PLANT PROSPECTS

WORKING TOGETHER 2025-2026











CONTENTS

Introduction 2

Plant Prospects
- About us 3
- Why us? 4
- How we can enhance your plant based offer? 5

Case studies 6

ProVeg 7
Pembroke House 8
TUCO 9
TUCO 10

How to eat seasonally, What you can do next, How Made in Hackney can support you 11

ABOUT MADE IN HACKNEY

We are a pioneering plant-based community cookery school, food support service and charity.
We opened our doors in 2012 as the UK's first exclusively vegan cookery school.

Since then we've collaborated with over 100,000 Londoners and impacted 400,000 people by inspiring them to grow, cook and eat more plants. Our critical work inspires dietary change across communities, civil society and businesses for the benefit of people and planetary health.

Contact: Mauro Strumendo, Plant Prospects Manager

Email: mauro@madeinhackney.org

Registered charity number 1176690

THE FUTURE OF FOOD IS PLANT-CENTRED

For the sake of planetary and human health we need an urgent shift to plant-based eating.

Discerning consumers arevotingwith theirforks with veganism, flexitarianism and everything in between becoming the norm not the exception. People want tasty, nutritious, culturally varied, sustainably sourced food – and that means menus that hero vegan dishes and all the flavour, ethics and diversity they can offer.

We understand this transition may require a shift in approach, culture, training and thinking across your business. We can offer bespoke support in recipe, menu and chef development and have produced this toolkit to help, upskill and inspire your organisation to become more plant-based.

Below is a Food Cost projection developed by Bryant Research that shows how your business can reduce cost while preparing delicious PB meals.

Food costs for plant based meals are significantly less expensive than meat-based vegetarian meals



PLANT PROSPECTS

from Made In Hackney

About us

The world is changing. Customers want to move towards a healthier, more sustainable and fair planet.

As a business you have a unique opportunity to be part of this movement by adapting the food you serve and celebrating a more plant-centred menu.

When done correctly, plant-based food can not only be exciting and delicious, but good for your health, the planet, and your profit margins.

Plants are the future. Join us.



The UK is the most popular country for veganism globally

19% of Millennials
20% of Generation Z
are meat-free

1 in 3 Brits
have stopped or reduced their meat consumption



Made_In_Hackney
MadeInHackney
MadeInHackney

WHY US?

With over 12 years of experience, Made In Hackney is the UK's longest-serving plant-based cookery school. We are experts in creating delicious, exciting and nutritious plant-based menus across a range of budgets. Our diverse chefs have worked in Michelin-starred restaurants to community surplus cafes and have a vast array of plant-centred culinary expertise and global cuisine specialisms. We've recently worked with Fuller's to develop their first wholefoods plant-based burger offer now available in 100+ pubs across the UK.







HOW WE CAN ENHANCE YOUR PLANT-BASED OFFER

Individual Dish & Recipe Development

We can work together with your team to access your existing plant-based offer and identify opportunities for improvement, development and enhancement. This can include

- Taste testing and constructive feedback on your existing offer (includes portion size, cooking techniques, textures, ingredients, and flavour profiles)
- Analysis of options and how they work together
- Analysis of your customer profile and how the dishes serve or don't serve this demographic
- Analysis of emerging food trends and how your menu responds to them

Analysis Of Your Existing Plant-Based Offer

We can

- Create individual recipes and work with your food directors/head chefs to develop signature plant-based dishes
- Create entire bespoke menus tailored to your customer base
- Offer individual ingredient consultation to ensure economical andsustainable sourcing

Menu Review

We can advise on

- What your menu is currently missing
- Easy additions and adjustments
- A plant-based take on classics
- How to inspire customers and your team to want to go more plant-based



CASE STUDIES

Plant Prospects have been able to deliver many workshops in the past years and many more are on the way. Your organisation could join us too.

Please see in the next pages some examples of what we've been up to during last year.

Across the UK, we've been able to reach universities, colleges, canteens, pubs, etc., to implement plant based choices around the country.

We look forward to helping you next!

PROVEG

ProVeg UK is a non-profit organisation. They are registered as a community-interest company and are entirely donor-funded.

In the UK, their School Plates programme supports local authorities, multi-academy trusts, individual schools, and contract caterers by helping them to make small changes to school menus that can have a big impact on both children's health and the health of the planet. They review menus, offer advice, create new recipes, and host plant-based cooking workshops in order to increase the quality and availability of plant-based food in schools.

As part of the School Plates programme, our ProVeg School Plates Awards recognise the positive steps that school caterers are taking to make school food healthier and more sustainable.

In 2025 Plant Prospects and ProVeg have partnered to deliver a couple of recipies together to share the same goal of helping different organisation to go towards a more plant based diet.







Pictures from that day to show what Polly from ProVeg and Mauro from Plant Prospects have put together: a noodles salad and a the bean and sweet potatoes burgher you can find in our toolkit. Please get in touch with Mauro if you'd like to see how to make it 🙂

PEMBROKE HOUSE

At Pembroke House, we are passionate about creating positive change and fostering a sense of community. Located in the heart of Walworth, we strive to empower communities and individuals to create a neighbourhood where everyone can flourish.

We believe that together, we can build a stronger, thriving and flourishing neighbourhood. Pembroke House is our central location, however our different projects also take place in the Walworth Living Room at All Saints Hall, and further into the neighbourhood where we collaborate and take action with people locally.

