

SWITCH IT UP

FOR PLANT-BASED
WOW FACTOR



Unilever
Food
Solutions



Support. Inspire. Progress.

WHAT YOUR (NON-VEGAN) CUSTOMERS WANT

DISCOVER PLANT-BASED DISHES THAT TICK ALL THE BOXES

It's no secret that plant-based cooking has been a growing trend for some time; and the Covid-19 pandemic has arguably exacerbated this growth, with more than 1 in 5 cutting back on meat consumption during lockdown¹.

Meat-free food choices are increasingly becoming part of a "new normal" where offering show-stopping vegan dishes is a basic consumer expectation. But where should you begin?

We believe that with just a few simple swaps you can create amazing plant-based dishes,

make a positive impact on your menu and maximise profits for your business. In this guide, we explain how you can SWITCH IT UP in order to serve PLANT-BASED DISHES WITH WOW-FACTOR with dish inspiration that even your meat-loving customers will love.

DID YOU KNOW?



1 IN 5

cut back on meat
consumption
during lockdown¹



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¹Attest consumer survey for The Vegan Society (n=1000 GB adults), April-20.

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BUT IT'S NOT COMMERCIALLY VIABLE, RIGHT? WRONG.

Plant-based or suitable-for-vegan dishes are an essential part of any modern dining establishment's menu. But they're often an addition that's considered for only a small proportion of the customer base, making them seemingly not viable from a commercial perspective in many cases.

But dishes that are suitable for vegan diners can have mass-market appeal. The right dishes, made with the right ingredients and, importantly, marketed in the right way, can appeal to both vegans and meat-eaters alike – making them a fantastic menu addition that can help boost sales.

For vegan dishes to have a viable place on non-vegan menus, they need to have mass-appeal.

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¹"Restaurants run out of vegan chefs as Britons ditch meat and dairy", The Guardian, 3rd November 2018, ²Food Insights Report 2019, CGA.

DID YOU KNOW?



MONDAYS & WEDNESDAYS

are the most popular days of the week to eat vegan¹



40%

feel there are not enough vegan choices on menus²



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MEET THE CHEFS



CHAD BYRNE

Chad Byrne is the Head Chef of the renowned Brehon Hotel, Killarney, Co Kerry where he has been at the helm for eight years leading a well-established and confident team of chefs. His mantra in the kitchen is food, focus and fun and believes if you don't enjoy your work, you'll never fulfil your potential.

Although not a vegan himself, he has become widely recognised for pushing boundaries in vegan food and cooking.

A pop-up champion, inspiring the next generation of chefs and shedding light on kitchen ethics with Chef Collab and more recently, Irish County Cooking Championships.

Chad is a regular at the "Theatre of Food" at Electric Picnic and "Grub Circus" at the AlltogetherNow festival. He is the Irish Ambassador for world chef summit "Food on the edge", has been awarded Head Chef of the Year 2018 (Hotel and Catering Review Gold Medal Awards), Food Hero Munster in 2019 (Irish Restaurant Awards) and Mentor of the Year 2019 (McKenna's Food Guide's Megabites Awards).



AUDREY CRONE

Audrey has been with Unilever for the last 3 years, she brings over 30 years of experience in professional kitchens across all sectors. Audrey captained the Irish national culinary team in the Culinary Olympics and is a qualified World Chefs Judge. She has a passion for all things food.

HOW TO GIVE YOUR PLANT-BASED DISHES MASS-APPEAL

One of the keys to making your plant-based menu options appealing to vegan, veggies and meat-eaters alike lies in how you describe them on your menu. This description will form an image in

your customers' minds that should ultimately do your plant-based dishes the justice they deserve. Here are our top tips to writing a plant-based menu that sounds as irresistible as it tastes.

DO include recognisable dishes on your menu - interpretations of classics with a plant-based twist to excite your customers.



DO use language that describes the textures you would also get from non-vegan dishes.

CREAMY 🍴
CRISP 🍴
CRUMBLY 🍴

AVOID using the word 'vegan' and use 'plant-based' instead - it feels less extreme.

~~VEGAN~~ 🍴
PLANT-BASED 🍴

DO keep the language of your menu consistent, so your plant-based dishes don't stand out as overtly contrasting in style. For example, if you reference the origin of your meat or fish for quality, mention the brand of your plant based products too.

DO tell your customers about the branded products you use. Brands can be seen as a mark of quality.



AVOID referencing ingredients that could be considered obscure or are lesser known and therefore potentially off-putting.

