

PLANT PROSPECTS



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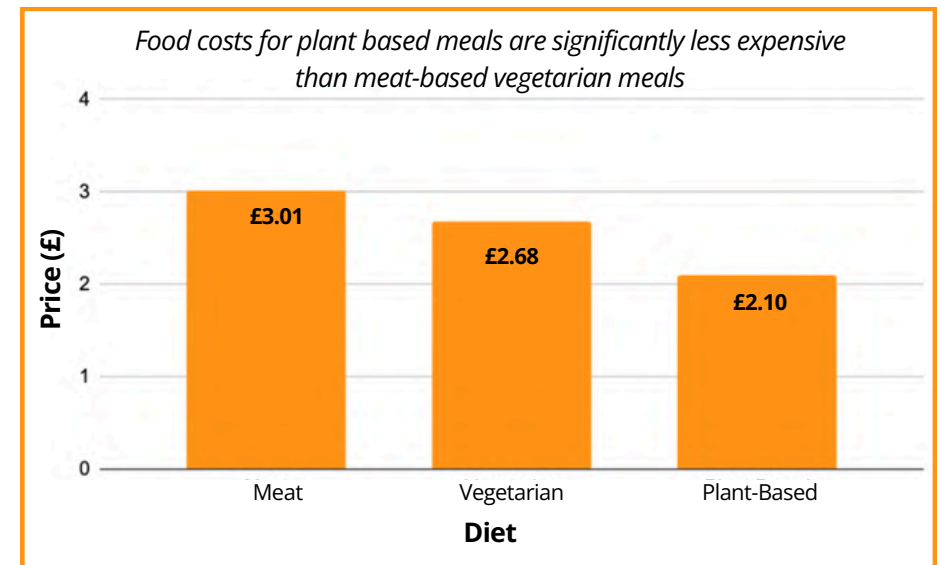
THE FUTURE OF FOOD IS PLANT-CENTRED

For the sake of planetary and human health we need an urgent shift to plant-based eating.

Discerning consumers are voting with their forks with veganism, flexitarianism and everything in between becoming the norm not the exception. People want tasty, nutritious, culturally varied, sustainably sourced food – and that means menus that hero vegan dishes and all the flavour, ethics and diversity they can offer.

We understand this transition may require a shift in approach, culture, training and thinking across your business. We can offer bespoke support in recipe, menu and chef development and have produced this toolkit to help, upskill and inspire your organisation to become more plant-based.

Below is a Food Cost projection developed by Bryant Research that shows how your business can reduce cost while preparing delicious PB meals.



ABOUT MADE IN HACKNEY

We are a pioneering plant-based community cookery school, food support service and charity.

We opened our doors in 2012 as the UK's first exclusively vegan cookery school. Since then we've collaborated with over 100,000 Londoners and impacted 400,000 people by inspiring them to grow, cook and eat more plants. Our critical work inspires dietary change across communities, civil society and businesses for the benefit of people and planetary health.

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Registered charity number 1176690

PLANT PROSPECTS

from Made In Hackney

About us




The world is changing. Customers want to move towards a healthier, more sustainable and fair planet.

As a business you have a unique opportunity to be part of this movement by adapting the food you serve and celebrating a more plant-centred menu.

When done correctly, plant-based food can not only be exciting and delicious, but good for your health, the planet, and your profit margins.

Plants are the future. Join us.



-  [Made_In_Hackney](#)
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The UK is the most popular country for veganism globally

**19% of Millennials
20% of Generation Z
are meat-free**

**1 in 3 Brits
have stopped or
reduced their meat
consumption**



WHY US?

With over 11 years of experience, Made In Hackney is the UK's longest-serving plant-based cookery school. We are experts in creating delicious, exciting and nutritious plant-based menus across a range of budgets. Our diverse chefs have worked in Michelin-starred restaurants to community surplus cafes and have a vast array of plant-centred culinary expertise and global cuisine specialisms. We've recently worked with Fuller's to develop their first wholefoods plant-based burger offer now available in 100+ pubs across the UK.



Individual Dish & Recipe Development

We can

- Create individual recipes and work with your food directors/head chefs to develop signature plant-based dishes
- Create entire bespoke menus tailored to your customer base
- Offer individual ingredient consultation to ensure economical and sustainable sourcing

Menu Review

We can advise on

- What your menu is currently missing
- Easy additions and adjustments
- A plant-based take on classics
- How to inspire customers and your team to want to go more plant-based



HOW WE CAN ENHANCE YOUR PLANT-BASED OFFER

Analysis Of Your Existing Plant-Based Offer

We can work together with your team to access your existing plant-based offer and identify opportunities for improvement, development and enhancement.

