

# NATIONAL VEGETARIAN WEEK

Monday 18th ~ Sunday 24th May 2009

Sponsored by Cauldron Foods

This action pack will give you some great ideas about ways your business can get involved in National Vegetarian Week (NVW).

Now in its 17th year, NVW has gone from strength to strength and has become a key date in the food and lifestyle industry calendar.

It offers a great opportunity for businesses to use the Week to promote their own products and services, and at the same time promote a healthy lifestyle choice.



## Ways you can get involved

~ Use the National Vegetarian Week logo to show your vegetarian customers that you take their needs seriously.

~ Order and display the National Vegetarian Week posters and point of sale materials to draw people's attention to the Week and your vegetarian products.

~ If you are a distributor, why not bulk order the NVW materials and include them in the orders you send out?

~ Run promotions on vegetarian products and meals; BOGOF, meal deal tie-ins, price reductions.

~ Profile vegetarian products and recipes through in-store publications, samplings and product displays.



~ Reach new customers by providing product samples or vouchers to community groups and others celebrating the Week. If you are interested in this, then please contact Graham Drummond for further details - [graham@vegsoc.org](mailto:graham@vegsoc.org).

~ Organise team building and morale boosting staff activities such as a week long veggie challenge or pot luck veggie lunch.

~ Think local and seasonal; consumers have a growing interest in the food they eat, where it's come from and how it's produced.

~ Promote vegetarian products on your website using NVW as the 'hook'.



## Do you serve vegetarian food?

~ Launch a new vegetarian menu or dish during the Week.

~ Organise a special vegetarian gourmet evening, taste testing or veggie buffet.

~ Become a member of the Society's Food and Drink Guild and launch your accreditation during the Week.

~ Offer a vegetarian meal for two as a prize for competition based promotions in regional press or on local radio.





# Do you produce vegetarian food or products?

~ Launch a new range of veggie products or veggie meals during the Week.

~ Get your products approved by the Vegetarian Society and launch during the Week.

## Approved Products

The Vegetarian Society Seedling Symbol trademark was first registered as an official trademark in 1969 and is currently the only vegetarian symbol which is legally governed by a trademark licence agreement. It ensures products meet our vegetarian criteria.



## Food & Drink Guild

The Seedling Symbol trademark is also displayed on restaurant, hotel and cafe menus all over the UK. This instantly recognisable symbol ensures that when vegetarians are eating out, they can dine with complete confidence.

## So why get accreditation?

The Seedling Symbol assures your customers and leaves them safe in the knowledge that products, recipes and working practices fully comply with the Vegetarian Society's strict criteria concerning vegetarian suitability.

## How to get accreditation

Visit [www.vegsocapproved.com](http://www.vegsocapproved.com) or call 0161 925 2000 for further information.

# How we can help you get involved



~ Want to use the NVW logo? Email us and request the logo agreement which will give you ideas on how you can use the logo effectively.

~ Order all your NVW promotional materials through our online form, or call us, and remember everything is free!

~ Contact us to get details of companies offering free samples for events.

~ Let us know if you can offer any free samples and we'll promote the offer in our regular NVW e-newsletters and to our local group network.

~ Get free promotion for your NVW event by advertising it through our online NVW events diary. You can get a free listing for all types of events from promotional instore offers to social events. Just fill in the online form and we'll list your event, by region, on the diary.



~ Visit our website for literally hundreds of vegetarian recipes.

~ Promote your events and NVW celebrations through our e-newsletter network.

~ Download the NVW banner for use on your website.

~ Each year we run a national PR campaign to gain wide media coverage.



# Why you should get involved



~ By participating in NVW you can show your customers that you take their needs seriously and are committed to offering a choice for everyone.

~ NVW offers a great opportunity to promote vegetarian products and boost sales. A 'Key Note Market Assessment Report on Vegetarian Foods' forecasts that from 2007 - 2011 sales of vegetarian foods will continue to grow at a rate of between 6.2% and 7.5% year-on-year.

~ NVW generates huge national and regional press coverage. In 2008 total circulation reached 114 million, across newspapers, magazines and radio, not to mention additional TV and online coverage.

~ Many local businesses serving vegetarians, and those doing something special to celebrate NVW, received coverage in their own regional newspapers.

~ NVW is a fantastic way to encourage staff to think about their own health and can be great for team building and morale boosting.



In 2008, Compass Group, a global foodservice company, promoted NVW at over 150 of their business sites. Here's what they had to say:

"The key to our NVW activities this year was to give our customers a great choice of vegetarian foods – not just during vegetarian week, but every day in our restaurants and cafés! It was also a fantastic opportunity to raise customer awareness of the Compass Group philosophy on health, nutrition & wellbeing, and to participate in this hugely publicised national campaign from the Vegetarian Society".

*Andy Wilson, Compass Group.*

For further information, to order free POS materials and to register your event visit [www.vegsoc.org/nvw](http://www.vegsoc.org/nvw), call Graham Drummond on 0161 925 2000 or email [graham@vegsoc.org](mailto:graham@vegsoc.org).