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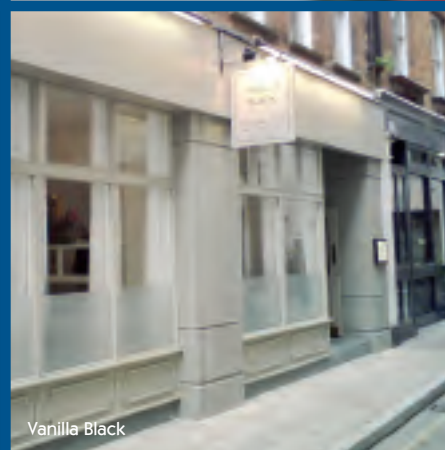
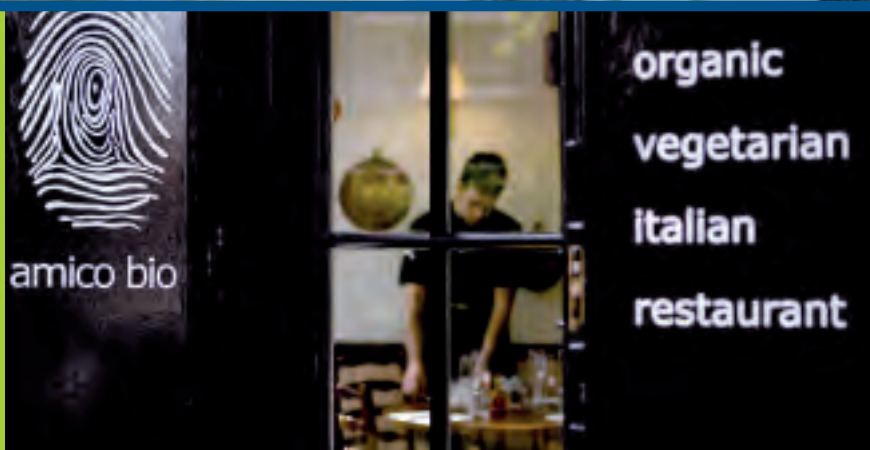




Otarian



Vanilla Black



Vanilla Black

# Food That Loves Life

Despite the trend towards healthy living and all the various meat scandals, vegetarian cuisine has so far not had a great impact on the European restaurant scene – and this although the number of vegetarians is growing steadily in many countries. It would seem that vegetarians do not go exclusively to vegetarian restaurants but can also find what they are looking for on the menus of ‘normal’ restaurants.

The big advantage is that, there, they can dine together not only with meat lovers but also with the growing group of ‘flexitarians’ who simply go without animal protein whenever possible. Nevertheless, there is a niche market with numerous specialists who uncompromisingly and successfully demonstrate that meat is not a prerequisite for outstanding cuisine. Part 2 of our European overview.

## UK

When the first Vegetarian Britain guide was produced in 1998 it featured 270 premises across 250 pages; the last edition, the fourth, which was produced last year, included around 450, across its 800 or so pages. As the increase in both premises and pages suggests the number of vegetarian eateries has risen fast over the last 13 years and there are now approximately 5 m Britons who are wholly or partly vegetarian. Add to this the movement towards healthier lifestyle and so called ‘meat-reducers’, those consuming less flesh, and the market for vegetarian cuisine has never been so buoyant.

Restaurants can no longer afford not to have a vegetarian option on their menus or even just the one. The relatively cheaper cost of vegetarian food together with concerns over animal welfare and damage to the environment has also led to more consumers choosing healthier options and vegetarian dishes.

This move has led to a marked increase in the number of high-end vegetarian restaurants operating across the country. According to Alex Bourke, who com-

piles Vegetarian Guides to meat-free eating in Britain, there were 30 top-range vegetarian restaurants operating in the UK at the start of 2010 up by 50% on 2007.

In London, venues such as **Amico Bio**, **Vanilla Black** and the two-strong **Saf** business, have all proven that the perception of vegetarian cuisine has come a long way and is no longer confined to lentils and soup. The first vegetarian, organic Italian restaurant in London, **Amico Bio** was established by head chef Pasquale Amico and his two cousins under the banner 'Green Thinking – Better Living', while the Andrew Dargue and Donna Conroy-operated Vanilla Black restaurant in the capital is one of only two Michelin-recommended vegetarian establishments in Britain. The other Michelin-starred vegetarian eatery is Brighton's long-established **Terre à Terre**, which first opened its doors in 1993.

Launched by 'raw chef' Chad Sarno, **Saf**, which is an acronym for Simply Authentic Food, and also means 'Pure' in Turkish, was established over a decade ago and now operates eponymous restaurants in Shoreditch and Kensington. The company also offers a 'Saf To Go' products range is available at both of its restaurants as well as a growing number of retail outlets including the Whole Foods market chain.

