



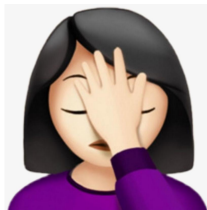
VEGAN CHEF CHALLENGE

Sponsored by:  **VEGAN
OUTREACH**

‘BRINGING VEGAN DINING INTO THE MAINSTREAM!’

***The Challenge: invite chefs & restaurants to create new, delicious
vegan menu options through a fun & friendly local competition!***

WHO CAN RELATE???



Trying to veganize a burrito plate at a Mexican Restaurant:



PLAYING 20 QUESTIONS WHEN ORDERING: 'IS IT VEGAN?'

- Burrito filling?
- Tortilla?
- Cheese?
- Beans?
- Rice?
- Guac?
- Sauces?



WHAT IF...THERE WERE A BETTER WAY?



HOW IT 'VE-GAN':



Eleni and Shirle', Durham NC

One day in 2010, **Eleni** said to her omnivorous friend, **Chef Shirle**: *'I will ask restaurants to add **vegan options**.'*

Chef Shirle replied: *'Don't just ask: Chefs love a **challenge**. Make it **FUN!**'*

That year, the **Bull City Vegan Challenge** was born in **Durham, NC**; starting with 10 participating restaurants.

After learning about **Bull City's** event at **Summerfest 2011**, **Bethany Davis** adapted the event for **Sacramento** and has been organizing annual **Vegan Chef Challenges** (*and more!*) ever since.

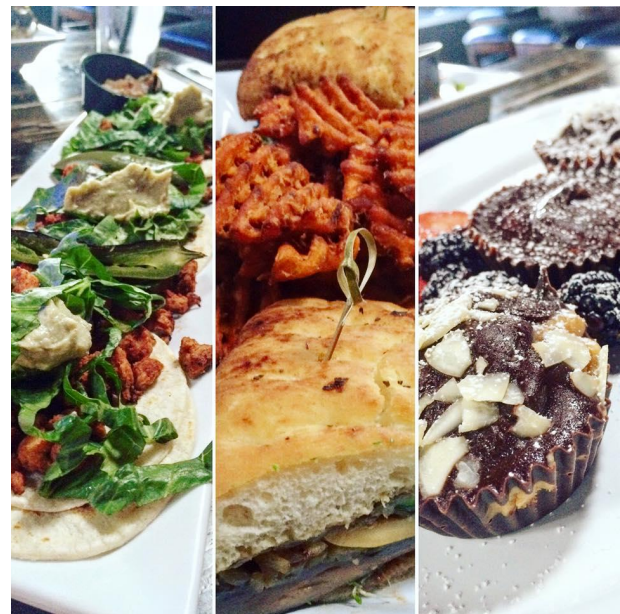


Bethany Davis, Sacramento

WHAT IS A VEGAN CHEF CHALLENGE ?

In brief: Chefs compete, you eat!

1. Challenge Organizers (YOU!) + volunteers help **recruit 10-20 local restaurants** to participate.
2. **Chefs** are challenged to **create** at least **three new, original vegan menu items** to offer for an ***entire month**.
3. **The dining public** is encouraged to **try as many restaurants & enjoy as many competing dishes** as possible during the month, and to **VOTE** for their favorites.
4. **Vegan Outreach** helps your team **promote the event** through notifying local press/media, the local vegan community and via social media.
5. At the end, **votes are tallied** and **winners in various categories** are decided.
6. **Chefs & restaurants** are **recognized** at an **awards celebration** that **YOU** and your team host.



WHAT IS A VEGAN CHEF CHALLENGE ?



In a word: Delicious!!!

GOALS AND BENEFITS: OUTREACH & ADVOCACY

'BRINGING VEGAN DINING INTO THE MAINSTREAM' BY INCREASING AWARENESS:

1

Chefs/ Restaurants: discover that demand (and \$\$\$\$) for plant-based options is HIGH!!!

2

Dining Public: discovers that vegan cuisine can be delicious & is beneficial for planet/ people/ animals.

