



# PLANT-BASED 101 GUIDE

NOURISH YOURSELF WITH PLANTS THIS VEGANUARY



Inspired by nutritionist Tammy Fry's new book, 'Made with Love and Plants'  
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# TIPS FOR MAKING THE TRANSITION TO A PLANT-BASED DIET



## DON'T BE A CARBO-VORE

Pasta, bread and potato chips are not the only vegan foods around. Make sure you are eating a variety of fruits, vegetables, nuts, seeds and grains. Variety is the key and will ensure that you are getting all the macro and micronutrients that your body needs to function, and will help you to feel energetic and sustained.



## STAY IN TOUCH WITH YOUR 'WHY'

You may find that going plant-based is much easier than you expected, however, there may come a time, whether a week, a month, or a year into your new lifestyle, when you could hit a wall. If this happens, just remind yourself why you made the decision in the first place and the benefits you've felt since making the choice. Watching informative videos about veganism, connecting with plant-based influencers or finding your nearest animal sanctuary, are all ways to remind yourself why you chose this path. The 'why' needs to be your driver for change. Why are you doing this? Put it up on your fridge. Watching documentaries can really keep you on your path and renew your resolve. Make sure you watch 'What the Health', 'Forks Over Knives', 'Cowspiracy', 'Meet your Meat', 'Earthlings', 'Eating Animals', 'The Game Changers' and 'Dominion'.



## PLAN AHEAD

The key to really enjoying a plant-based lifestyle is to plan your meals ahead of time. Not only will you need to factor in extra time at the supermarket to read all the labels, but you must ensure that every meal is delicious so that you don't panic-buy frozen chips at the petrol station store. We know, however, that real-life sometimes gets in the way, which is why convenient, tasty, grab-and-go plant-based products are an important addition to your shopping list. They are essential for busy lifestyles.

## THERE IS NO NEED TO FEEL DEPRIVED

Many meat-eaters have a preconception that vegans are restricted to a life of salad and uninspiring bowls of vegetables when that's simply not the case. Opting for a plant-based diet does not mean you need to sacrifice the things you loved before. From burgers and sausages, ice cream and pies – there are some brilliant alternatives on the market that will make you wonder why you ever ate meat in the first place. Use these plant-based meats and milks to help you with your transition – meat and dairy alternatives taste great – and you can still make all your old favourites and the change won't seem so difficult. Furthermore, these foods are often fortified, so you won't become deficient in critical nutrients.

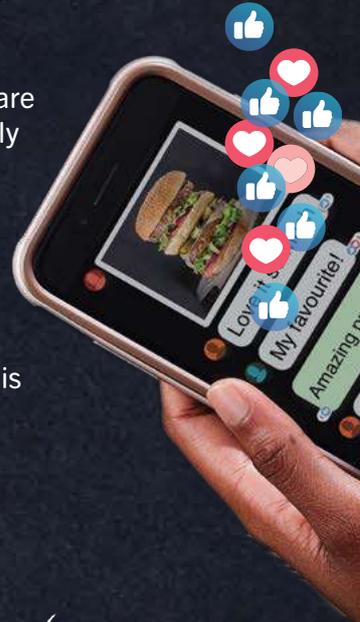
## LET SOMEONE ELSE COOK FOR YOU FROM TIME TO TIME

Look for good vegan restaurants – and support them when you are in need of something different. Game changer! Head over to our Eating Out section for a list of restaurants and take-outs in South Africa that have vegan options.



## FIND YOUR TRIBE

We're not saying that once you are a vegan, you need to socialise only with vegans, but find people that are also considering changing or convince your friends to join you. Having a community by your side supporting you can be incredibly comforting. Just knowing that others are on this journey with you makes it that much easier.



## GET CREATIVE

Vegan meals can be exciting, delicious and full of flavour, so take this opportunity to try new foods and experiment with ingredients. There are thousands of recipes online with inspiration and ideas to help you cook amazing new variations of your dishes and interesting old favourites. Head over to [Fry's website](#) for amazing recipes to get the [Veganuary](#) or you started.