While the high-end category of the vegetarian restaurant sector goes from strength to strength – top-end vegetarian eateries have also opened in recent years in places such as Bath, Nottingham, Manchester, and in towns in Suffolk West Yorkshire – Saf remains

### ■ ■ ■ UK: Websites ■ ■ ■

[www.amicobio.co.uk](http://www.amicobio.co.uk)  
[www.vanillablack.co.uk](http://www.vanillablack.co.uk)  
[www.safrestaurant.co.uk](http://www.safrestaurant.co.uk)  
[www.otarian.com](http://www.otarian.com)  
[www.terreaterre.co.uk](http://www.terreaterre.co.uk)  
[www.veggieheaven.com](http://www.veggieheaven.com)  
[www.ottolenghi.co.uk](http://www.ottolenghi.co.uk)  
[www.nopi-restaurant.com](http://www.nopi-restaurant.com)  
[www.eatatbobbys.com](http://www.eatatbobbys.com)  
[www.hansasrestaurant.com](http://www.hansasrestaurant.com)  
[www.woodlandsrestaurant.co.uk](http://www.woodlandsrestaurant.co.uk)  
[www.vitalingredient.co.uk](http://www.vitalingredient.co.uk)  
[www.abokado.com](http://www.abokado.com)  
[www.chopd.co.uk](http://www.chopd.co.uk)  
[www.podfood.co.uk](http://www.podfood.co.uk)

the closest example the sector of a long-established chain of 'proper' vegetarian eateries.

**Otarian**, the quickservice vegetarian restaurant concept, entered the UK market to great fanfare at the end of 2009 with plans to operate a chain of sites across London and major cities. The brainchild of the Oswal Group, a multi-billion dollar company with a diversified portfolio of assets in construction, logistics, petrochemicals, property, resources and transport in India and Australia, the group opened four restaurants, two in London and two in New York around the same time.

The group, which is owned and controlled by husband and wife team Pankaj and Radhika Oswal, acquired two Central London sites: the former Nanobites pub on Wardour Street and an independent Italian restaurant on the corner of Shaftesbury Avenue.

The concept is based on a McDonald's style operation with counters and rapid service, and is focused on raising awareness about healthy eating and sustainability. Despite a wealth of publicity, the UK side of the business has recently run into difficulties. It announced at the start of August that was to pull out of the UK and closed both its sites in the country and its restaurant in the Greenwich Village district of New York, leaving it with one restaurant in the US city.





Saf



# UK



POD

In a message posted on its website, Otarian said: “We are currently working to expand our eco-friendly range and to improve our offerings to you. During this time of development, we shall not be functioning in UK. We realize this will come as a disappointment to all the Otarian London fans, but rest assured that we shall soon be bringing back a tastier, yummiier Otarian experience that will make you forget that we were ever gone.” It is thought that a third proposed Otarian site in lower Regent street, which was acquired last year but never opened, has already been disposed of. A further mini chain,

**Eat & Two Veg**, which operated two sites in London, also faced difficulties and closed its remaining vegetarian restaurant on Marylebone High Street at the start of last year.

While a full-scale vegetarian restaurant chain continues to prove elusive, cafés and delis in the category have proven to have more longevity. Founded in 2002, **Ottolenghi**, the upmarket vegetarian deli shop-meets-café concept, has since grown to operate four sites across London. Founder Yotam Ottolenghi, who was born in Israel, trained as a chef at several London restaurants, including Capital and Kensington Place. His deli-restaurant operations are a joint venture with business partner Sami Tamimi, who he met while working at the Baker & Spice patisserie chain.

It currently has four London locations – Belgravia, Notting Hill, Kensington and Islington. The sites trade as food shops with some communal seating. The biggest is Islington, which can seat about 50 diners and serves also meat and fish. Plans to open further sites under the concept have been put on hold as the group concentrates on its new brasserie in London’s Soho, called **Nopi**, which it opened earlier this year.

Indian cuisine continues to play a significant part in shaping the UK vegetarian restaurant scene. Regional restaurants such as **Bobby’s** in Leicester and **Hansa’s** in Leeds have been established for over 20 years and continue to educate consumers on Gujrati vegetarian cuisine. Affiliated with the famous **Woodlands** Restaurants in India, which has been established since 1938 with over 40 branches, the UK arm of the group currently operates a three-strong chain of upscale eateries in central London. The UK operation currently has restaurants in Piccadilly, Marylebone and Hampstead and is thought to be looking at further opportunities to expand in the capital. Specialising in authentic vegetarian dishes from south India, the chain also offers organic, vegan and vegetarian wines.

The issue of health continues to play a big part in the move by consumers toward vegetarian choices and is driving the growing popularity in and rise of salad and soup focused chains across London. Although not purely vegetarian, these businesses are taking an increasing share of the vegetarian market and are proving to be an entry point for many ‘meat eaters’ into the world of vegetarian cuisine.





