

# INDUSTRY WEEKLY DIGEST

#HOSPITALITYatSurrey



## IS THERE ANYTHING I CAN EAT?

### VEGAN MENUS IN RESTAURANTS

With the [Vegan Society](#) suggesting the number of vegans in the UK increased four-fold between 2014 and 2019 (600,000 people representing 1.16% of the population); and a recent FSA-funded [Food and You](#) survey reporting 1% of the population as completely vegan (3% completely vegetarian), how is the hospitality sector responding? In [Professor Anita Eves'](#) experience, overall, not terribly well. To explain, her daughter is vegetarian, edging on vegan, and finding somewhere for all her family to eat out has been a challenge!

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*What's in this issue:*

**VEGAN MENUS IN  
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# Vegan Menus in Restaurants

**PROF ANITA EVES**

Younger age groups are reportedly seeking more vegan options on menus, with these groups also the most likely to report eating out and to class themselves as '**foodies**', so is the sector missing a trick? While the efforts of the retail/food production sector are clearly evident, the response in the hospitality sector is extremely variable, especially outside of fast food and high street restaurant brands (some of which do offer vegetarian and vegan menus). A scan of menus shows vegetarians are now reasonably well-catered for, with some interesting dishes (even some Michelin-starred restaurants now have a vegetarian menu).

Having said that, recently my daughter was limited to one vegetarian starter and one vegetarian main ('Oh well, I guess I'm having that'), and overall the vegetarian options on menus tend to be quite repetitive (there are only so many tomato and mozzarella/burrata salads you can eat!).

For vegans, however, it is a different story – with the majority of restaurants not offering vegan alternatives at all. Is it so difficult? On a recent trip to North Wales I was surprised to find a vegan menu available in one restaurant – the vegan customers using it were delighted to 'have so much choice', so it can be done. It certainly takes a bit of creativity but is a challenge any decent chef should be well-equipped to take on. Not only will this cater to the increasing demand for vegan options but will also allow groups including both vegans and non-vegans to have the pleasure of eating together.

## RESTAURANTS OFFERING VEGAN MENUS

- [Pizza Express](#)
- [The Ivy Brasserie](#)
- [Wagamama](#)
- [Harvester](#)
- [Browns](#)
- [Y Sgwar, Tremdog, & Porthadoc](#)