At Pembroke House, we are deeply rooted in the power of community. We believe that when individuals come together, extraordinary things can happen. That is why we partnered with Plant Prospects to deliver a class focused on South American plant based alternatives to make delicious different shredded mushrooms and coleslaw to be used by the local restaurants to add vegan alternatives to theirs menu.









TUCO FLAVOURS CONFERENCE 2025

TUCO Flavours is the ultimate chefs' event where global cuisines collide in a feast of epic proportions!

This brand-new conference for chefs in the higher & further education sector brings networking, countless new flavour experiences and the latest innovations from our key suppliers. All designed to bring a world of tastes to inspire and develop your skills and offerings back at your organisation.

The event kicks-off with an evening of networking, food & drink from around the world which was followed by an interactive challenge about food.

The programme on the day of the conference includes Chef Demonstrations, a panel discussion on how Global Food Trend menus are created authentically from Chefs home countries, hands on breakout sessions and exhibiting suppliers.

Duchess Nena (Nena Ubani) was present to deliver a show cooking for Plant Prospects - please see some picture around this page.

Plan Prospects will be present again this year at the 2026 TUCO Flavours conference happening in November with another special guest - more details to come.





TUCO

TUCO is the leading professional membership body for in-house caterers operating in the higher, further education and public sector. They are committed to advancing the learning and development of catering and hospitality teams, and work to provide quality standards, advice and information to those working in in-house catering.

Professional chefs from different universities and colleges (King's College London, University of Bristol, University East Anglia, University of Southampton, Churchill College Cambridge) have attended two more workshops (following last year sessions) with Duchess Nena and Rebecca Ghim to learn about plant based West African cuisine and Korean cuisine.

Thanks to TUCO, many more chefs have now the tools and knowledge to be able to implement the plant based choices in theirs universities and colleges canteens, showing how plant based food can be both delicious and nutritious.

We have now more workshops organised with TUCO for the coming months - would you like to be the next one to organise a similar one into your organisation? If you would like to organise a similar workshop please contact Mauro (mauro@madeinhackney@org)



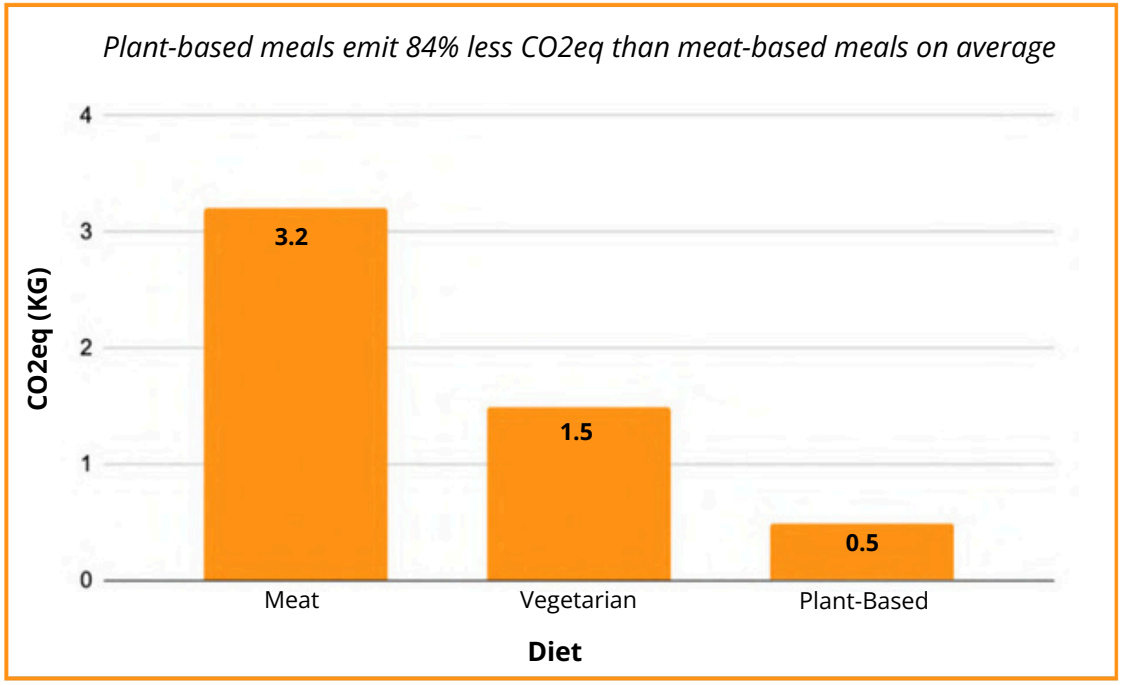








DO YOU KNOW YOU CAN HELP THE ENVIROMENT TOO ?



Graph from Bryant Research shows the impact of plant based diet on the environment.

WHAT YOU CAN DO NEXT

Review your current menu What are the easy swaps?

Look at your suppliers Use our guide to source specialist ingredients

Look at your costings How much can you save with plant-based meals?

Train your staff Front and back of house and use our toolkit to develop skills and knowledge

Make a commitment What plant-based pledges will you make?

HOW MADE IN HACKNEY CAN SUPPORT YOU

Creating healthy and sustainable food benefits us all. This Toolkit provides a wealth of information to take you further on your plant-based journey, and the Made In Hackney team is on hand to help you with:

- Menu development
- Recipe testing
- Chef training
- Community education



Get in touch with:
Mauro Strumendo,
Plant Prospects Manager
Email: mauro@madeinhackney.org