# COMMON QUESTIONS



## WHERE DO YOU GET YOUR PROTEIN FROM?

Your body needs protein to make and repair cells. Protein is essentially a building block for skin, cartilage, blood, muscle and bones.

The USDA recommends 0.8 g protein per 1 kg. The current average intake of protein in developed countries is almost double this. If your kilojoule intake is derived mostly from fruit and vegetables and a wide variety of plant-based foods, rich in all essential amino acids, you will get enough protein. Protein deficiency in the Western World is only really seen in severely malnourished or calorie-deprived patients – a condition known as kwashiorkor. The most perfect food created specifically for humans is breast milk which contains 6% protein – this is enough to double the size of a human baby.

Vegans get their protein from a multitude of sources. It's plentiful in wholemeal breads, beans, corn, lentils, peas, chickpeas, oatmeal, nuts and meat-alternatives like Fry's.

## B12 IS ONLY FOUND IN ANIMAL PRODUCTS – THAT MEANS WE WERE DESIGNED TO BE OMNIVORES!

B12 helps keeps nerves and blood cells healthy. Vitamin B12 is not found in plant-based foods, that is true. And like humans, animals do not produce B12 either. However, it used to be found in plant-based foods and soils. So, what is it exactly? We know that it's created by bacteria and fungi that would normally be found on our food and in our water, but due to sterilisation and thorough cleaning followed by manufacturers and producers, the B12 is being stripped from the plants.

Animals raised for slaughter usually drink dirtier water and foods with high levels of B12. When you consume these animals, you also consume the B12 that they have stored in their bodies. Plant-based sources of B12 include: B12 supplements (usually

taken sublingually) and foods fortified with B12 (e.g. some plant milks, soy products and cereals). You can also get a B12 injection, which is usually recommended if you have issues absorbing this vitamin from your gut, such as people with Crohn's disease or gastrointestinal issues. The recommended dietary allowance (RDA) for adults is 2.4 mcg per day (pregnant or breastfeeding women need more), but because only 50% of what you take is actually absorbed, make sure you take at least 6 mcg, preferably more.

## OMEGA-3S FROM VEGETABLE SOURCES? I THOUGHT I NEEDED A DAILY FISH OIL SUPPLEMENT?

Omega-3 fatty acids are linked to heart health and brain development, and are critical to good long-term health and wellness. Fish oil supplements aren't the only source of omega-3s: think flaxseeds, chia seeds, walnuts, hemp seeds and algae (which is available in supplement format). The essential fatty acid alpha-linolenic acid (ALA) comes from plants and is converted to EPA and DHA (both essential omega-3 fatty acids) in the body. The conversion to omega-3 improves when omega-6 consumption is lower, which is why not all fats are created equal! So, lower your omega-6 consumption and increase omega-3 consumption. Aim for 1:1 ratio – once this balance is achieved, you will reduce inflammation. Remember, when you take in omega-3 from fish, there's the danger of consuming heavy metals such as mercury, so, choose plant-based sources.

## ANIMALS EAT EACH OTHER, SO SURELY IT'S ONLY NATURAL FOR US TO EAT THEM TOO?

Many animals are capable of showing empathy, but the reality is that in the wild, carnivores hunt because they have no choice. If they showed empathy towards their prey they would starve. The same is not true for humans. Humans not only survive, but thrive on a vegan diet and plant-based foods are available in abundance.<sup>1</sup>

## BUT WHAT ABOUT FISH? I HEARD THAT THEY DON'T HAVE FEELINGS

Numerous studies provide evidence that fish do in fact feel pain in the same way that we do. Scientists from the Universities of Edinburgh and Liverpool placed bee venom on fish's lips. "The pattern of the electrical recordings was typical of those from pain receptors in humans, strongly suggesting that the lips of a fish contain pain receptors. . . the neurons show a similar firing pattern to that in the human nervous system when transmitting a pain signal."<sup>2</sup>

## WOULDN'T THERE BE AN OVERLOAD OF FARM ANIMALS IF WE DIDN'T EAT THEM?

Most animals we eat are bred for that purpose. So if everyone went vegan, there would simply be less of them because we would stop producing them. In the event that the whole world went vegan, it's unlikely we would be overrun by farm animals. If more people stopped eating meat, causing demand to fall, this breeding industry would start to slow down as it would become less profitable. If everyone stopped eating meat completely, the industry would eventually cease to exist. In the short term, livestock currently being kept for meat and dairy could be rehomed or allowed to live out their lives in sanctuaries.