WINS:

Increased availability & variety of delicious plant-based options for omnis AND vegans

* More ANIMALS are spared! *



WHY HELP HOST A CHALLENGE? BENEFITS:

During a Vegan Chef Challenge:

1. **Vegan options increase** for *everyone!*
2. Generates **positive relations** between **chefs/ restaurants** and **vegan community**.
3. **Media** covers events from a **positive angle**, and **portrays** **vegan/ plant-based cuisine** in a **fun light** !
4. **Vegans** feel 'welcomed to the table' (i.e. *more choices* and *more places to dine!*)

Long run:

1. **"Vegan"** perceived positively -> *leads to dining public being more open to trying vegan/ plant-based meals.*
2. **Restaurants recognize demand** -> *retain/increase and *promote* plant-based options on their menus for the long-term.*



RESULTS OF A CHALLENGE: DURHAM

25+

Articles/mentions (newspapers, magazines, blogs, tv)

75%

Restaurants permanently adopt vegan dishes

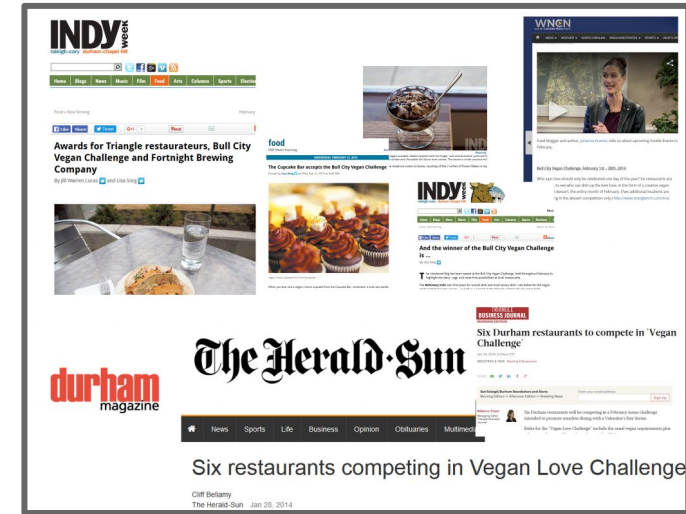
50%

Restaurants continue to host vegan events and/or add options

60%

Of dining participants surveyed are not even veg, but **omnivores!**

So much attention!



Bull City dream team at the after party.



RESULTS OF A CHALLENGE: DURHAM

Case Study: **Guglhupf** in 2016 (prior to participating in VCC) they had **ZERO** vegan options

“Given the positive feedback we received from you on this challenge, we are working to develop new vegan dishes **for all of our menus throughout the day.**”

--[Guglhupf](#), a popular restaurant

Guglhupf continues to host events such as [German and Vegan Wine Dinner](#), stating that:

“The Bull City Vegan Challenge [was] **eye-opening on a number of levels. There’s tremendous interest and demand for vegan options.** It’s really fun and adventurous to create flavorful, bold vegan dishes that surprise even the most seasoned diner that they are 100% plant based.”



Königsberger Klopse – tempeh meatballs with macadamia cream, capers and faux anchovies, served with a side of roasted potatoes topped with wood sorrel pesto



RESULTS OF A CHALLENGE: SACRAMENTO

100+

Restaurants have participated

- * **30-35** restaurants participate annually
- * **5-10** new venues added each year

90%

Restaurants **permanently keep or increase vegan options** on their menus!

100+

Articles/interviews Veg News, magazines, local newspapers, blogs, radio, TV spots

3500+

Facebook Followers

*Cumulative Post Reach During an Event: **60,000+**

7TH ANNUAL! SACRAMENTO



VEGAN CHEF CHALLENGE

OCT 1ST-31ST

TheVeganChefChallenge.com

Enjoy original vegan menu items specially created by top chefs at your favorite local restaurants.