~~AQUAFABA~~ 🍴
~~FLAXSEED~~ 🍴
~~SEITAN~~ 🍴

FIND OUT MORE

about how to design the perfect menu with our guide to *The Psychology of Menu Design*, created in partnership with the customer experience experts at Yumpingo. Visit UFS.com/MenuDesign

RECIPES FOR PLANT-BASED WOW FACTOR

Discover our carefully crafted recipes using Hellmann's Vegan Mayo that will deliver maximum flavour, texture and customer appeal.

AWARD-WINNING
VEGAN MAYO
WITH ORIGINAL
HELLMANN'S TASTE



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STARTER 1**Makes 10 portions**

BAKED SWEET POTATO, PEA AND MINT PUREE, CARROT CARDAMON AND AGAVE WITH SUMAC MAYO

Chef Chad Byrne shows how easy it is to create tasty plant-based dishes with some simple tweaks. This sweet potato recipe is packed full of fresh flavours, a perfect dish for your restaurant menu.



INGREDIENTS

SWEET POTATO

1.8kg Sweet potatoes – small
90ml Rapeseed oil

PEA PUREE

750g Frozen peas
300ml Water
8g Knorr® Professional Vegetable Jelly Bouillon 800g
15g Fresh mint
2g Salt and pepper

VEGETABLES

600g Carrots – peeled and diced 1 inch size and carrot leaves for garnish
200g Broad beans – blanched and shelled
2g Cumin seeds – crushed
2g Coriander seeds – crushed
25ml Agave syrup

TO PLATE

150ml Hellmann's Vegan Mayo 2.6l
3g Sumac

METHOD

SWEET POTATO

1. Roast the Sweet potato skin on – prick with a fork and wrap in tinfoil.
2. Bake in preheated oven at 180c for 1 hour until tender.
3. Cut in half lengthways when hot and let the steam evaporate until dry. Scoop out the centre of the potato and dice into four rustic size pieces.
4. Brush the sweet potato pieces in oil and bake in the oven at 220c for 5 minutes until crispy on the outside and soft internally.

PEA PUREE

1. Blanch the peas in 300ml of Knorr® Professional vegetable bouillon for 2 minutes.
2. Strain, keeping some of the cooking liquor aside.
3. Place the peas into the liquidiser, blend with mint and 30ml of rapeseed oil.
4. Adjust consistency with a small amount of cooking liquor. Adjust seasoning. Pass through fine sieve and keep warm for service.

VEGETABLES

1. Blanch the carrots until tender and strain. Place remaining oil into a sauté pan, add the sweet potato pieces, carrots, shelled broad beans, crushed spices, agave syrup.
2. Saute for 5 minutes or until heated through.



TO PLATE

1. Spoon the pea puree onto the centre of the plate.
2. Place the heated crispy sweet potato skin in the centre and add more of the pea puree into the scooped out potato. Spoon the sweet potato, carrot and bean mix into the potato.
3. Pipe the Hellmann's Vegan Mayo into the gaps of the sweet potato mix.
4. Serve sprinkled with sumac and serve garnished with carrot leaves.

STARTER 2

Makes 10 portions

SLOW COOKED PORTOBELLO MUSHROOMS, SMOKED ONION AND GARLIC MAYO

INGREDIENTS

SMOKED ONION POWDER

250g Onions for smoking

TOMATO

10x Plum tomato – peeled and deseeded

20g Icing sugar

2g Salt

CRUMB

200g Panko breadcrumbs

30ml Rapeseed oil

5x Garlic cloves – finely diced

2x Lemons – finely zested

10g Parsley – chopped

PORTOBELLO MUSHROOM

1kg Large Portobello mushrooms

5x Garlic cloves – peeled and crushed

5g Thyme – picked

2g Lemon pepper

50ml Rapeseed oil

SMOKED ONION MAYO

400ml Hellmann's Vegan Mayo 2.6lt

"Cooking the mushrooms really low and slow is the opposite way you should cook them but it really works for Portobellos or flat caps, I wanted to make a garlicky blue cheesy type mushroom dish for the bar, it's a combo I always loved and wanted to make it vegan, here's what I did" **Chad Byrne**



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METHOD

SMOKED ONION POWDER

1. Slice the onion on the mandolin.
2. Smoke in a smoker for 15 minutes.
3. Dry overnight and blitz in a liquidiser. Keep in an airtight container.

TOMATO

Cut the tomato into ½'s and sprinkle with icing sugar and salt. Leave under the lights for 3 hours or until the flavour has concentrated.