*Jerusalem-born chef and restaurateur Yotam Ottolenghi, who used to write a column called 'The New Vegetarian' for the Guardian: "Our food is familiar and straight forward, yet highly innovative. It is a way of life, somewhere between a healthy obsession and a bad habit we can't kick."*

Earlier this year, American-Estonian real estate entrepreneur Paul Oberschneider took a stake in **Vital Ingredient**, the tossed salad-to-go concept. Oberschneider, who is the founder and chief executive of Hauser-Oberschneider, one of Europe's biggest property developers and investors, has taken a 50% stake in the chain, which opened its first site in Soho in 2001.

The business, which was founded by managing director Alex Heynes, now plans to grow to up to 15 sites in London over the next two years. Managing director Heynes will be developing the company's unit model during its expansion, with a newly formed management team of Oberschneider as chief executive; eXPSS Holdings chairman Tim Hobbs as chief financial officer; and Bruce Kamp, formerly at Nando's, as operations manager. The company currently operates five sites in the capital, its original site in Soho, one at Mansion House, two in Mayfair and one in Holborn.

**Abokado**, the chain of healthy food bars led Mark Lilley, is also set to increase its

presence in London, with up to five new sites targeted for opening in the capital by the end of March 2010. The company, which is backed by private equity investment firm Kings Park Capital, recently opened its seventh site in London near St James's park tube station. The site is the first to feature the group's new store design, which includes subtler colours and more natural wood finishes.

The group is in advanced negotiations regarding sites in the West End and the City, and hopes that both will be open by the end of September. It has also made offers on two further sites in the capital. The company currently operates a kiosk site at Euston Station. Lilley said that the group had received approaches from Network Rail to open further kiosk units

but that it was concentrating on the expansion its standalone sites at the moment. To help it with its expansion plans the company, which offers sushi, salads, soups and wraps, has also appointed its first head of operations.

**Chop'd**, the London-based salad bar chain, is currently in negotiations on acquiring a 7th site in capital, after completing its latest round of fundraising. The group is also set to enter negotiations with banks regarding financing options to open its 8th and 9th sites. The company, which is led by managing director Eddie Holmes, has six outlets in London – Canary Wharf, Leadenhall Market, Mayfair, Spitalfields, St Pancras International and a bar in the food hall of Selfridges.



Teresa Carles



Yerbabuena



Loving Hut



Biocenter

■ ■ ■ E: Vegetarian Restaurants ■ ■ ■

● in Madrid

Al Natural [www.alnatural.biz](http://www.alnatural.biz)

Artemisa [www.restauranteartemisa.com](http://www.restauranteartemisa.com)

El Restaurante Vegetariano [www.mesalibre.com/ficha/restauranteelrestaurantevegetariano](http://www.mesalibre.com/ficha/restauranteelrestaurantevegetariano)

El Vegetariano de Teresa [www.elvegetarianodeteresa.com](http://www.elvegetarianodeteresa.com)

El Vergel [www.el-vergel.com](http://www.el-vergel.com)

Yerbabuena [www.yerbabuena.ws](http://www.yerbabuena.ws)

● in Barcelona

Self Naturista [www.selfnaturista.com](http://www.selfnaturista.com)

La Granja [www.lagranjavegetariana.com](http://www.lagranjavegetariana.com)

Vegetalia [www.vegetalia.com](http://www.vegetalia.com)

Maoz [www.maozusa.com](http://www.maozusa.com)

Further restaurants:

[www.restaurantesvegetarianos.es](http://www.restaurantesvegetarianos.es)



Yerbabuena

Holmes said that company hoped to have at two new sites opened by the end of 2011. He said: "The last nine months we have experienced consistent like-for-like growth, while across the last three months like-for-likes has been up on average 20% on the previous year. "We have confidence in expansion ability of the concept and we are looking at a number of sites in the capital where we think the format will work."

The leader in the pack though is **POD**, the healthy fast food concept, which is currently in the middle of adding six new sites to its estate this summer, as it looks to reach a portfolio of 20 units by the end of the year. Buoyed by new investment from private group JGR Capital, plus additional investment from its current shareholder and investor base – which is made up of experienced retail and hospitality industry professionals, including Nicolas Payne, ex-business development director for Burger King Europe – the chain plans to grow its estate from nine to 25 sites inside the M25 by the end of 2012.

Chief executive Tim Hall said: "Chains such as Pret and Eat have proven that there are still plenty of expansion possibilities in the capital. We also believe there are opportunities for a healthy fast food concept to be successful outside of London and we are excited about the next stage of POD's expansion."

It looks like 2011 is not so much about becoming a vegetarian but about becoming more meat-aware. Vegetarian restaurants are also doing well partly because people are realising that meat-eating is bad for the planet and that vegetables are seen as a cheaper alternative, but also because the traditional view of vegetarian food as bland and boring is changing. Fewer people hold that view; they're looking for something different, and that includes healthier options and innovative approaches and formats.

