

# Start Your Own!!



## VEGAN CHEF CHALLENGE



Our team is available for support & ideas, and Vegan Outreach can help fund your inaugural event!

1

### What is a Vegan Chef Challenge?

- A locally organized restaurant-based event that challenges chefs to create new, original vegan dishes to add to their menus.
- Restaurants are asked to offer their new vegan menu items for an entire month.
- The dining community is invited to GO, EAT, and VOTE for their favorite vegan dishes.
- At the end of the event, votes are tallied and awards & prizes are distributed to winning chefs & restaurants.

2

### What are the benefits of hosting a Vegan Chef Challenge?

- Inspiring chefs & restaurants to offer more vegan options during the event
- Introducing the local dining community to delicious vegan fare
- Increased dine-out options for the vegan community
- Over 90% of participating restaurants choose to keep/ increase vegan items on their menus long-term
- The Vegan Chef Challenge team & Vegan Outreach are available to help you get started!

3

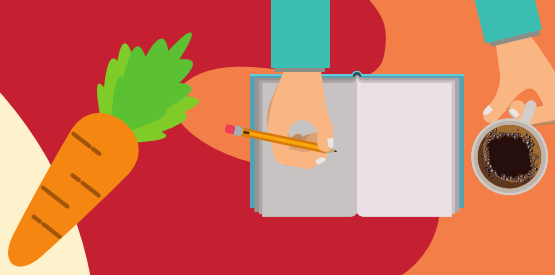
### Which cities have hosted Vegan Chef Challenges?

- Sacramento Vegan Chef Challenge (annually in October since 2011) \* Great Sacramento Vegan Burger Battle (June 2018)
- Raleigh-Durham North Carolina 'Bull City Vegan Chef Challenge' (bi-annually since 2010)
- COOL Cuisine Davis Plant-Based Burger Battle
- Reno Vegan Chef Challenge (April 2019)
- Santa Barbara Vegan Chef Challenge (April 2019)
- In the works: Animal Place Vegan Burger Battle, Santa Cruz Vegan Chef Challenge, Santa Clara Vegan Chef Challenge,
- Down the road: Ventura, San Louis Obispo, Chico/ Redding and more!

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Go to [theveganchefchallenge.com](http://theveganchefchallenge.com)  
Click on 'Start a Challenge' to find videos, how-tos, and resources to begin organizing a Vegan Chef Challenge in your community.

2



Recruit volunteers & friends to join the party & help you launch your city's Challenge!



3

Invite local chefs & restaurants to participate, notify local media, then promote, promote, promote! Our team can assist with creating a webpage & social media links to help you get the word out.



4

At the end of your event, recognize top chefs & restaurants with awards & prizes.