This can include

- Taste testing and constructive feedback on your existing offer (includes portion size, cooking techniques, textures, ingredients, and flavour profiles)
- Analysis of options and how they work together
- Analysis of your customer profile and how the dishes serve or don't serve this demographic
- Analysis of emerging food trends and how your menu responds to them



CASE STUDIES

Plant Prospects have been able to deliver many workshops in the past years and many more are on the way. Your organisation could join us too.

Please see in the next pages what we've been up to until now.

Across the UK, including London, Manchester, Kent and other areas we've been able to reach universities, colleges, canteens, pubs, etc., to implement plant based choices around the country.

We look forward to helping you next!



FULLER'S PUB - FROM 2022

"Fuller's is delighted to announce a new partnership with Plant Prospect/Made in Hackney – a local community food kitchen. The partnership is kicking off with Made in Hackney's plant-based burger which will be available in Fuller's pubs this week".

Made in Hackney's plant-based burger comprises a jerk patty topped with smoked cheese alternative, tahini-dressed kale, balsamic beef tomato and a secret sauce – served with triple-cooked chips. The burger patty has been developed using tasty and nutritional ingredients – such as mushrooms, beetroot, quinoa and more.

Ahead of the launch, we organised a cook-off in the Made in Hackney kitchen with some of Fuller's General Managers, so they could cook, test and try the new recipe before adding it to their menus. The cook-off was a great success with everyone leaving feeling excited and inspired about the new dish.



OUR JOURNEY WITH FULLER'S

In 2022 we began a partnership with Fuller's pubs as a 'plant-based' hero. After some initial food exploration, we collaboratively developed a wholefoods plant-based burger offer that brought diversity of flavour and vegan expertise to their menu. The burger is currently available in 90 pubs and has been well received by customers and the internal teams who have joined us for training days. For each burger sold a donation goes to Made In Hackney. This is just the start of our Fuller's journey and we are looking forward to working with them more extensively in the future.

Paul Dickinson, Fuller's Director of Food, said: "I am really excited about this new partnership. Made in Hackney's mission aligns perfectly with Fuller's ethos. Its commitment to helping the community, making healthy eating accessible and tackling the climate crisis resonated with us all at Fuller's..."

25.145 BURGERS SOLD SINCE NOVEMBER 2022
1.047 BURGERS A MONTH
35 BURGERS A DAY



FOLKESTONE - 2024

Plant Prospects and **Dr. Legumes** joined forces in December to deliver 5 workshops to 70 students of East Kent College in Kent. The workshops were tailored to the three different levels of students, to help them gain knowledge about plant based cuisines. The session started with an icebreaker where the students had to guess different types of ingredients used in plant based recipes: jackfruit, tempeh, tofu, mushrooms, banana blossom, ect.

Each workshop taught different techniques with three savoury main dishes and a dessert: a vegan macaroni cheese, a jackfruit, refried beans and mango salsa burritos, a plant based burger with a home made bean patty and a dessert served in Dr. Legumes restaurant in Folkestone: a beetroot brownie.

"It was really good. Mauro, Lee and Jim (Dr Legumes) were really good demonstrators and they taught us the impact and the ways of Vegan recipes and lifestyle really well. I really enjoyed today" - **Liliana, EKC Student**



Plant based burger

The students worked together to learn how these recipes can be replicated and brought forward in their future career as chefs.

As part of the workshop, the students had the opportunity to choose their favourite dish from the session that they would like to see permanently on their canteen menu.

We are working to implement this, so that staff and students can enjoy a delicious plant based option from their canteen.

"It was a very good experience and gave me more knowledge of plant-based food" - **River, EKC Student**

"It blown me away how plant based food tasted and I would want to do more." - **Connor, EKC Student**



Macaroni cheese



Jackfruit, beans and mango salsa burrito

TUCO - 2024/2025

TUCO is the leading professional membership body for in-house caterers operating in the higher, further education and public sector. They are committed to advancing the learning and development of catering and hospitality teams, and work to provide quality standards, advice and information to those working in in-house catering.

Professional chefs from different universities and colleges (King's College London, University of Bristol, University East Anglia, University of Southampton, Churchill College Cambridge) have attended two workshops with Duchess Nena and Rebecca Ghim to learn about plant based West African cuisine and Korean cuisine.

Thanks to TUCO, many more chefs have now the tools and knowledge to be able to implement the plant based choices in their universities and colleges canteens, showing how plant based food can be both delicious and nutritious.



Rebecca Ghim has run the first workshop, teaching chefs how to make kimchi, japchae and bibimpap, all staple food from South Korea.



Korean class in progress

*We took part in a TUCO workshop it was really good. Informative on West African food, which is an under-represented region, food wise, in the UK - **Jon, Executive Head Chef, Kellogg College, Oxford University***

*Enlightening experience, tasty food and clearly explained - **Paul, Head Chef, King's College London***

*Rebecca was a brilliant communicator and teacher - sharing passionately about her food & culture, which is really inspiring to hear. Excellent recipes & information as well - **Callum, Head Chef, King's College London***



Duchess Nena has run the second workshop, teaching chefs how to make Jollof rice and Egusi soup, two of the most iconic West African dishes.