*Yerbabuena, conveniently located near the big subway station Puerta de Sol in Madrid, specialises in vegetarian 'high cuisine' also suitable for vegans. Dishes include pasta, paella, and crêpes. The menu of the day includes 3 courses, bread, water and mini appetizers for €13. Teresa Carles' restaurant and Teresa do Carmos 'Biocenter' are among the veterans in Spanish vegetarian cooking, while the new arrival 'Loving Hut' has been attracting attention as new arrival for 1.5 years now.*

## Spain

In Spain, restaurants with vegetarian food on the menu still have market-niche status, being regarded mainly as destinations for weight-watchers or people with a 'green' way of thinking and a diet to go with it. But these locations enjoy sudden surges in popularity, even if only short-lived, in times of food scandals about meat or fish, such as the recent scare about clenbuterol in meat or, some time ago, the uncertainty about the effects of dangerous parasites and mercury in fish. And yet there are still 'veterans' like Biocentro or Ecocentro that prove it is possible to 'work' even a niche topic successfully for many years. And the opening of Loving Hut in Madrid and the new Teresa Carles outfit in Barcelona are proof that dining-out for vegetarians is definitely thought to have potential.

**Teresa Carles:** An urbanely modern location for epicureans. Also a place for part-time vegetarians, it has a formula that is totally devoid of missionary zeal when it comes to vegetarianism. And not a single trace of fustiness either. Opened in Barcelona's Ciutat Vella in 1979, the casual dining concept, with seating for 80 guests, has a modern approach that relies on a combination of self-service and table-service, and a menu that offers a whole host of specialties. "We want our brand to stand for best quality and tasty handmade dishes", says owner Teresa Carles, who gave her name to the concept and launched it together with her husband, Ramón Barri, and son Jordi Barri. "And we want our guests to come, not only because we are offering vegetarian food, but because they are convinced by the quality." This, so Carles, is a radically new way for vegetarian restaurants to see themselves. Statements on the internet by visitors to the restaurant show that this approach is being well received. F&B bestsellers are 'Surtido de croquetas' for €7.50 and 'Triología con Catxipanda' for €13.50. With around 100 guests

every day, sales in 2011 are expected to amount to €350,000.

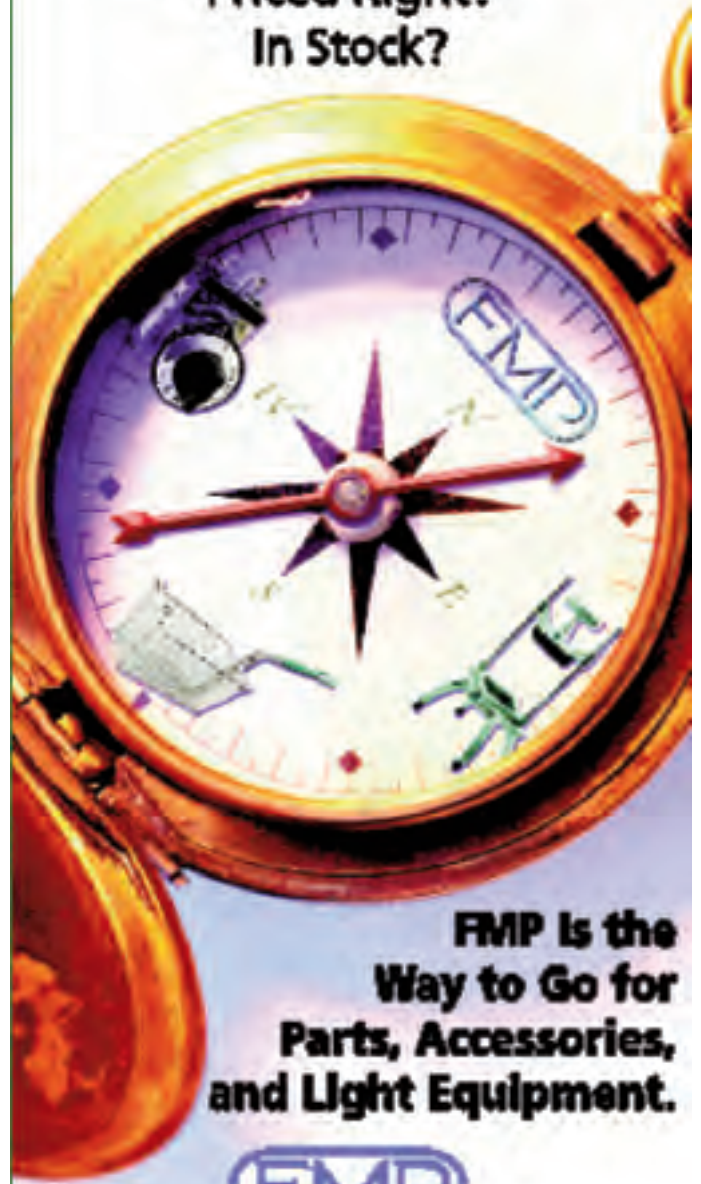
The family is not new to the business. Ever since 1979, the couple have provided restaurant operators with advice and support on how to plan and open vegetarian restaurants, and have also acted as temporary partners. Their approach to their own concept is a highly professional one, as shown by the central kitchen in Lleida, where all longer-lasting components/dishes are prepared, and a sophisticated (virtual) marketing concept. "We intend to open further locations in Barcelona in the near future and then to tackle other cities as well", so Jordi Barri. They see themselves as modern ambassadors for a vegetarian cuisine that is both healthy and full of taste. [www.teresacarles.com](http://www.teresacarles.com)