## DON'T PLANTS FEEL PAIN TOO?

A nervous system and a brain enable the sensation of pain. These are possessed by humans and animals but are absent in plants. The vast majority of grains raised today are used as cattle feed. It takes 2kg of feed to produce 1kg of chicken. So by eating plants directly, you will end up saving the lives of more plants anyway.<sup>3</sup>

<sup>1</sup> Health benefits of a vegetarian diet | Proceedings of the Nutrition Society | Cambridge Core

<sup>2</sup> Lynn Sneddon et al, Do Fish Perceive Pain? May 2003, roslin.ac.uk

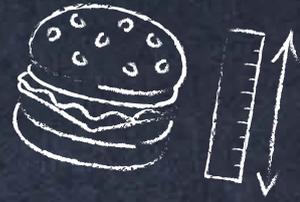
<sup>3</sup> <http://www.economist.com/blogs/feastandfamine/2013/12/livestock>

## HOW COULD ONE PERSON POSSIBLE MAKE A DIFFERENCE?

What about these 'one persons': Isaac Newton, Leonardo da Vinci, Nelson Mandela? Total dedication by one person to his or her chosen cause can make a huge difference. We also forget the influence we have on others as a parent, child, brother, sister, friend or colleague. We don't just affect the thinking and behaviour of those we influence, but also their contacts – which is a geometrical progression. The question is not "can you make a difference?" You already do... it's just a matter of what kind of difference you choose to make.



# NAVIGATING THE SUPERMARKET



## DON'T BE SCARED OF THE FREEZER SECTION

Foods found in the freezer in the supermarket very rarely contain preservatives. Use your home freezer for leftovers, homemade breads, chopped herbs, chopped chillies, homemade dips, smoothie bananas, etc. If you aren't sure if something is safe to freeze, search online for information.

## KEEP IT SIMPLE

Many staple foods you already buy are vegan. Peanut butter, jams and marmalades, baked beans, dried pasta, rice, almost all bread, many types of gravy granules, vegetable stock cubes, chopped tomatoes, oven chips and hash browns, coconut milk, lots of curry pastes, many breakfast cereals, herbs, spices, tomato sauce, mustard and pickles, olive oil and vegetable oils, soy sauce, fruit juice, tea and coffee, lots of biscuits, crackers and of course fruit and vegetables – fresh, dried, tinned and frozen.

## SHOP AROUND

Sometimes the best place to buy veggies may not be the best place to buy dry or frozen foods, so make sure you do your homework when it comes to price, quality and trustworthiness. Shopping online has transformed the way we can purchase our food. You can order organic and locally produced fruit and vegetables from reputable small businesses and have them delivered to your door.

Nearly every major retailer offers online shopping, and you can often choose your hours of delivery – no

more last-minute, crazy shopping to buy dinner. [Pick n Pay](#), [Checkers Sixty60](#), [One Cart](#) and [Bottles](#) have excellent delivery services. There are also some great online stores to choose from like [Vegan Things Online](#) and [Zulzi](#).

## GET VEGAN VERSIONS OF YOUR FAVES

There are now vegan versions for almost everything, so you can simply switch like for like. In supermarkets, you will find a range of plant-based milks (oat, soya, almond, coconut, hemp, rice, and more) including flavoured milks (chocolate, strawberry, iced coffee) in the refrigerator. There, you will also find a range of plant-based yoghurts in various flavours and styles, and cheeses.

In the freezer section, you will find vegan burgers, sausages, sausage rolls, mince, fish and other convenient products that help you keep the foods you love that just don't contain the animal parts. Just make sure to double check that they are vegan, a lot of these products contain milk or eggs. All Fry's products are 100% vegan and are available at all major retailers ([Checkers](#), [Shoprite](#), [Spar](#), [Pick n Pay](#)) nationally. You will find them in the frozen vegetarian section, in bright green boxes & some white boxes.

