

Another organisation leading the way for professional chefs to engage with plant based cookery is Demuths cookery school.

# THE DEMAND FOR VEGAN OPTIONS GROWS AS CUSTOMERS CHOOSE TO EAT LESS MEAT AND MORE VEGETABLES

– DEMUTHS COOKERY SCHOOL



“Our eating habits and attitudes are changing. In recent years, more people than ever before are moving away from meat, dairy and other animal products, whether for environmental, health or ethical reasons, or indeed, all three.

Everything from celebrity-endorsements and Netflix documentaries to mouth-watering Instagram accounts dedicated to showing off how varied and delicious a plant-based diet can be, have played their part in the growth of veganism.

It is hard to know exact numbers but research by Ipsos Mori in 2016 put the number of vegans in the UK at 542,000. This is a number that is likely to have significantly increased in the two years since. Veganuary

2018 saw 165,000 people taking the pledge to go vegan for the month of January, a 183% increase on 2017.

And it's not just the vegans, the number of 'flexitarians', who aren't committing to a full plant-based diet but are reducing their consumption of animal products, are on the rise too.

With this shifting change in attitudes, comes an increased demand for plant-based options. Supermarkets are already responding to the increase in demand – whether that's stocking ingredients that were once only found in health food shops or offering a greater selection of vegan-friendly on-the-go options. Big brand names are also launching vegan versions of well-known products.

Restaurants are having to take the popularity of a plant-based diet on board too and become more inventive with their menus.

Long gone, or at least it should be, is the one lonely uninspiring vegetarian option on a menu. Creative chefs can use vegetables in new and exciting ways, preparing and cooking them in modern styles, rebranding it in a way that appeals not only to vegetarians or vegans, but to anyone who is looking for a new and enjoyable eating experience.

At Demuths Cookery School, we are passionate about creative, healthy, plant-based food and aim to share and inspire vegan ways of working with food. Our intention is to provide inspiration, knowledge and techniques that can be translated onto menus across the country. **Q**