

# Welcome to National Vegetarian Week, 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).

NVW has gone from strength to strength, and in its 16th year, it's now a key date in the food and lifestyle industry calendar.

Last year NVW smashed all previous records for press coverage, uniting businesses, community groups and individuals across the UK to boost public awareness of vegetarian products and services.



Monday 19 ~ Sunday 25 May 2008



Vegetarianism was constantly in the news during NVW 2007, with total circulation reaching a phenomenal two hundred and eighty million! As with any truly successful awareness week, variety was the key to success with stories ranging from the environmental benefits of vegetarianism to seasonal recipes, lifestyle features, celebrity endorsements and lots of humour.



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

# So how can you help celebrate NVW?

## Ways to 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.
- ~ If you are a distributor, why not bulk order our NVW materials and include one in every order you send out?
- ~ Run promotions on vegetarian products or 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 organising events to celebrate the week.
- ~ Organise team building and morale boosting staff activities such as a week-long veggie challenge.
- ~ Think seasonal! Consumers have a growing interest in British seasonal produce.
- ~ Promote vegetarian products on your website by using NVW as a 'hook'.

### Contact Us:

General NVW enquiry or logo agreement  
~ vicky@vegsoc.org

Sample enquiry ~ graham@vegsoc.org

## How we can help



- ~ Want to use the NVW logo? Then email us and request the logo agreement. This will give you ideas on how you can use the logo effectively.
- ~ Order all your NVW print requirements through our online form, or call us, and remember everything is free!
- ~ Contact us to get details of companies offering free samples.
- ~ Let us know if you can offer any free samples and we'll promote this in our regular NVW e-newsletters.
- ~ Highlight your team building activity by signing up online to our 'Veggie Pledge'.
- ~ Tell us about your event and we'll promote it on our online NVW events diary. Just fill in the online form.
- ~ 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.



## 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.

## Do you serve veggie 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 & Drink Guild and launch during the Week.
- ~ Offer a vegetarian meal for two as a prize for competition-based promotions in regional press or local radio.



### 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 the Seedling Symbol website:  
[www.seedlingshowcase.com](http://www.seedlingshowcase.com)  
 or call 0161 925 2000



# A look back at business involvement from National Vegetarian Week 2007

From caterers, cafés and conference centres to retailers and distributors of almost every kind, businesses throughout the UK used NVW to boost sales through special PR, promotions and events.

*“We choose to support National Vegetarian Week to help promote what we consider to be ethical and sustainable approaches to food and to maintain a presence where our customers expect to find us. Promoting the event online and distributing the Vegetarian Society's leaflets helped us achieve those aims.”*

Nicola Roebuck, Suma Wholefoods



*“We've had such good feedback from event organisers. It's a pleasure supporting so many different 'grass roots' events where samples of our Dairy free chocolates went down a storm! We're looking forward to supporting more groups and events next year”*

Adrian Ling , Plamil

## So don't forget...

~ All our resources (NVW posters, leaflets, banners etc) are free and can be ordered from our website or by phone on **0161 925 2000**.

~ All events throughout the UK can be promoted on our online diary, simply fill in the form to tell us what you're doing to celebrate the week.

...[www.vegsoc.org/nvw](http://www.vegsoc.org/nvw)