CRUMB

1. Place the panko breadcrumbs into a pan on a gentle heat.
2. Toss the breadcrumbs with 30ml of rapeseed oil and cook slowly over a low heat until golden brown.
3. Mix ⅓ of the finely grated garlic with the lemon zest and chopped parsley, mix together with the warm breadcrumbs. Cool and store in airtight container.

PORTOBELLO MUSHROOM

1. Peel the portobello mushroom.
2. Crush the garlic and mix with picked thyme, lemon pepper and 50ml of rapeseed oil.
3. Mix with the mushrooms ensuring to cover all parts of the mushroom.
4. Place on a tray and cover with tinfoil. Bake in oven pre heated to 130c for 1hr 15 minutes. Season with salt once cooked.

SMOKED ONION MAYO

Mixed the Hellmann's Vegan Mayo with the remaining garlic and 6g of the smoked onion powder. Reserve for service.

TO SERVE

1. Spoon the smoked onion and garlic mayo onto the base of the plate.
2. Slice the hot mushrooms into wedges and place on top of the mayo.
3. Layer the tomato, crumb, and more mushrooms.
4. Top with crumb and dress the plate with herb oil.

MAIN 1

Makes 10 portions

SESAME CRUSTED AUBERGINE, CAULIFLOWER PUREE, SAUTEED PAK CHOI AND KUMQUAT

Chef Chad Byrne is at the forefront of plant-based cooking in Ireland, he is passionate about learning and sharing. Why not try his recipe of pan seared sesame crusted fingerling aubergine with cauliflower florets and beetroot nestled in a velvety cauliflower puree.



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INGREDIENTS

AUBERGINE

- 1.5kg Fingerling aubergines – 20
- 100g Sesame seeds
- 5g Black pepper – ground

CAULIFLOWER

- 770g 1 head Cauliflower – remove leaves
- 60ml Hellmann's Vegan Mayo
- 100g Cashew Nuts

TO SERVE

- 500g Beetroot – baked, cut into 1 cm diced
- 3g Caraway
- 3g Cumin
- 100g Pak choi – sliced
- 1g Seasoning
- 50ml Rapeseed oil

TO PLATE

- 100g Pomegranate seeds
- 140g Kumquats

METHOD

AUBERGINE

1. Char the aubergine over a naked flame until the aubergine is totally soft.
2. Scrap off the charred skin and roll in sesame seeds and pepper. Set aside in the fridge.

CAULIFLOWER

1. Break down the cauliflower into small florets, chop the stalk into small chunks.
2. Blanch the cauliflower florets and stalk in salted water until tender.
3. Drain well and transfer ½ of the florets, stalks and cashew nuts to a liquidiser.
4. Add the Hellmann's Vegan Mayo. Blitz until smooth and pass through a fine sieve. Keep warm for service.

TO SERVE

1. Sauté the remaining cauliflower florets in a pan with the diced beetroot, carraway and cumin for 2 minutes and season.
2. When the cauliflower develops a nicely toasted crust, add pak choi for 30 seconds. season with salt and pepper.
3. Pan fry the aubergine on all sides.

TO PLATE

1. Spoon the cauliflower puree into the centre of the plate.
2. Spoon the remaining cauliflower and beetroot mix on top of the puree.
3. Place the pan-fried aubergine on top.
4. Garnish with pomegranate seeds and slices of raw kumquat.



MAIN 2

Makes 10 portions

TORTILLA CHIPS AND LENTIL RAGOUT WITH FAUX 'CHEESE' VEGAN MAYO AND CHARRED POBLANO PEPPER

Chef Chad Byrne is always searching for ways to add plant-based recipes to his menu. Hearty and flavoursome this dish will satisfy vegans and meat lovers.



INGREDIENTS

MUSHROOM STOCK

1lt	Water
150g	Dried shitake mushrooms
1g	Salt

MARINADE

300g	Red pepper – small dice
600g	Red onion – small dice
600g	Carrots – small dice
300g	Celery – small dice
25g	Garlic – finely grated
25g	Ginger – finely grated
5g	Dried oregano
1.5 g	Split red lentils – soaked
1100g	Tomato passata
50ml	Dark soy

'FAUX CHEESE' DRESSING

500ml	Hellmann's Vegan Mayo 2.6L
100g	Nutritional yeast flakes
5g	Turmeric
1x	Lime – juiced and zested

TO PLATE

1.5kg	Tortilla chips
20x	Poblano peppers – charred and peeled
90g	Red chilli – sliced at an angle
5x	Sugar snaps – sliced at an angle
3g	Smoked paprika

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METHOD

MUSHROOM STOCK

Place the water, shitake mushrooms and a pinch of salt into a heavy based pan. Bring to the boil and cook slowly on a low heat for 2-3 hours until reduces to a black stock $\frac{2}{3}$ the volume.