On the shelf, you will find vegan mayonnaise, chocolate and many more everyday items.

Never forget the golden rule: do not shop when you are hungry. Avoid pre-prepared meals and convenience meals; they're often expensive and have very small portion sizes.

**Never forget the golden rule: do not shop when you are hungry.**



## VEGAN PRODUCTS IN SA:

Pick n Pay has a dedicated section on their [website](#) for vegan products.

Spar have a range of vegan options including:

**Nature's Choice**

**True Food**

**No Calorie Noodles**

**Martinnaise**

**Earthshine**

**StoneLodge**

**Wazoogles**

**The Cultured Why**

**The Harvest Table**

**In the Pink**

**Moringa Initiative**

**MilkLab**

**Trigz**

**Eat Real Chips**

**Cravings Bakery**

**Bags of Bites**

**Nakd Bars**

**Nova Chocolates**

**Caring Candies**

Full range of certified organic & vegan goods including; oils, grains, nuts, snacks, baking aids & more

Vegan Grains & Legumes

Vegan Noodles

Vegan Mayonnaise

Soups, crackers, snacks (most well-known for vegan Biltong & Droewors)

Vegan granola

Superfood mixes & oats

Superfoods, health tonics & remedies

Vegan shakes & immune boosters (they do specialise in Collagen Powders which are obviously not all vegan but they have a range of other super shakes too)

Cauliflower & Spinach Bread

Moringa teas & superfood capsules

Milk/Dairy Alternatives

Range of delicious corn chips (second best seller in our Health section)

Range of hummus, lentil & quinoa chips

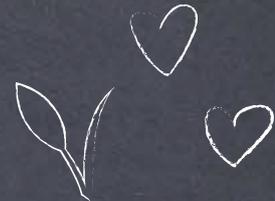
Vegan Biscuits

Rusks & Biscuits

Snack bars

Vegan Chocolates

Vegan sweets & chocolates



# EATING OUT GUIDE



Here's a list of local restaurants that have vegan options:

## NATIONAL:

✔ **John Dory's:** They are releasing a special Veganuary menu filled with delicious plant-based options!

Col'Cacchio: Ask for their vegan pizzas and pasta.

Kauai: Smoothies, Avo on Toast, Raw Juices, Plant-Power Wrap and Bowl and vegan replacements in their wraps and bowls.

Panarottis: They have vegan pizza and pasta options including their Vegan Al Capone Pizza (featuring vegan cheese and Fry's Chicken-Style Strips) or their Spaghetti Bolognese (featuring Fry's Meat-Free Mince).

Seattle Coffee: They have an array of milk alternatives for your morning coffee including soy, macadamia, oat or almond milk.

Spur: They have Fry's Schnitzels, Fry's Burgers as meal options and Fry's Strips in salads and bowls.

Wimpy: Their Veggie Burger can be made vegan (just ask for no mayo or cheese) or their Harvest Salad is a healthier option (ask for no feta or dressing).

## DURBAN:

Oh my Soul Café: The whole menu is vegan! They have every junk food meal you could imagine from burgers, to delicious dairy free shakes.

Falafal Fundi: Try their falafel wraps or bowls.

Propa Food Bar: You can build your own healthy vegan meals!

✔ **The Vegan Chef:** An online store that delivers delicious plant-based ready meals.

## CAPE TOWN:

✔ **The Kind Kitchen:** The whole menu is vegan! They specialize in vegan comfort food and their menu is packed with delicious meals including gourmet sandwiches and wraps, sloppy joes and indulgent breakfasts.

✔ **Lekker Vegan:** The whole menu is vegan! They have every junk food meal you could imagine from burgers, to toasties and sweet treats.

Plant Café: The whole menu is vegan! They have delicious Buddha Bowls, Mexican Food, Bobotie, Mac and Cheese and sweet treats.

Dr Philafel: The whole menu is vegan! They also claim to make the best vegan burger in Cape Town.

