

- 01 Amsterdam's "Conscious Hotels" not only provide vegan menus but **extend the philosophy to their furnishings, amenities, and activities.**

Tools and Platforms

- 02 Apps like "HappyCow", "Is it Vegan?" and "Vegan Amino" guide vegan travellers, while "VegGuide" offers global vegan hotspots.

Strategy

- 03 **Get vegan certifications**, such as from 'The Vegan Society', as trust badges. **Collaborate with vegan influencers** for promotional events or joint ventures.

Tips

- 04 **Engage with global vegan communities;** host or participate in vegan festivals for visibility.



UNDERSTANDING VEGAN NUTRITION

A well-planned vegan diet has all the nutrients you need. This proves wrong the common belief that vegans don't get enough nutrients



Example

- 01 The "Gentle Gourmet" in Paris serves dishes full of protein from lentils, healthy fats from nuts, and vitamins from fresh vegetables and fruits.

Tools and Platforms

- 02 "Cronometer", "NutritionData", and "MyFitnessPal" can track nutrient intake. "Wholesome" offers insights into nutrient-dense vegan ingredients.

Strategy

- 03 **Introduce seasonal vegan menus focusing on regional nutritional produce.** A 'Nutritional Spotlight' section can be an engaging addition.

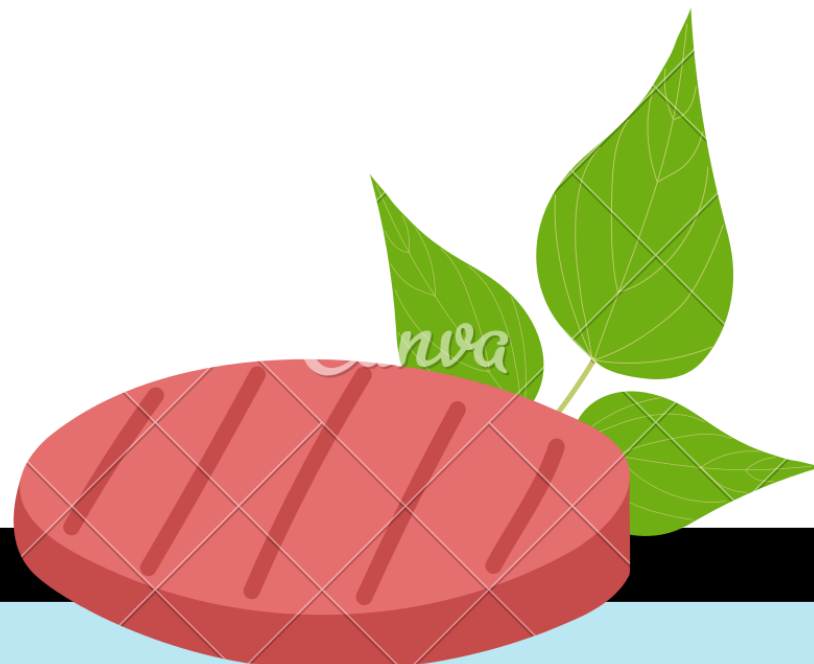
Tips

- 04 Offer workshops or seminars on vegan nutrition. Use infographics on menus to educate on the nutritional content of dishes.



VEGAN FOOD TRENDS AND ALTERNATIVES

1. There are many vegan foods **being created every day**



Example

01 There are vegan sushi places, like "**Beyond Sushi**" in New York, that give the taste of the ocean without using fish. Brands like "**Beyond Meat**" and "**Impossible Foods**" make plant-based burgers that taste like beef, showing vegan foods can imitate traditional meat dishes.

Tools and Platforms

02 "VegMenu" or "Veggie Alternatives" for recipe inspirations; "Forks Over Knives" for health-driven dishes.