RAGOUT

1. Warm a heavy base pan and make a soffritto by cooking the diced vegetables with the garlic, ginger and oregano over a low heat until translucent.
2. Add the soaked split lentils, tomato passata and mushroom stock to the soffritto.
3. Cook slowly for 30 to 40 minutes. Remove for the heat and add the soy sauce for added umami.

'FAUX CHEESE' DRESSING

Blitz the Hellmann's Vegan Mayo, nutritional yeast, turmeric, lime zest and juice to make a faux 'cheese' dressing, reserve for service.

TO PLATE

1. Place the warmed tortilla chips into a bowl.
2. Spoon over the hot ragout mix.
3. Pipe the faux 'cheese' vegan mayo over the top.
4. Garnish with the charred poblanos, sliced chilli, sugar snaps and smoked paprika.

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MAIN 3

Makes 4 portions



PICKLED VEGETABLE AND NOODLE ROLLS WITH SRIRACHA MAYO

INGREDIENTS

PICKLED VEGETABLES

300g	White Chinese cabbage – shredded
300g	Red cabbage – shredded
600g	Carrot – julienne
5g	Salt
5g	Sugar
50ml	Tamari
50ml	Rice wine vinegar
50ml	Mirin
50ml	Soy sauce
1x	Lemon – zested
1x	Lime – zested
3g	Coriander – chopped
1g	Pepper

SPRING ROLLS

700g	Vermicelli noodles
20	Sheets rice paper
5g	Mint – picked

STIR FRY

50g	Enoki mushrooms
100g	Beansprouts
100g	Mangetout
100g	Cashew nuts – toasted
50ml	Sesame oil

SRIRACHA MAYO

150ml	Hellmann's Vegan mayo
150ml	Sriracha sauce

METHOD

PICKLED VEGETABLES

1. Mix the shredded Chinese and red cabbage with the carrot and with the salt and sugar, when the veg is wilted add the tamari, rice wine vinegar, mirin, and soy sauce.
2. Mix together with the lemon and lime zest with chopped coriander.

SPRING ROLLS

1. Soak the vermicelli noodles in warm water for 15 minutes until pliable.
2. Drain and place on a chopping board and cut in 3 so they are easier to manage.
3. Toss together with the veg and noodle mix.
4. Soak the rice paper in warm water for 30 seconds until pliable.
5. Place on a cloth to take away excess moisture.
6. Place on chopping board.
7. Divide the noodle and veg mix evenly between the rice paper.
8. Roll the spring roll, after the first roll add place 2 mint leaves on the top to be visible through the paper finish rolling.
9. Keep these refrigerated.



STIR FRY

Add the rapeseed oil to a very hot pan, take it off the heat and add the enoki mushrooms, bean sprouts, mangetout, toasted cashew nuts and sesame oil.

SRIRACHA MAYO

Mix the Hellmann's Vegan mayo with the Sriracha sauce and keep for service.

TO PLATE

1. Spoon the Sriracha mayo into the centre of the plate and add a spoon of the stir fry mix.
2. Place 2 of the spring rolls in the centre and top with more stir fry mix and serve.

MUSHROOM CALAMARI

all
about
greens

Our Mushroom Calamari and "Spiked" Lentil Moussaka recipes are brought to you by plant-based cooking experts Lisa Hinze and Rupert Worden, whose consultancy All About Greens helps professionals and consumers alike to master the art of plant-based cooking – without compromising on the tastes and textures.



INGREDIENTS

MARINADE

1kg	Oyster Mushrooms
425ml	Water
750g	Capers, in brine
1x	Lemon
200g	Kombu

CORIANDER MAYO

400ml	Hellmann's Vegan Mayo 2.6L
50g	Coriander
50ml	Lime juice
5g	Lime zest

BATTER

425g	Plain flour
200g	Cornflour
750ml	Water, soda
10g	Salt

TO SERVE

50g	Spring onions
20g	Red Chillies

METHOD

MARINADE

1. Zest half of the lemon and squeeze the juice into a bowl.
2. Add water, capers and kombu then mix.
3. Tear the oyster mushrooms in half if big then add to the bowl and marinade for a minimum of an hour.