1. Capitol Garage	18. La Cosecha
2. Evan's Kitchen	19. Tequila Museo Mayahuel
3. The Porch	20. Mesa Mercado
4. Lou's Sushi	21. Metro Kitchen + Drinkery
5. Hook & Ladder	22. Thai Basil
6. EASTmt	23. Veg
7. Kasbah	24. El Papagayo
8. Buffalo Pizza & Ice Cream Co.	25. Federalist Public House & Beer Garden
9. Gabriel Aiello-Meatless Mondays at Old Ironsides/Barly Beverages	26. The Rind
10. Nourish Health Bar & Cafe	27. Pushkin's Restaurant
11. Pho Vegan	28. Revolution Wines
12. Zest Kitchen	29. The Patriot
13. JD's Bakery & Cafe	30. Broderick Roadhouse
14. Nectar Cafe	31. Sun & Soil Juice Co.
15. Pho Fresh	32. The Golden Bear
16. The Cellar	33. Cielito Lindo Mexican Gastronomy
17. Mylapore	34. Cantina Alley

Our Partners: A Well-Fed World, Blackberry Creek Farm Animal Sanctuary, Sacramento Vegan & Vegetarian Societies

Created by TheVeganChefChallenge.com

<https://www.youtube.com/watch?v=fzcgIPkeODQ>



Oct 4, 2016 - Uploaded by Good Day Sacramento
The Chief Organizer of the 'Vegan Chef Challenge' is letting us know about the new menus coming to the ...

Golden 1 Center: Bethany Davis - Good Day Sacramento -

<https://gooddaysacramento.cbslocal.com/.../3555837-golden-1-center-bethany-davis/>



RESULTS OF A CHALLENGE: SACRAMENTO

30+

Restaurants have become popular meet-up destinations for local & traveling vegans.

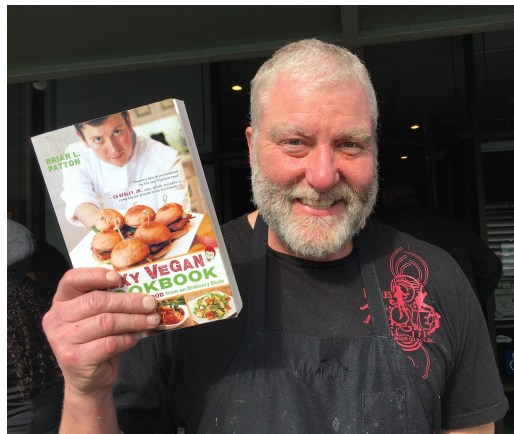
Cuisine includes: **Sushi, Pizza, Mexican, Vietnamese, Thai, Ethiopian, Indian, Moroccan, Cajun, 'diners,' Bar & Grilles, wine bars, pubs, food trucks, specialty bakers, craft gelato, meal prep services, 'pop-ups,' and more!**



SACRAMENTO CITY COUNCIL RESOLUTION!



CHEFS LOVE TO PARTICIPATE!



AWESOME PRIZES!



HAPPY VEGANS!



Sweet potato waffle, apricot schmear, buttermilk fried chicken strips, praline bacon 🍷, powdered sugar and cinnamon.... #porchsactown #farmtofork #midtown #sactown #eatlocal #lowcountry #nomnomnom #chickenandwaffles



VEG 11 hrs · 📍
Thank you @vegheadchick for celebrating your birthday with us . And thanks to all of our regular customers. We are family 🥰 we support each other
❤️ #grateful #plantbased #vegan #exploreindtown #visitsacramento




VEGAN CHEF
CHALLENGE



HOW CAN I GET STARTED?



HOW CAN I GET STARTED?



Left, Jack Norris, President of V0, with Bethany Davis at Sacramento VCC Awards



VEGAN OUTREACH IS NOW COORDINATING
THE **VEGAN CHEF CHALLENGE** PROGRAM TO EXPAND NATIONWIDE!

*A **VCC PROGRAM COORDINATOR** WILL BE AVAILABLE TO SUPPORT YOUR EVENT LAUNCH

***VEGAN OUTREACH** CAN PROVIDE LOGISTICAL SUPPORT,
CUSTOMIZED RESOURCES, TEMPLATES, WEBPAGE, PROMOTIONAL SUPPORT
& FUNDING PARTNERSHIP TO GET YOU STARTED!



VEGAN OUTREACH WILL SUPPORT YOUR EVENT!