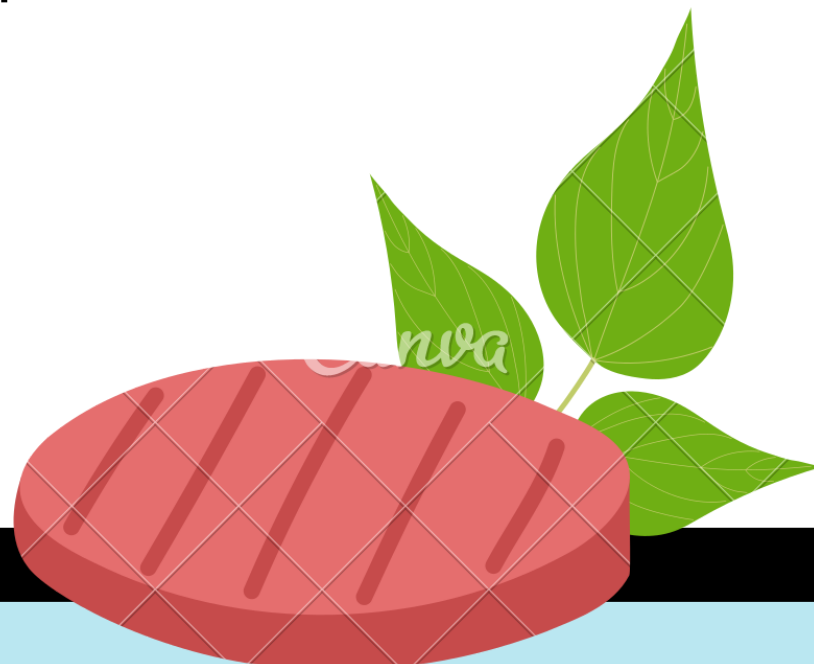
Strategy

03 Organize vegan gourmet weeks. Showcase local vegan producers



VEGAN FOOD TRENDS AND ALTERNATIVES

2. There are many vegan alternatives of popular foods, from meat to milk



Example

01 Brands like "Impossible Foods" and "Quorn", offering plant-based alternatives, are now seen in hotel buffets.

Platforms

02 "Vivera", "Oatly", "Naturli", "So Delicious" have become popular in the food industry, getting featured even in traditionally non-vegan establishments.



ENGAGING DIGITALLY WITH VEGANS

Internet is a great place to reach out
to vegan customers



Example

- 01** Imagine taking a Virtual Reality tour to see how a hotel uses only vegan products.

Tools and Platforms

- 02** "VeganBase", "VeganNation", "DeepMind", for community engagement; "Google Trends" to spot vegan trends; "Trello" for team collaborations on vegan projects.

Strategy

- 03** Create an active vegan blog or vlog segment on your website.

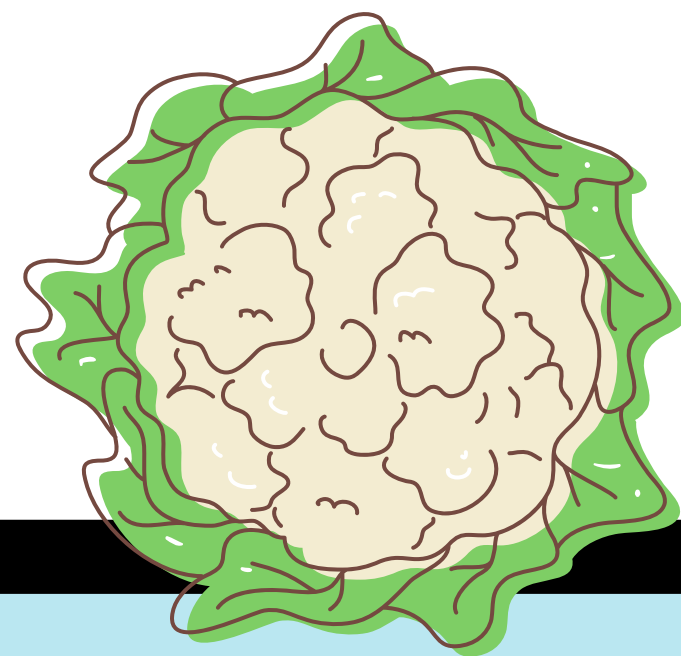
Tips

- 04** Vegan influencers can boost your online presence. Collaborate for digital events!



ADDRESSING VEGAN MYTHS

Every big change meets some doubts or myths. **Clearing up these doubts can make your service better.**



Example

- 01** Some people think vegan desserts aren't tasty. **Prove them wrong by serving delicious vegan cheesecake!**

Tools and Platforms

- 02** Platforms like "VegPlate", "The Vegan Society", "VeganForum" and "Reddit's Vegan Community" provide insights into current challenges and discussions.

Tips

- 03** Regularly teach your staff about veganism to help them serve vegan customers better.

THE FUTURE OF VEGAN-FRIENDLY PLACES

Veganism isn't just about food. It's about the whole experience.



Example

01

At "Casa Albets" in Barcelona, they offer a fancy vegan experience, from tasty meals to vegan-friendly spa treatments.

Tools and Platforms

02

"Plant Based News" for industry updates; "Vegan Health" for wellness trends; "Ecosia" for eco-conscious web browsing.

Strategy

03

Things like vegan art, decorations, and even music can make guests' stay special.



THERE'S A BIG OPPORTUNITY IN MAKING PLACES MORE VEGAN- FRIENDLY.

**As you create your business legacy in
hospitality, how will you influence the
vegan story?**

