



Crafting Food. Inspiring Change.



PLANT-BASED
STARTER GUIDE

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It all began in the family kitchen in 1991, where Wally and Debbie Fry began making plant-based burgers and sausages for their family and friends. 28 years later, our range of meat alternative products are now available all over the world. Switching to a plant based diet is not only better for your health and for the welfare of animals but it's good for the planet too. We still make our food for our family, it is just now a lot bigger, so join us and you can enjoy tasty food that is better for you and the planet.

So join us in inspiring change around the world by showing your friends and family that we can all still enjoy tasty food while impacting the planet at large!

From our kitchen to yours.
The Fry's Family.



GETTING STARTED

Like most things in life, moving to a wholly plant-based diet is a journey.

If you are used to eating meat you can start by cutting down so that you are following a largely vegetarian based diet but occasionally still eating meat - this is known as flexitarianism. Whatever your reason for cutting down your meat consumption, even a small reduction will make a positive difference.

Following a full vegetarian diet excludes all meat, fish, poultry and seafood - with all focus on grains, pulses, nuts, seeds, fruits and vegetables. Most vegetarians still include dairy and eggs.

If you choose to exclude ALL animal products from your diet, then you are following a vegan or plant-based diet.

A plant-based diet excludes meat, fish, poultry, seafood, dairy and eggs - some people also choose to abstain from products such as honey. Many of those following a plant-based diet may also choose to avoid other non-food animal products such as leather or beeswax.

**300% INCREASE
IN THE NUMBER OF PEOPLE
FOLLOWING A VEGAN DIET
BETWEEN 2014-2018**



*1 in 3 people in the UK
identify as flexitarian*



**25% OF UK SHOPPERS
STATED THEY WANTED TO CUT
DOWN THEIR MEAT CONSUMPTION**



**1.2 MILLION PEOPLE IN THE UK
CURRENTLY FOLLOW A VEGETARIAN DIET**

**BY GOING PLANT-BASED YOU'LL BE JOINING
THE RANKS OF MILEY CYRUS, VENUS WILLIAMS, ELLEN DEGENERES,
LIAM HEMSWORTH, JERMAIN DEFOE, ARIANA GRANDE,
DAVID HAYE AND MANY MORE!**



WHY CHOOSE A PLANT-BASED DIET?

The reasons individuals choose to follow a plant-based diet are many and varied, but eating less meat and dairy - or even cutting it out altogether - will have a positive effect on your health, on animal welfare and on the environment.

HEALTH AND WELLBEING



Numerous studies across the world have shown a direct link between reducing intake of meat and animal products and improved health outcomes. Those following a plant based diet are less likely to suffer from a range of common illnesses including heart disease, cancer and diabetes.

The British Dietetic Association (BDA)

"A well planned vegan diet can support healthy living in people of all ages"

In the BDA's recent policy statement update it declared:

"Red and processed meat (RPM) Dietary modelling suggests that the largest improvements in terms of both improving public health and reducing the impact of climate change (and water and land use) are gained by reducing consumption of RPM."

ANIMAL WELFARE

More than 60 billion land animals are currently bred and slaughtered for human consumption each year. Rearing livestock on such an industrial scale inevitably leads to poor conditions and poor treatment of animals. This includes confined conditions where animals are unable to turn or move around and practices such as castration and de-horning. Indeed if "domestic" animals such as cats and dogs were treated in similar ways, those responsible would be charged with animal cruelty.

Keeping animals in cramped and over-crowded conditions also allows illness and disease to thrive - in turn encouraging increased use of medicines and antibiotics.

THE ENVIROMENT



Animal agriculture is widely cited as the leading cause of deforestation, water depletion and pollution; and it is responsible for more greenhouse gas emissions than the entire transportation industry. By switching to a plant based diet you'll be contributing to improved health of our planet and its precious resources



PLANT BASED NUTRITION

We don't need to eat meat or animal products to be healthy. Nutrition experts worldwide are increasingly advising us to boost our consumption of plant based foods to help reduce cholesterol and saturated fats.

Here's some of the best sources of the key nutrients essential to a healthy diet:

VITAMIN A: Improved vision, bone growth and a healthy immune system.

Sweet potatoes, carrots, spinach, green leafy vegetables, watercress, tomatoes, peppers, mangoes and apricots.

VITAMIN B12: Healthy nervous system

Vitamin B12 does not naturally occur in plant protein but there are many products which are commonly fortified with B12 and other vitamins and minerals.

Yeast extracts (e.g Marmite), nutritional yeast, fortified soya products and breakfast cereals. Alternatively, if its more convenient daily Vitamin B12 supplements are widely available.

VITAMIN C: Healthy immune system.

Green leafy vegetables, broccoli, oranges and other citrus fruits, cabbage, blackcurrants, potatoes and kiwi fruit.

CALCIUM: Strong bones, healthy kidneys, healthy heart.

Fortified breakfast cereals, soya milk, nuts, seeds, tofu, wholemeal bread, green leafy vegetables and dried fruit.

IRON: Increased energy, healthy immune system

Spinach, cooked soya beans, pumpkin seeds, quinoa, tomatoes, pasta, prune juice and lentils.