VEGAN OUTREACH will partner with your team to help fund your event!

- **VEGAN OUTREACH** provides initial **\$750 budget per Challenge.**
- **Restaurants/ Chefs** pay a participation fee of \$50-\$100 to **VEGAN OUTREACH.**
 - **VEGAN OUTREACH** will set up a custom donation url link for your city
- Additional donations may be solicited from local co-ops, veg-friendly groups, businesses, etc.
- **First \$750 in chef/ restaurant donations** will reimburse **VEGAN OUTREACH**
- Donations above initial \$750 will be split between **VEGAN OUTREACH**
(to cover program support costs) and **event organizers** (to cover additional event expenses)



FUNDING ACCESS: All event-related **receipts** are submitted by organizer to **VEGAN OUTREACH** for **reimbursement**



VEGAN OUTREACH WILL SUPPORT YOUR EVENT!



MEET OUR NEW
NATIONAL
VEGAN CHEF CHALLENGE
COORDINATOR:

BETHANY DAVIS

BethanyD@veganoutreach.org



VEGAN OUTREACH WILL SUPPORT YOUR EVENT!



Vegan Chef Challenge **COORDINATOR** at **VEGAN OUTREACH** will support you on the 'how to's.'

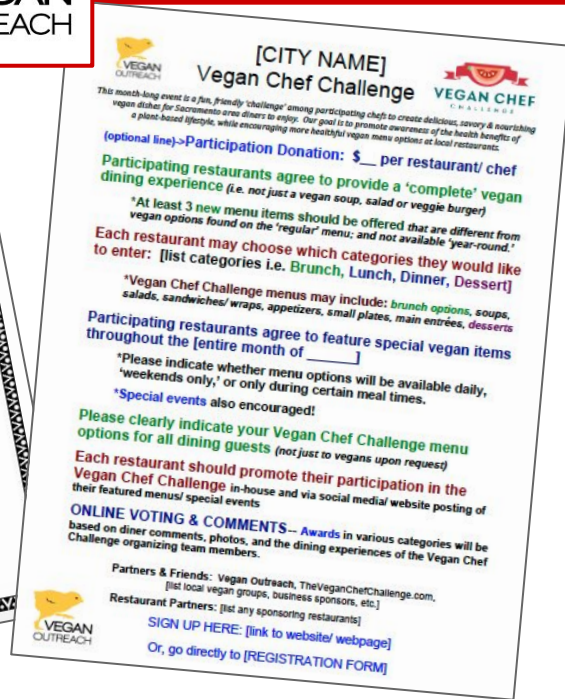
VEGAN OUTREACH will:

- Help you organize chefs, social media, and obtain prizes
- Provide **customized documents and printing support** (*i.e. invitational/ recruiting handouts & program guidelines for chefs, posters, fliers, certificates, etc.*) as needed
- Provide **webpage & support** as needed for your event on our national **Vegan Chef Challenge** site theveganchefchallenge.com
- Provide **promotional support/ assistance** setting up FB, instagram, & twitter accounts as needed
- Generally **support your efforts as Organizer & support your team** for a **SUCCESSFUL EVENT!!!**





Vegan Outreach will provide templates and/or customized printed guidelines & materials for invite folders



[CITY NAME] VEGAN CHEF CHALLENGE [year]

We are recruiting top [city name] chefs to participate in our first ever [city name] Vegan Chef Challenge to be held [dates]. Your restaurant is invited to participate in this challenge, brought to you by organizers and volunteers representing the vegan community of greater [city name]. In partnership with **Vegan Outreach**, [city name] Vegan Chef Challenge is joining a **NATIONAL PRECEDENT** of similar events happening in cities throughout the U.S. [We are asking a participation donation of \$____per restaurant/ chef.]