**Loving Hut:** The international casual-dining chain of vegan restaurants has had a presence in Spain since the end of 2009; in 2010, after Valencia and Málaga, it opened location No. 3 in the Spanish capital. The dishes served here are also composed only of products of non-animal origin: vegetable spaghetti Bolognese, burritos or hamburgers. They are accompanied by typical Spanish or local offers such as 'tortilla de patatas', 'croquetas' and 'cocido madrileño' in which, according to franchisee María José Lobo, the components that are usually of animal origin are replaced with purely plant-based ingredients. "For example, we use soy milk for the croquetas." Everything is 'handmade' on location, with the ingredients coming from wholesalers specialised in vegetarian and vegan products. "There is still a shortage of suppliers who can offer these foods free from insecticides and pesticides. Our aim is to offer only organic products." The furnishing of the dining room, around 90 sq m in size, is minimalist: white tables, white chairs, a wooden floor, a few portraits of famous vegans. In the first year, with opening times from 1.30 p.m. to 4 p.m. and 8.30 p.m. until midnight, the operators had 45 guests

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# The Netherlands



Betty's



De Vegetarische Slager

on average every day. "We are confident of increasing this number to 60 soon." On this basis, sales for 2011 are put at €300,000. [www.lovinghut.es](http://www.lovinghut.es)

**Biocenter:** Et voilà: a 'veteran'. Opened 20 years ago, not far from the Ramblas, the restaurant continues to offer healthy, vegetarian food, prepared mainly from organic produce. Since the 70s, the founder of the concept, Teresa Do Carmo, has been a champion of organic farming. To begin with, she sold these products in retail shops that went under the name of Comme Bio. In 2002, a Swiss fund acquired a major stake in the franchise formula, which then closed down. In the meantime,

however, Do Carmo had put her idea for healthy living on a second pillar by opening the vegetarian restaurant. 260 sq m in size, this very comfortably furnished location has room for 100 guests. "We have tried to take an ecologically sustainable approach in terms of the furnishing as well." The menu? Many dishes are suitable for vegans, ovo-lacto vegetarians, crudivores as well as guests on a macrobiotic diet. The bestsellers? 'Red Vegetable Curry', 'Seitan in White Wine' and 'Tofu with Ginger'. Almost all the recipes are their own creations. The average tag comes to around €10 at lunchtime, a great favourite being the salad buffet, and around €15 from à la carte business in the evenings. Sales are estimated at €350,000. "We see ourselves as pioneers of a development that is only just taking off", says Do Carmo. In an effort to make the business self-sufficient without having to pass on to the guests the higher purchase prices demanded for organic produce, the family runs its own farm and thus ensures the supply of good, fresh organic products. <http://restaurantebiocenter.es>

à la carte restaurant, organic buffet, and a shop for organic food, cosmetics, herbs, books and other items, as well as rooms for conferences, courses and workshops. A lively, colourful microcosm for all those who want to live in harmony with themselves and the world around them. The gastronomic offerings take up 60% of the space, which occupies around 200 sq m altogether. The menu of the à la carte restaurant is varied and changes frequently; the prices, ranging between €10 and €13, are moderate. Among other things, the organic buffet offers a large choice of salads and fruit, sold by weight. The average number of guests per day is 200, with around 50 of them dining on location. Sales in 2011 are estimated at around €300,000. [www.ecocentro.es](http://www.ecocentro.es)

## The Netherlands

In the Netherlands, good vegetarian restaurants are thin on the ground. The food critic of a major Dutch national newspaper carried out a search for quality vegetarian restaurants, say 'veggie with star', with the help of the paper's readers. The results were woeful. With the exception of a few vegetarian restaurants (Betty's and Bla Bla, vleys nog vis),

One of the pioneers in Madrid is **Ecocentro**, opened in 1993. This is a multifunctional concept that consists of an organic