OMEGA 3: Strong mind, healthy nervous system, healthy heart

Flaxseed, chia seeds, hemp. To a lesser extent Omega 3 can be found in nuts, green leafy vegetables and grains.

POTASSIUM: Water balance, lower blood pressure, healthy heart

Bananas, pumpkin, potatoes, strawberries, tomatoes, Brazil nuts, chickpeas, oranges.

ZINC: Healthy immune system, promotes wound healing

Wholegrains, brown rice, baked beans, lentils, pumpkin, sesame seeds, nuts, tofu.

PROTEIN: Energy, cell growth, body repair

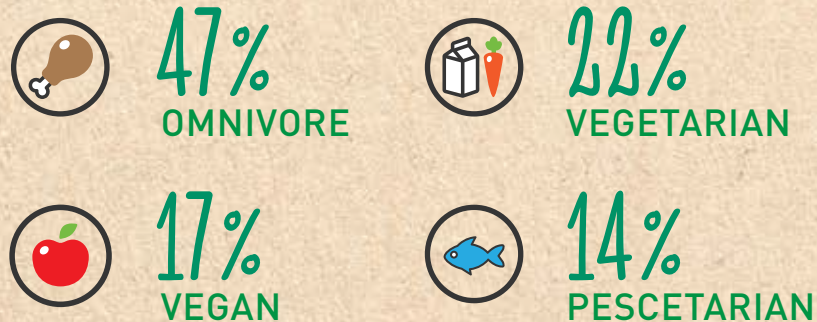
THE FRY FAMILY FOOD CO. has a range of products which contain all 8 amino acids and between 10-20g of protein per 100g. Fry's is a quick and easy way to get all the protein you need. Other sources include rice, quinoa, tofu, legumes, pulses, wholegrains, soya milk and fortified cereals.



Taking up the Veganaury challenge is a great way to try out a plant-based lifestyle. Veganuary is a charity that encourages people to try a vegan diet in January and throughout the rest of the year.

It has grown massively in the past few years and in 2018 it broke all records as 168,542 people took the pledge to go vegan for one month.

DIET BEFORE VEGANUARY



SUE, VEGANUARY PARTICIPANT:

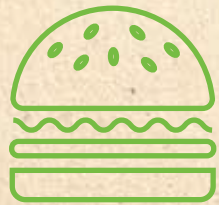
“Nearly six months on, I am still vegan and feel completely committed to it. I have seen significant improvements in my health and well-being; for the first time in my adult life I am able to maintain a healthy weight, and I have much more energy. In fact, I now participate in a range of sports and will shortly be taking part in my first ever sprint triathlon!”



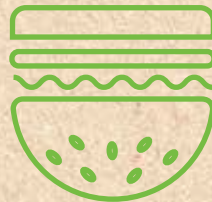
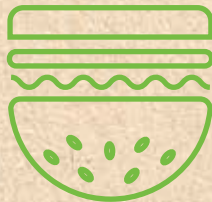
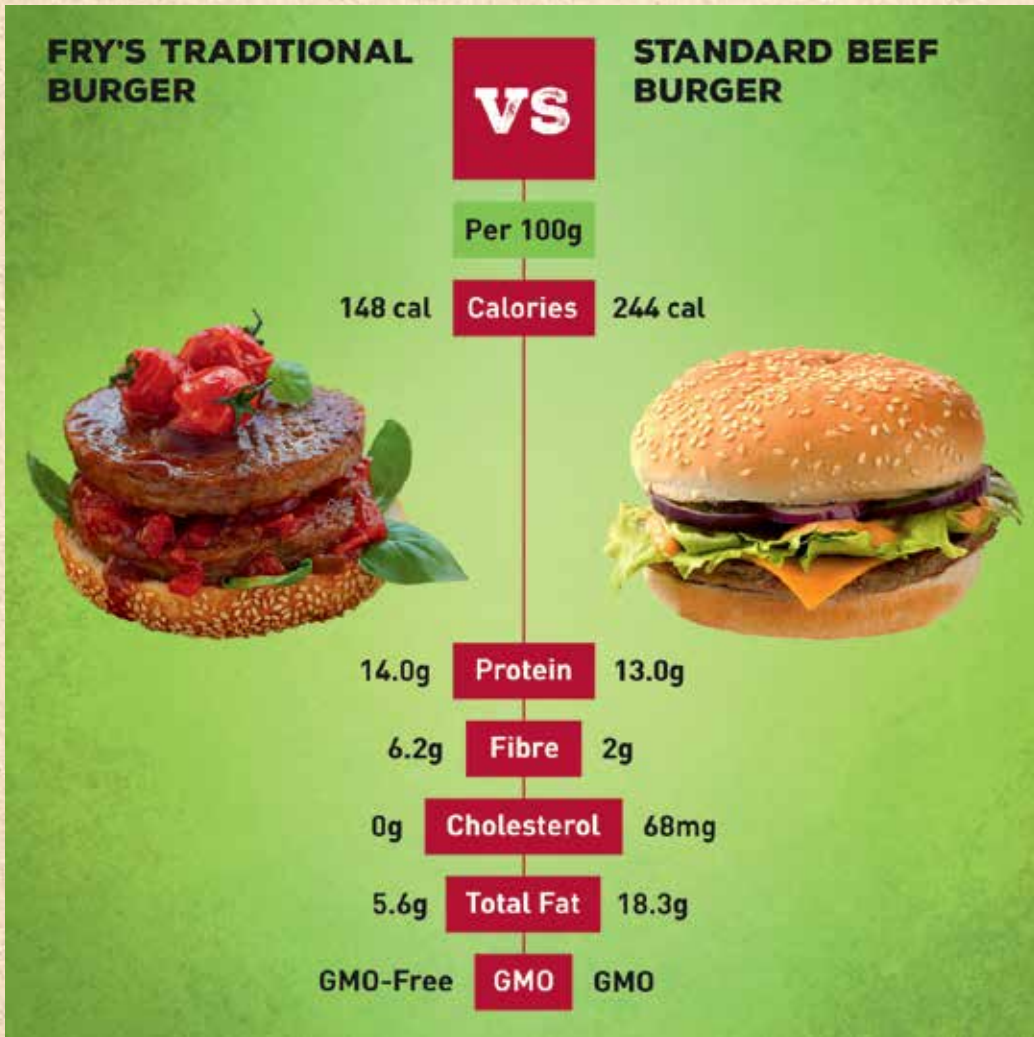
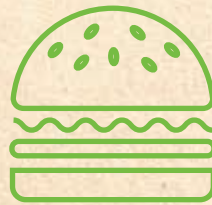
62% OF VEGANUARY 2018 PARTICIPANTS intend to stay