West African Jollof rice and Egusi soup



NUS - 2025

NUS is a national union representing university and college students across the UK.

"As one of the world's largest student movements, we're fighting to make education free and lifelong. We believe that education should be accessible and enjoyable for all – and our community of students, educators, activists and advocates are determined to make it happen".

NUS has been behind every big win for students, and at the forefront of change on issues affecting people across society – from championing LGBTQ+ rights, pushing to decolonise education and standing up against powerful corporate interests.

"Together we've been a force for radical change since 1922, and our movement is still going strong. We won't rest until our education system is open to all, champions diversity, and allows every student to thrive".



Cauliflower korma with lemon pilau rice



Great session, really enjoyed the work that Mauro and team have given us today, and great to just talk food and look at how we can adapt.
Lee, Food and beverage manager, Warwick Student Union

Just to echo what Lee has put and what we said after the session, it was a great session and thank you to you and the volunteers..

Alison, National Union Student



Macaroni cheese

On the day, different managers and chefs gathered at Liberty Hall, Made In Hackney, to learn three dishes that are possibly going to be on the canteen's menu' of UCL, Warwick and Cardiff Universities in the near future:

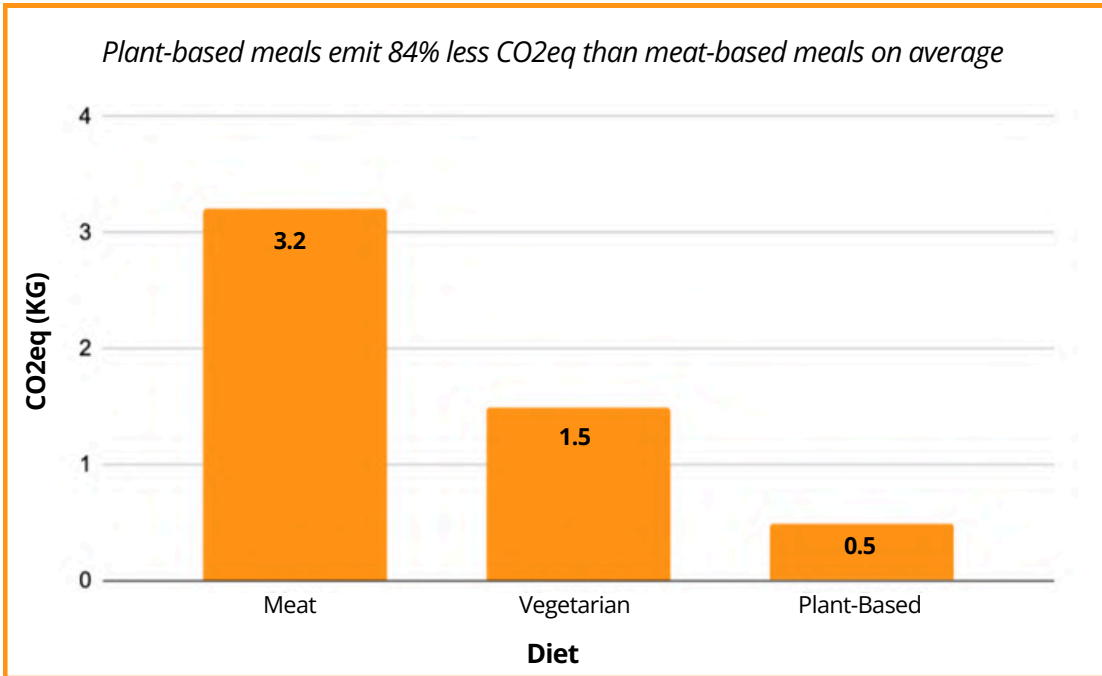
- West African Jollof rice
- Macaroni cheese
- Cauliflower korma with lemon pilau rice

Another workshop is scheduled with NUS, to showcase more plant-based dishes, with the goal of adding further choice to campus menus.





DO YOU KNOW YOU CAN HELP THE ENVIROMENT TOO ?



Graph from Bryant Research shows the impact of plant based diet on the environment.

WHAT YOU CAN DO NEXT



Review your current menu What are the easy swaps?



Train your staff Front and back of house and use our toolkit to develop skills and knowledge



Look at your suppliers Use our guide to source specialist ingredients



Make a commitment What plant-based pledges will you make?



Look at your costings How much can you save with plant-based meals?

HOW MADE IN HACKNEY CAN SUPPORT YOU

Creating healthy and sustainable food benefits us all. This Toolkit provides a wealth of information to take you further on your plant-based journey, and the Made In Hackney team is on hand to help you with:

- Menu development
- Recipe testing
- Chef training
- Community education

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