Raw & Roxy: They have a plant-based section on their menu.



Nourish'd: Vegan/Plant-Based Café and Juicery.

The Earth Deli: Healthy, affordable & delicious plant-based food

The Conscious Kitchen: Their whole menu is vegan. They serve delicious healthy bowls, smoothies and meals.

Sunshine Food Sprouting Co: Healthy vegan food created from Micro-greens and Sprouts.

Mary-Ann's Emporium: They have a variety of natural and organic wholefood plant-based meals and snacks.

Rumsy's Noose: 100% vegan donuts and other junk food delicacies.

Plushie: An online vegan sushi restaurant.

Blended Health Cafe & Deli: 100% vegetarian and focus mainly on plant based whole food meals.

Pure Cafe Greyton: A vegan restaurant that specialises in cooking with locally grown, organic vegetables that are in season and fresh from the field or garden.

## JOBURG:

Lexi's Healthy Eatery: They have a huge amount of vegan options on their menu, including breakfast options like Tofu Scramble, lunch options like Buffalo Cauliflower, main meals like Veggie Korma and sweet treats like Warm Salted Chocolate Brownie.

- ✔ **The Fussy Vegan:** The whole menu is vegan! They have burgers, bowls, subs and burritos.
- ✔ **Kaylees Eatery:** A plant-based eatery. They use fresh organic and seasonal ingredients to create flavourful meals.
- ✔ **Lekker Vegan:** The whole menu is vegan! They have every junk food meal you could imagine from burgers, to toasties and sweet treats.

Let's Veg: A Plant-based, junk food style takeaway joint.

Free Food: They offer freshly prepared plant-based food choices, smoothies and hot drinks as well as a range of frozen meals and deli items.

Leafy Greens Café: A vegan café that serves hand-picked, fresh produce that comes straight out of their organic gardens, daily.

Nowadays you don't have to leave your house to try some of these amazing options. Apps like Mr Delivery and Uber Eats now deliver most take-out options straight to your door.



- ✔ Restaurants that are taking part in Veganuary.





# RECIPES TO GET YOU STARTED

Try these easy, delicious plant-based meals to get you started:

## TACO BIG FRY BURGERS

### INGREDIENTS

- 2 Big Fry Burgers, defrosted
- 30ml of oil for cooking
- 1 tomato diced
- 2 jalapeños diced
- 1 red onion, sliced thinly
- 2 slices vegan cheese
- 1 pinch of coriander
- 1/3 cup shredded lettuce
- 4 tablespoons of salsa
- 1/3 cup of guacamole
- 2 tablespoons lime juice
- 1 small bag of tortilla chips
- 2 fresh buns



### METHOD

Cook the burgers:

1. Heat 30ml of oil on high in a non-stick pan.
2. Add the defrosted Big Fry Burgers and reduce to medium heat.
3. Fry for 9 minutes, turning occasionally

Assemble the burgers:

4. Add the burger patty to the bun, top with the guacamole and the other toppings as desired, finishing off with the tortilla chips.
5. Add the top of the bun and enjoy!



# GOURMET BIG FRY BOERIE ROLLS

## INGREDIENTS

6 Big Fry Boerie sausages  
30ml of oil for frying  
6 fresh hot dog rolls  
1 x 410 g can Tomato Braai Relish  
5 ml (1 t) sugar  
2 large white onions  
30 ml (2 T) flat leaf parsley,  
chopped  
1 small red chilli, seeded and  
chopped (optional)  
Vegan margarine for spreading

**For serving:** crisp cooked skinny fries

## METHOD

1. First caramelize the onions. Coat the bottom of a pan with oil. Heat the pan on medium-high heat until the oil is shimmering. Add the onion slices and stir to coat the onions with the oil. Spread the onions out evenly over the pan and let cook, stirring occasionally until caramelized.
2. Next, place the Tomato Braai Relish in a medium saucepan and bring to the boil. Add the sugar, parsley and chilli if using. Reduce the heat and simmer for 15 minutes or until the relish is thick.
3. Braai the boerewors until cooked through.
4. Place each boerewors on a hot dog roll that has been lightly buttered. Top with the braai relish and onions and serve immediately with the skinny fries.