VEGAN!

VEGANUARY.COM



DID YOU KNOW?



THE FRY FAMILY FOOD CO. RANGE

All our products are made from proteins which come from grains and legumes, like wheat and soya. These are “complete” proteins (just like meat - but better!) meaning that they contain all 8 essential amino acids for a healthy balanced diet.

As well as being high in protein, all our products are naturally free from cholesterol, are only flavoured with natural herbs and spices and include no GM ingredients.



View our full range at www.fryfamilyfoods.com/uk

TOP TIPS FOR MOVING

TO A PLANT BASED DIET

1. DON'T GO FROM MEAT EATER TO MEAT REJECTOR IN A SINGLE STEP

Try gradually changing your eating habits – one day at a time. Try being “plant based” for one day a week and then move it to two days, then 3 days and so on. Before you know it, you’ll be preparing and cooking plant based meals 7 days a week!

2. TRY MEAT SUBSTITUTES TO SATISFY YOUR NEED FOR HEARTY FOOD

If you’ve previously enjoyed meat, why not try swapping your usual mince for Fry’s meat free mince, or your usual pork sausages for our meat free traditional sausages – just as good with mash and gravy! Once you’ve made this switch you can try dropping eggs and dairy from your diet too.

3. BE INSPIRED TO TRY NEW AND INTERESTING RECIPES THAT ARE PLANT BASED

There are hundreds of vegetarian and vegan recipes online – why not start by searching the hundreds of quick and tasty recipes at fryfamilyfood.com - you might find some new ideas or some twists on your family favourites.



4. EATING OUT DOESN'T HAVE TO BE A CHALLENGE

With more and more people following a plant based diet, most restaurants now offer a good choice of vegetarian, or even vegan

options on their menu. Don’t forget that most restaurants are also happy to accommodate some small changes to your menu choices to ensure they are vegetarian or vegan – or in some cases prepare you something different from scratch – don’t be afraid to ask.

5. DON'T BE A CARBO-VORE

It might be easy to fall back on rice and potatoes when you are pushed for time but remember to maintain a balanced vegetarian eating plan using lots of the nutrient rich foods in our list for optimum health.



There are many useful resources to help you plan and maintain a vegetarian or vegan diet & lifestyle – here are some we’ve chosen that provide useful information and lots of inspiration for recipes and eating plans.

WEBSITES:

fryfamilyfood.com
Veganuary.com
Vegansociety.com

MAGAZINES:

Vegan Food & Living
Vegan Life
Vegan Living

EVENTS:

Vegan Life Live
Vegfest
Just V Show

KEEP AN EYE OUT FOR EVENTS LOCAL TO YOU AND REMEMBER THERE ARE MANY OTHER RESOURCES AVAILABLE ONLINE.

WWW.FRYFAMILYFOOD.COM

FRY'S 3 WAYS



**SPICY SAUSAGES
IN TOMATO**



**GARLIC & SAGE FRY'S
BRAAI SAUSAGES**



**HAWAIIAN
HOT DOGS**



**FOR FULL RECIPES AND MANY MORE
VISIT FRYFAMILYFOOD.COM**

MEAL PLANNING

If you are new to plant-based eating you may find it useful to work up a few daily meal plans. Planning ahead makes shopping easier and helps you make sure you are getting enough of the right foods. Here's a couple of examples to get you started, but you can find loads more online.





Crafting Food. Inspiring Change.

YOU CAN FIND OUR RANGES AT

Sainsbury's

HOLLAND & BARRETT



And local health food stores up and down the country