The Challenge:

At each participating restaurant are asked to create original **vegan*** dishes from at least three of the following categories: **Appetizers, Soups, Salads, Entrées, Desserts.**

Resources for Chefs: Please review packet with informational materials provided

- Resources & links will be available on our website
- Please feel free to contact us for any additional questions or resources

TIMELINE:

- Please **RSVP** by [date], and submit the **online form & donation** by this date.
- Sign-Up: [website] or go directly to [link registration form].
- Please submit your initial **menu options, special**
- We will begin advertising/ promotion
- Your restaurant will be
- We will

VEGAN GUIDELINES:

- Vegan** = all foods except: eggs, dairy, cheese, butter, poultry, meat (including seafood) and honey (many vegans do eat honey, but since some do not, we are including this on the list).
- *Also please avoid the following ingredients: whey, casein (milk protein), albumin, gelatin, or glycerin (unless listed as plant-sourced). Watch out for whey/ milk/ skim milk/ milk fat/ butter fat in chocolate, baking mixes, etc.
- Vegan primary protein sources** = beans/ legumes, tofu, tempeh, ~~seitan~~ nuts, seeds & nut butters, quinoa, greens, whole grains, etc. *STARCH-BASED is 'the way to go' for a filling meal!
- All condiments and ingredients** used in the preparation, plating, and serving of vegan items must be plant-based/ vegan, but are not required to be organic. (i.e. conventional condiments, sugar, etc. are ok as long as they contain only plant-sourced ingredients.)
- Cooking surfaces & fryers:** Separate cooking surfaces/ grill tops are not required; however, please be conscientious about not cooking vegan items directly on surfaces with animal grease, etc. Either consider dedicating an area of the cooking surface/ grill for vegan items; or clean thoroughly prior to cooking vegan items. Use plant-based margarine (Earth Balance, Pride) or oils instead of butter.
- Dedicated fryers are not required**, but please be sure only plant-based oils are used in the preparation of vegan fried foods.
- Separate cooking/ serving utensils are recommended** (or, clean utensils prior to using for vegan food preparation/ service). Ditto for food-prep surfaces (cutting boards, etc.).
- We encourage not over-doing use of oils** in the preparation of vegan dishes, and/or consider including lower-fat options. (Please see attached explanation). Generous amounts of oil in/on vegan dishes are not necessary for flavor enhancement, and many health-conscious vegans prefer less 'oily' food. (*Although there is also a constituency of vegans who greatly enjoy fried foods!)
- We encourage Sacramento chefs to be creative and expand beyond 'traditional vegan fare'**, and to take advantage of bountiful local produce, apply a plant-based approach to 'Farm to Fork' ideal, etc.



QUICK NOTES ABOUT THE GUIDELINES:



PARTICIPATION EXPECTATIONS: (PROVIDED TO CHEFS/ MANAGERS)

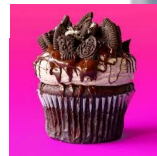
- **Vegan Chef Challenge Menu Items should be clearly marked** (separate menu OR add to existing)
- **Brief waitstaff regarding VCC specials** ('Ask Me' buttons!)
- **Offer VCC menu/ promote VCC specials to EVERYBODY** (not just vegans or 'on request.')

✓ All VCC dishes & side dishes, condiments, etc. must be **PLANT-BASED**
=Free of animal products, honey, gelatin, animal-derived ingredients, etc.

- ✗ Oil-free, gluten-free, organic, 'whole-foods plant based' **NOT** required
- ✓ Conventional sugar & conventional (i.e. non-organic) condiments are **OK**
- ✓ Palm oil as ingredient in vegan margarine, frosting, fry oil, etc. is **OK**
- ✓ 'Natural Flavorings' listed on otherwise plant-based ingredients list is **OK**

✓ Brief line cooks/ kitchen staff on **vegan ingredients** & preparation precautions:
=Dedicated OR well-cleaned utensils, prep surfaces, cooking surfaces

- ✗ Separate surfaces (grills, countertops) **NOT** required
- ✗ Separate or dedicated fryer **NOT** required (*as long as plant oil is used for frying)



'10 WEEKS TO VEGAN' CONCURRENT EVENT!



*...Wouldn't it be even MORE amazing if all of those diners who go out on the town to experience delicious options during a **Vegan Chef Challenge** were inspired to 'Go Veg' for the long-term?*

VEGAN OUTREACH launched the 10 Weeks to Vegan campaign to support veg-curious folks in their quest!