*Europe's first vegetarian butcher's shop 'De Vegetarische Slager' opened in The Hague in October 2010, serving various meat-replacement products made from lupin seeds. It is the brainchild of eighth-generation lupin farmer Jaap Korteweg.*

most seem to be stuck in a seventies macrobiotic time warp. He was seriously underwhelmed by the food served in the majority of vegetarian restaurants. Instead, he was a lot more excited about the vegetarian dishes on offer at 'regular' restaurants. 'The often well-meaning vegetable cooks have no idea how to present food attractively. Or they lack the ambition to do so. A home-cooked meal at a reasonable price will do.' The Dutch Vegetarian Society asked people to vote for restaurants where you can enjoy great vegetarian food. Not one of the top three restaurants (De Librije in Zwolle, Schathoes Verhildersum in Leens, Au Coin des Bons Enfants in Maastricht) is a vegetarian restaurant.

Does that mean vegetarianism is dead in the water? Absolutely not! Meat avoiders, whether or not part-time, simply don't visit vegetarian restaurants to satisfy their taste buds. The number of vege-



tarian dishes on the menu of regular restaurants is growing and flourishing. Vegetables and herbs are the new stars in the kitchen. No-one bats an eyelid anymore when meat and fish dishes are in the minority on the menu, whether in a food pub, lunchroom, beach hut or fine dining restaurant. The notion of 'flexitarian' is catching on; people who choose to leave meat and fish off

the menu now and again. Restaurants riding this trend are doing business.

This creates opportunities for producers of good meat substitutes because whereas vegetarians turn their noses up at the taste and texture of meat, flexitarians actually really enjoy it. In 2010, vegetarian butcher shop De Vegetarische Slager opened its doors in The Hague. The soy- and lupin-based meat substitutes developed by food scientists in collaboration with an organic farmer and chef Marco Westmaas and sold here (also via online shop) taste every bit as good as real chicken, tuna or pork. Even the most hardened carnivore would have to agree. A delegation of Spanish top restaurants (including El Bulli and Mugaritz) recently visited Marco. They were impressed by the texture and taste of the sampled products, and described them as 'interesting, high-quality and promising.'

[www.devegetarischeslager.nl](http://www.devegetarischeslager.nl)

'**Bla Bla**, vlees nog vis' is a hip, fun, colourful vegetarian formula which appeals to young people with restaurants in Rotterdam, Groningen and Leeuwarden. They offer delicious sustainable dishes from the 'world kitchen' without meat or fish and subscribe to the sentiment expressed in Albert Einstein's motto: 'Nothing will benefit human health and increase chances for survival of life on Earth as much as the evolution to a vegetarian diet.'

[www.bla-bla.nl](http://www.bla-bla.nl)

**Betty's**, in the Amsterdam river district, is a stylish fine-dining restaurant for 'Gucci vegetarians', who value classical music and an enthusiastic host. The cuisine is 100% organic and vegetarian, even egg-free and serves modern dishes from all corners of the world. Starter plus main course €30. They have recently introduced a weekly changing 'menu du marché' with a selection of small dishes. Betty's sells its own brand of delicatessen.

[www.bettys.nl](http://www.bettys.nl)



## Belgium

Not London, not Berlin but the Belgian cultural university city of Ghent is the most vegetarian city in Europe. Here, you will find the most vegetarian restaurants per head of the population. Every Thursday is Veggie Day in Ghent when vegetarian dishes get an extra push. This in a city with less than 244,000 inhabitants. The children of Ghent eat vegetarian food every Thursday, in school and day nurseries. Even the Ikea restaurant and the company canteen of Belgacom, the Belgian telecoms operator, serve vegetarian food on Thursdays. Driving force behind this project is EVA (Ethical Vegetarian Alternative), the second biggest vegetarian organisation in Europe, situated in Ghent. Its aim: to get people to eat more plant-based and less animal-based food. Their activities extend to Flanders and Brussels. Ghent city council started supporting the initiative in May 2009, making it the first city in the world with an official weekly

vegetarian day. But this is not compulsory, every citizen is free to eat what he or she wants. The council merely wants to highlight the benefits of eating less meat to health, the environment and the global distribution of food. It provides free city maps on which all participating restaurants are marked. Some of the formulas to watch:

**Greenway Veggie Resto** with restaurants in Leuven and in Ghent. This is a trendy take on the vegetarian world kitchen, at an affordable price. The owner is Paul Florizoone. He developed exotic ready-made meals and basic products under the Greenway label for supermarket chain Delhaize. [www.greenway.be](http://www.greenway.be)

**Tasty World** – a franchise formula for vegetarian takeaway meals, tasty snacks, hamburgers, salads, juices, smoothies, Ben & Jerry's ice cream and fruit combos. The option to eat in also available, in a bright decor with woodland touches 'where there is still room for magic and cosiness'. Currently, there are two establishments, one in Ghent, one in Liège. [www.tastyworld.be](http://www.tastyworld.be)

