



# TASTE OF VEGAN LONDON 2017: FREQUENTLY ASKED QUESTIONS

Thursday, November 9 - Monday, November 20, 2017

## 1. What is Taste of Vegan London?

Taste of Vegan London is **London's only vegan restaurant tour**. Beginning mid-November in celebration of World Vegan Month, and running for close to two weeks, the **festival features more than a dozen local restaurants offering exclusively vegan food and drink menus**. The event will also culminate with London's VegFest, which, in 2016, attracted more than 7,500 visitors in one day. In its inaugural year, Taste of Vegan London will highlight both vegan and vegan-friendly restaurants and invite London foodies to expand their seasoned palates and try something new.

## 2. When is it?

Thursday, November 9 - Monday, November 20, 2017.

## 3. I own a restaurant and I want to participate. What do I need to do?

Restaurants that want to participate in Taste of Vegan London need to register and pay the festival registration fee of \$100 by Tuesday, September 5, 2017. Entries must be completed online or in person by the registration deadline. All inquiries can be emailed to [tasteofveganlondon@gmail.com](mailto:tasteofveganlondon@gmail.com).

## 4. As a participating restaurant, how do I get involved?

To make Taste of Vegan London a scrumptious success, all participating restaurants must partake in promoting the event and offering great value, services, and products to the event's customers. Participating restaurants will receive PR and marketing support from The Maker Gatherer Event Planning Team. Restaurants are encouraged to use social media to get their message out—post, repost, regram, tweet, and retweet! You may also wish to gain greater exposure by becoming a Taste of Vegan London sponsor. Contact The Maker Gatherer Event Planning Team to discuss sponsorship opportunities at [tasteofveganlondon@gmail.com](mailto:tasteofveganlondon@gmail.com).

## 5. What is a Taste of Vegan London menu?

Taste of Vegan London menus are specially crafted by the participating restaurants and are available to customers throughout the Taste of Vegan London event dates. Specialty menus offer great value to the consumer by presenting an opportunity for new audiences to try vegan foods for the first time and for longtime vegans to explore a wide variety of establishments and taste various menus. Taste of Vegan London will give vegan restaurants the chance to showcase their uniqueness, as well as

allow non-vegan restaurants to showcase their creativity and versatility. Ideally, a Taste of Vegan London menu is a departure from the standard menu. Restaurants should view this event as an opportunity to showcase their creativity and go cutting edge! In order to stand out among the dozens of restaurants offering vegan fare, menus should be tantalizing and lure consumers in with a description of their fresh, local ingredients and tempting tastes. Taste of Vegan London dinner menus must be available throughout the entire event period. You may also offer a Taste of Vegan London lunch menu or Taste of Vegan London grab bag. Your menus must fit into the appropriate price points, as determined by event organizers. Customers must get at least three courses at dinner, two courses at lunch, and a good variety in each grab bag. We recommend giving customers more than one choice for each course. Event menus can be created as soon as you're ready, but must not be shared publically until the event marketing commences.

**6. I don't normally have a vegan menu so how can I ensure I am making vegan meals?**

Vegan menu items must not use or contain any animal products or by-products. Food and drink menus must be free of meat, poultry, fish, dairy, gelatin, fish oil, fish or meat stocks and broths, honey, eggs and egg whites, and real or artificial meat sauces and flavorings. When creating your original vegan menu, keep in mind that veganism promotes healthy food and lifestyle choices that reduce the pain and suffering of others, contribute positively to the ecosystem and minimize the negative impact of the industrial food system on the planet. Seek out and use as many locally grown foods as possible, keep freshness and food waste in mind, and channel healthy and positive energy into everything you create!

**7. What are the Taste of Vegan London menu price categories?**

Restaurants and Cafés can only be promoted in one price category for the duration of the festival. **Dinner:** three or more courses for \$25 or three or more courses for \$40; **Lunch:** two or more courses for \$15 or two or more courses for \$30. If you are unsure of what category your restaurant should fall into, please contact The Maker Gatherer Event Planning Team (tasteofveganlondon@gmail.com) to go over your questions and menu to determine your appropriate price category. Cafés, bakeries, and vegan food producers may participate and create a specialty grab bag that highlights a selection of new or specialty products, valued at \$25. Taste of Vegan London is about driving business, providing customer value, and generating new clientele. Consider positioning yourself in such a way that will allow you to offer great tasting food of superior quality at a great value, to ensure the most profitable results.

**8. Why do I have to provide a gift certificate?**

Restaurant gift certificates are used for contests and other marketing promotions for Taste of Vegan London. Providing your gift certificate early will increase the chances of your restaurant being chosen for social and traditional media promotions, thereby increasing your restaurant's profile and awareness to the public.

**9. What is the value of the gift certificate?**

Gift certificates must be provided to The Maker Gatherer Event Planning Team in the following denominations, which correlate to your dinner menu price points: \$25 menu-\$50 gift certificate and \$40 menu-\$80 gift certificate. Grab bag gift certificate value is \$25. Gift certificates must not have an expiry date.

**10. When can I start taking reservations for Taste of Vegan London?**

When general reservations commence and all consumers have access to your menus online, then reservations can be made. Restaurants cannot publicize their involvement in Taste of Vegan London prior to, or as otherwise determined by, The Maker Gatherer Event Planning Team.