Resources & website links will be provided & listed on your materials/ templates that can be shared with chefs and the dining public to encourage them to **Try Veg** for the duration of your Challenge event, and beyond!



1) PRE-CHALLENGE: ORGANIZE A VOLUNTEER TEAM



Bull City dream team. Leeanne, center, ran her own challenge after Eleni (right) left in 2018!

Though Organizing can be a one-person show, it's easier if you have a team of 3-6 volunteers to help you. Examples of roles include:

1. **Lead Organizer/ Event Contact**
2. **Restaurant Recruiting / Invite Folder Delivery**
3. **Event Partners/ Donations Solicitation***
4. **Poster Delivery***
5. **Social Media Specialist** (Instagram, Facebook, Twitter)*
6. **Press Manager/ Contact**
7. **Dine Outs/ Events Coordinator***
8. **Awards Celebration Organizer**
9. **Local Prizes Coordinator***
10. **Photographer** (intern or volunteer)

2-3
MONTHS
PRIOR

Tip:

Sign-up volunteers for **small tasks** at local vegan events/ dine-outs.
Plan an initial Organizing Team Meeting. ***Optional**

2) PRE-CHALLENGE: RECRUIT RESTAURANTS

6-8 WEEKS PRIOR

With your team, create a list of local restaurants you would like to see participate.

- Include a variety of price points, cuisines, and places that are not 'obvious' veg destinations.
- Popular local 'foodie' locations & new restaurants encouraged! *Chains/ franchises NOT encouraged.
- Deliver invitational packets w/ information, event guidelines, vegan ingredient clarifications, and preparation expectations are provided to chefs/ managers.
- Chefs/ Restaurants are asked to create at least three NEW, original VEGAN menu items to offer alongside their regular menus for up to an entire month. (i.e. appetizers, soups, salads, entrees, desserts, brunch items)
- Chefs/ Managers SIGN UP online to participate & submit participation fee.

Tips

START WITH A BIG NAME CHEF/ RESTAURANT TO "NAME DROP" TO OTHER RESTAURANTS.

GO IN PERSON TO THE RESTAURANTS DURING NON-BUSY HOURS (BETWEEN 2 PM - 4 PM)
AND ASK TO SPEAK TO THE CHEF OR MANAGER. *BE PROFESSIONAL



CHEFS ARE CHALLENGED TO BE CREATIVE & TO PROMOTE!

- **NEW, original** vegan menu items
- **COMPETITION = Taste, Creativity & Presentation**
- Dishes should **WOW omnis** and vegans alike!
- **Provide FULL dining experience:** ie appetizer, entree, dessert
-Not just appeasing vegan diners with a garden salad, hummus & veggie plate, or pre-fab frozen veggie burger
- **OK to 'change it up'/ add new items weekly or mid-Challenge**



Tips:

1. Share photos of Vegan Chef Challenge dishes & menus when recruiting chefs
2. Provide Vegan Substitution guide and/ or [list of vegan ingredient brands](#)

3) PRE-CHALLENGE: PROMOTION & PUBLICITY

4-6 WEEKS
PRIOR

We'll help you:

- Have a **WEBPAGE** up & running!
- Send out **PRESS RELEASE** (sample) to local media.
- Utilize free online event **CALENDARS** to publish your event
- Send short personal emails to targeted food/event writers, Veg bloggers, VegNews, etc. (*include press release*)
- **YELP!** & 'in-kind' partnerships with local magazines/publications
- Set up a Facebook page, Instagram & Twitter accounts

Tips:

1. Suggest studio or on-location **chef cooking demos of VCC dishes**, or suggest a 'cook-off' between two chefs!
2. Get **veg community** on-board for outreach



NEXT STEPS:

PLEASE FILL OUT
AN

ORGANIZER
INTEREST FORM

WITH YOUR NAME,
CITY & CONTACT INFO!





THANK YOU FOR YOUR INTEREST
IN ORGANIZING A
VEGAN CHEF CHALLENGE!



ONCE WE RECEIVE YOUR FORM,
WE WILL CONTACT YOU
WITH MORE DETAILS



veganchefchallenge.org