**Lekker Gec:** An organic eatery and tearoom serving daily specials, pasta dishes, soups, rolls and salads, all self-service. Guests only pay per weight for what they take. This way, less valuable food is wasted. Here, the focus is on all aspects of dealing with food in a responsible manner. [www.lekkergec.be](http://www.lekkergec.be)

## Russia

Vegetarians get a warmer welcome in Moscow now than they did a few years ago when the restaurant offer for that target audience was strictly limited. The international vegan chain **Loving Hut** has recently launched its first café in the Russian capital. **Jagannath**, one of the oldest veggie brands in town, has just added two more units to its first restaurant. People in Moscow get more involved into a healthy lifestyle, as well as into Eastern doctrines and rituals, yoga being the most popular one. Those trends inspire a certain growth in the

## Topvegetarianrestaurants.net

The niche topic of vegetarianism is moving increasingly into the focus of scientific research. For example, the University of Vienna has been conducting a cultural and social-scientific project on this subject for several years. In addition to documenting current literature on vegetarianism, the project also has a practical – i.e., gastronomic – objective: to rate interesting vegetarian restaurants. The 'work in progress' website [www.topvegetarianrestaurants.net](http://www.topvegetarianrestaurants.net) is a practical outcome to support ethical hedonism for veg gourmets:

"As more and more restaurateurs are offering good vegetarian or even vegan food together with fine organic wine, beer, whisky and other beverages, gourmets and ethical hedonists are experiencing ever more satisfaction. Even the 'meat obsessed' bible of gastronomy, the Michelin Guide has increased their recommendations for vegetarian and vegan (!) restaurants. The same is true of other important restaurant guides. The rising demand for vegan nouvelle cuisine inspired 25 of today's greatest chefs, including T. Keller, J. Vongerichten, E. Ripert, C. Trotter, and many other James Beard award-winning chefs to publish the first high end vegan cookbook." The Restaurants, pubs and bars on the website's country pages have been chosen to compare with other restaurants in the same price-bracket.

niche of vegetarian and Vedic restaurants. Many places offer additional kinds of service to their guests, like culinary workshops, food delivery and catering.

The most successful foodservice project meant for vegetarians and Indian culture worshipers is **Jagannath**. So far the chain unites three restaurants in the Moscow downtown, all have a wide selection of international vegetarian food on offer. Each unit has a small shop with vegetarian food, Eastern style clothing and accessories. Original pieces of furniture brought from India create an authentic Eastern ambience. All units are non-smoking and offer no alcohol.

The first Jagannath, 300 sq m in area, opened in 2000. There is a restaurant, a quickservice café and a shop under one roof. The average bill is RUB900/€22 in the restaurant and RUB250/€6 in the café. Last winter Jagannath turned into a chain, having launched two more units. "More and more guests learn to appreciate natural food, freshness and healthy eating, which gives us a potential to grow", Anna Kuznetsova, Jagannath development director, states. Jagannath-2 and Jagannath-3 are small cafés with a sitting capacity for 20 guests only and a veggie shop inside. Each Wednesday, culinary workshops are held here. The average spent per guest is RUB500/€12.5.

Ganga café located at food court of the Start shopping mall follows the Vedic culinary traditions. The place was launched 18 years ago by a Krishnai charity foundation as an independent café with a sitting capacity in another house. It had to move to a shopping mall nearby some time ago because of the building reconstruction. All 32 staff members live on Vedic food only. The menu consists of fully Vedic dishes containing no meat, fish, eggs, onion, garlic or mushrooms. Among best-sellers are 'Maharaja' sabji, tamatar, samosa, shak paneer. The average bill is RUB150/€4. Ganga offers lunch delivery and also in-

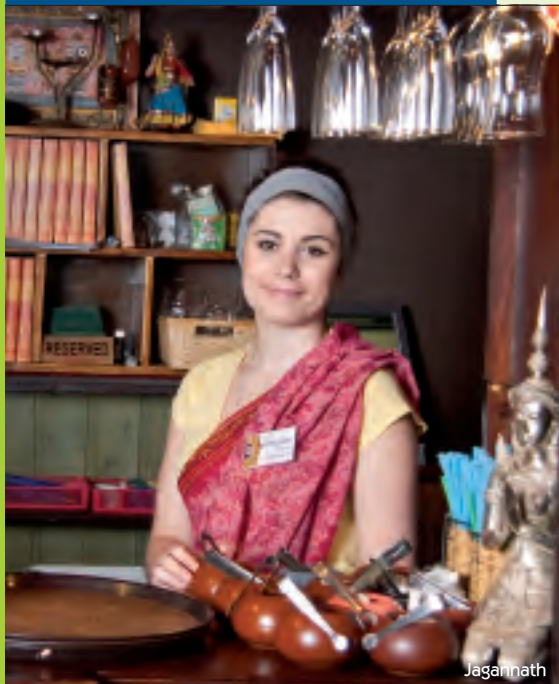
vites everyone to join the yoga club. The staff members are ready to teach their guests the basics of Vedic cooking. "We are planning to open a separate café again this year," Lolita Tomaeva says, she is in charge of Ganga development. "We could also open a few more units at food courts, many shopping malls are willing to have us, but it's very difficult to find cooks appropriate for our concept".