CORIANDER MAYO

1. Add the Hellmann's Vegan Mayo, lime zest and juice and coriander and blend until smooth.
2. Pour into a squeeze bottle and chill until needed.



BATTER

Mix all the ingredients to a lumpy batter just before ready to use.

TO SERVE

1. Pre-heat fryer to 180c
2. Drain the mushrooms from the marinade.
3. Dip each mushroom in the tempura batter then carefully place into the fryer.
4. Cook for 2-3 minutes or until the batter is crisp then remove and drain any excess oil on kitchen paper.
5. Place on to a serving plate or bowl and garnish with shredded spring onions and chilli.
6. Serve with a dip pot of the lime coriander Hellmann's Vegan Mayo.

SAMPLE MENU DESCRIPTIONS

Calamari, Hellmann's Vegan Mayonnaise

Tempura mushroom "Calamari", lime & coriander mayo

Tempura

Calamari style crispy pulled 'shrooms, zingy lime & coriander dip

"SPIKED" LENTIL MOUSSAKA

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about
greens

INGREDIENTS

FILLING

90ml	Rapeseed oil
325g	Onions
240g	Carrots
200g	Celery
400g	Puy lentils
40ml	Colman's Dijon Mustard 2.25L
35g	Marmite Yeast Extract 600g Tub
4g	Dried oregano
1.4l	Water
30ml	Balsamic vinegar
4g	Dried basil
300ml	Red wine
1.2kg	Aubergine
40g	Tomato puree
20g	Knorr® Professional Garlic Puree 750g
1kg	Passata
35g	Knorr® Professional Vegetable Jelly Bouillon 800g

SAUCE

15g	Knorr® Professional Vegetable Jelly
	Bouillon 800g
700ml	Water
20g	Knorr® Professional Garlic Puree 750g
325g	Onions
225g	Cashew
850ml	Soya Milk (unsweetened)
80g	Cornflour
2g	Cayenne pepper
2g	Salt
15ml	Lemon juice
2g	White Pepper
150ml	Hellmann's Vegan Mayo 2.6L
90g	Engevita Savoury Super Yeast Flakes

TO FINISH

100g	Panko Breadcrumbs
2g	Paprika
2g	Ground black pepper



SAMPLE MENU DESCRIPTION

Hellmann's Spiked Lentil Moussaka

Individual Moussaka, sticky lentils, crispy baked cheesy topping, steamed greens

Moussaka

Layered lentil ragu, roasted aubergine, cheesey cashew cream sauce, shredded greens

METHOD

FILLING

1. Peel and dice the onions and carrots then dice the celery.
2. Heat the oil in a saucepan and sweat the vegetables for 10 minutes, then add the Knorr® Professional Garlic Puree and continue to sweat for another 1-2 minutes.
3. Add rinsed lentils and stir through the vegetable, then add the Colman's Dijon Mustard, tomato puree, balsamic, Marmite and red wine.
4. Bring to the boil and allow to reduce for a minute, then pour in the passata, dried herbs, water and Knorr® Professional Vegetable Jelly Bouillon.
5. Bring back to the boil, then cover and reduce the heat to a simmer, cook for 30 minutes then remove the lid and cook for another 30 minutes until the lentils are soft and the sauce is reduced and thickened.
6. Remove from the heat and allow to cool.
7. Pre-heat oven to 180°C.
8. Thinly slice the aubergines into 1cm thick rounds the layout out on a flat baking tray and drizzle with oil and salt & white pepper.
9. Place into the oven and bake for 20 minutes then remove and allow to cool.

SAUCE

1. Sweat the onion and add the Knorr® Professional Garlic puree then cook for 5 minutes and then remove from the heat and place into a blender or food processor.
2. Pour in the water, cashews, soya milk, cornflour, salt, cayenne, nutritional yeast, pepper, lemon juice and Knorr® Professional Vegetable Jelly Bouillon then pulse until smooth.
3. Pour the blended mixture into a saucepan and bring to the boil stirring constantly, reduce the heat and simmer for 3-4 minutes until thick and smooth, remove from heat and fold through the Hellmann's Vegan Mayo.

TO FINISH

1. Pre-heat oven to 180°C.
2. Spoon the lentil ragu into a serving dish then add a layer of the aubergine, and finally cover with the sauce.
3. Mix the panko, paprika and black pepper together then sprinkle over the top.
4. Bake for 20 minutes or until core temperature reaches 75°C.





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GET IN TOUCH

Talk to us and learn how we can support your business to embrace plant-based.

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