# PLANT-BASED ON A BUDGET

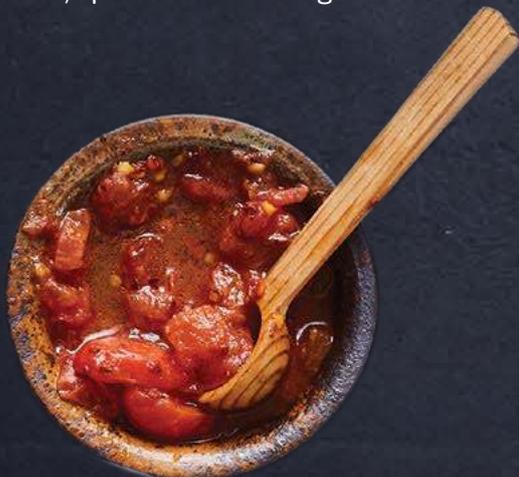


## BUY IN BULK

If you don't want to eat the same thing every day, we suggest purchasing three different packs of 'bulk bases', which you can rotate over a few weeks and which can form the base of your meals. Find your nearest bulk food store or the bulk food section at your supermarket for cheaper bags of beans, pasta, flours and grains such as rice, oats, barley and couscous. Also look for starchy root vegetables, like potatoes and sweet potatoes, which are not only cheap and filling, but also nourishing. Be sure to rotate your bases too so that the nutrition you get varies.

## BUY SEASONALLY AND FROZEN

Check out what's in season and create your own planning guide so that you can shop seasonally. It's cheaper and tastier! If possible, visit a farmer's market or buy directly from growers; it's definitely more cost-effective. Additionally, frozen produce can be cheaper than fresh – this can't be done with all fruit and veg, but where possible it can make a huge difference. Such fruits and vegetables are flash-frozen very soon after they have been harvested and therefore are often more nutritious than fresh produce that's been lying about for days before reaching markets. For an economical meal, make a soup by adding frozen veggies, veg stock, spices and some legumes like lentils.



## PLANNING ON A FULL STOMACH

Plan your weekly and snacks meals ahead of time (a bit of a chore on a glorious Sunday afternoon, but well worth the ten minutes of your time). This results in less waste and unnecessary purchases when you're in the supermarket.

## SPECIAL OCCASIONS AND DEALS

Plant-based 'meats', like Fry's, obviously don't cost the same as a bag of dried chickpeas, but sometimes you may crave such foods or want something quick and easy to make. Often retailers run special promotions so that you can work them into your budget. When there's a buy-one-get-one-free or bulk pack special, it's a good time to stock up the freezer.

## GET COOKING

Cooking from scratch can save you plenty of money, and it doesn't need to take hours of your time if you've planned what you're going to cook. Prepare meals in large batches and freeze the extras and any leftovers. If some produce starts to look a bit worse for wear, either cook them that day or freeze them immediately.

## GROW WHAT YOU CAN

We may not all have the space to grow our own food, but even with a small veranda or patio and some TLC, you can grow things such as herbs, peppers, radishes, lettuce, kale and vine tomatoes. Start small. It may be an effort initially, but once you get the ball rolling, there is nothing quite like picking your own fresh homegrown produce and including it in the meal of the day!

# NOURISH YOURSELF WITH



NON  
GM

HIGH IN  
PROTEIN

NATURALLY  
CHOLESTEROL  
FREE

100%  
PLANT-BASED



DISCOVER THE PLEASURE  
OF PLANT-BASED  
THIS JANUARY

SCAN THE QR CODE TO JOIN THE **WE LOVE VEGANUARY** FACEBOOK GROUP!  
YOU'LL RECEIVE COMPETITION ENTRIES, DELICIOUS RECIPES,  
SPECIAL DISCOUNTS AND A 31 DAY MEAL PLAN FOR FREE!

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FRY'S IS AVAILABLE IN THE FROZEN SECTION OF SELECT RETAIL STORES NATIONWIDE.