The veggie café **Avocado** opened its door eight years ago in Chistoprudny boulevard. The café is 80 sq m in area and welcomes 60 guests at a time. In 2008, the second Avocado was launched, quite a small place for 24 people. The average bill is RUB1,000/€25. The concept offers vegetarian food only, part of dishes are meant for vegans. Surprisingly, 60% of guests are people with ordinary eating habits, the rest 40% are vegetarians.

The international chain **Loving Hut** launched their first two units in Moscow last September. The concept grows via franchising in the Russian market. Both a restaurant and a food court unit are located in the Capitoly shopping mall. No GMOs, animal fats or taste boosters are used in the Loving Hut dishes. The food court menu consists of around 80 vegan dishes like veggie pizza, soups and salads from RUB30 to 150 each (€1 to 4). Gazpacho, thai rice and lentil medallions are top sellers. The offer is updated twice a month. The average spent is RUB170/€4.5.

The restaurant has a capacity of 80 seats and offers international vegan specialties like thai vegetables, spinach pasta and veggie roll. The average bill comes to RUB700/€18. Loving Hut widely promotes delivery and catering service. "Another part of our business is organizing vegetarian coffee breaks and receptions for some big companies like Mercedes Benz Russia, whose heads are vegetarians", Svetlana Yvleva, Loving Hut managing director, underlines. This autumn the brand opens its second à la carte restaurant meant for 100 seats.

## VEGETARIAN RESTAURANTS



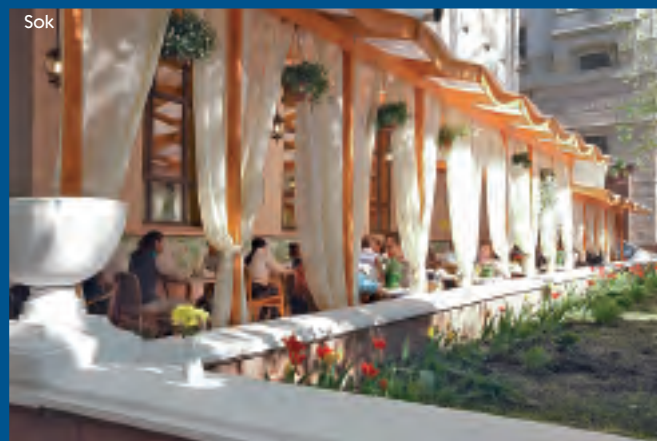
Jagannath



Jagannath



Jagannath



Sok



Yoga House



Jagannath

Another vegetarian concept has recently been introduced by independent entrepreneurs and devoted vegetarians Mikhail Kuzmichev and Andrey Vasilchenko next to the famous Tretyakov Gallery. **Sok** (Russian for 'juice') consists of two non-smoking zones and a cosy summer terrace. Around 70 vegan and uncooked plant specialties are on offer. Top sellers are rucola and strawberry salad, humus and sesame Caesar salad with tofu instead of chicken. There is a large wine selection. The average spent per guest is RUB600 to 1,000 (€15-25). Following the art spirit of the nearby gallery, the café is decorated with the copies of Russian and French artists. The concept aims to attract gallery visitors, as well as local office workers.

Veggie food is widely on offer in yoga clubs and centres. The main audience here is yoga trainers and their followers who drop in at a café to sip freshly squeezed juice and have a light veggie salad. Most places of that kind are small and can't compete with independent restaurants. Often it's just a small bar where one can have a cup of tea or a glass of juice with some vegetarian sweets. But large clubs like **Yoga House** have cafés with a vast menu of various cold and hot dishes. Guests are free to choose miso, cheese soup, sabji, momo or rolls, followed by original Vedic sweets and pastry. The average bill is RUB500/€12. The café meant for 15 guests is open 7 am to 10 pm. It's not a must for cooks to be vegetarians, but they should have a certificate proving that they are not alien to the basics of Vedic cooking.

Another vegetarian bar of that kind is located in Prana yoga centre. They offer light starters, salads, soups, rice and desserts here, all dishes are easy and fast to make. 25 people can enjoy their meals at the bar at the same time. The average bill comes to RUB300/€7.5. "Veggie dishes are easy to cook, they don't make you heavy, which is very important for yoga practice", Irina Demchuk, Prana bar manager states.

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