



Dear Restaurateur,

We are writing to invite you to respond to a growing market trend by signing the *Veg for Life Pledge*, and providing vegetarian meal options. Vegetarians account for an estimated 5.7 million adults in the U.S., and this number is increasing every year. Many restaurant-goers seek low-fat, low-cholesterol or high-fiber options, while others have medical, ethical or religious dietary constraints that require vegetarian meals.

National news stories in the *Los Angeles Times*, *The New York Times* and other major media have reported on the growing demand for vegetarian foods. A number of restaurants have introduced new vegetarian menu items, from veggie burgers to elegant entrées, using ingredients such as tofu, seitan, tempeh, soymilk, soy-cheese, and other vegetarian ingredients. Many establishments have opted to modify existing menu options, such as preparing soups with vegetable bouillon in lieu of beef or chicken stock, replacing lard or cooking grease with vegetable oil, and substituting cornstarch, applesauce, nondairy milk, and other equivalents not derived from animal products for eggs and dairy in baked goods.

As part of our *Veg for Life Campaign*, Farm Sanctuary, a national nonprofit organization, is asking restaurants to pledge to provide at least one vegetarian or vegan entrée at each meal. By signing the *Veg for Life Pledge*, you will be confirming your commitment to provide food options to a diverse customer base. We can provide you with a *Veg for Life* sticker to display in your window, signaling that vegetarian food is available, and you will be added to the *Veg for Life* website, as well as regional restaurant guides, as an establishment with options for vegetarian customers. If you are interested, we can also provide you with menu ideas, dietary requirements, bulk food recipes, resources for vegetarian food suppliers such as Sysco and Sodexo, and other information.

We have been encouraging restaurants to provide vegetarian options for over a decade. In fact, Farm Sanctuary was instrumental in the introduction of Burger King's well-known BK Veggie. What began in 1993 as a trial offered in a single store in Watkins Glen, New York, near Farm Sanctuary's headquarters, spread across the nation and is now marketed as the BK Veggie at all 7,904 of its U.S. locations.

There is a growing demand for vegetarian food, and we hope you will choose to sign a *Veg for Life Pledge* to take advantage of this demand. For more information, please contact us at (607) 583-2225 or by e-mail at veg@farmsanctuary.org.

Thank you for your consideration. We hope to hear from you soon.

Sincerely,

A handwritten signature in black ink, appearing to read "Gene Baur", with a long horizontal line extending to the right.

Gene Baur
President, Farm Sanctuary

