



DIFFERENT, YES, BUT HOW MUCH?

Vegan and omnivorous
shopping carts

COMPARED





For those unfamiliar with plant-based eating, a vegan shopping cart might seem sad and sparse, with just a few raw vegetables and some unseasoned tofu...

**BUT IS THAT
REALLY THE
CASE?**



SPOILER: NO! 😊

In fact, let us tell you more:
a significant portion of your
weekly shopping is
probably already plant-
based.

Want to bet?

**Let's take a tour of an ideal
supermarket, filling two
different carts: one vegan and
one omnivorous.**



First stop:

THE FRUIT AND VEGETABLE SECTION



Not much to say here; this is the domain where vegans gather plentifully to bring delicious and 100% plant-based dishes to the table.

Wherever there are fruits and vegetables, there are almost always vegan-friendly options.

But omnivores and flexitarians should also stop here because a complete and balanced diet needs to start with a supply of fresh vegetables.



So far, the carts look pretty much the same.





Canned products **FROM LEGUMES TO SAUCES**



Here, too, omnivores and vegans can put similar, if not identical, products in their carts, whether canned or preserved legumes. Vegans just need to be more careful reading labels on some products.

The same goes for tomato purée and ready-made sauces: there are now so many 100% plant-based options that you might have already bought vegan pestos or sauces without realising it.



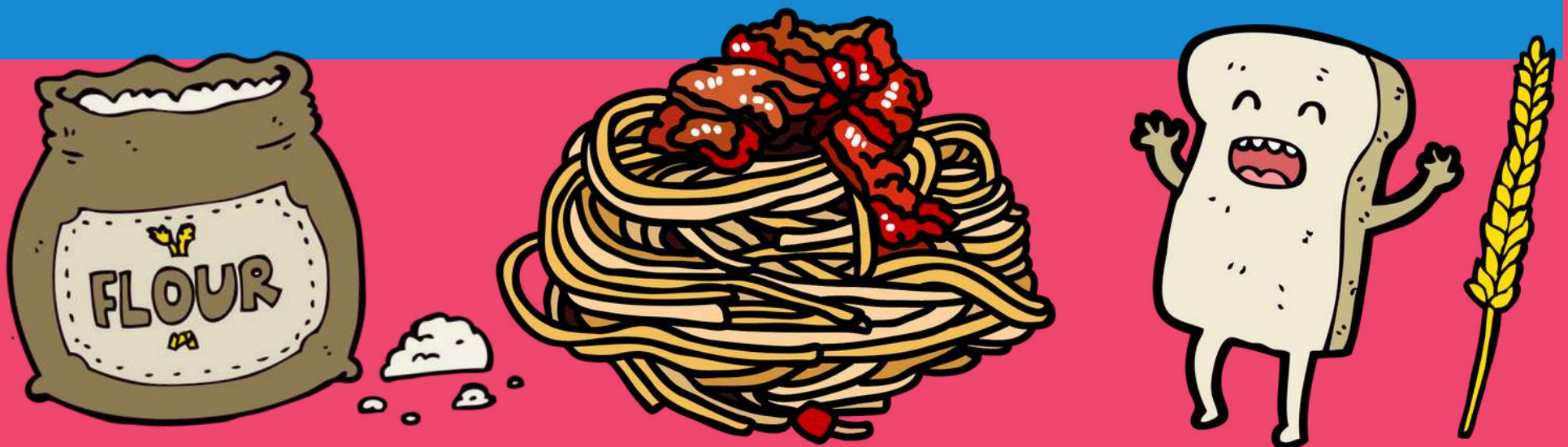


Pasta, rice, flour, and co.

Next stop on our tour: as you can easily imagine, **it's hard to find products here that don't suit vegans.**

Just avoid egg pasta or stuffed pasta with animal products, and you're good to go. **Whole wheat, durum wheat, spelt, or gluten-free pasta is generally all vegan**

Did you know that you're having a plant-based meal every time you eat pasta with sauce?



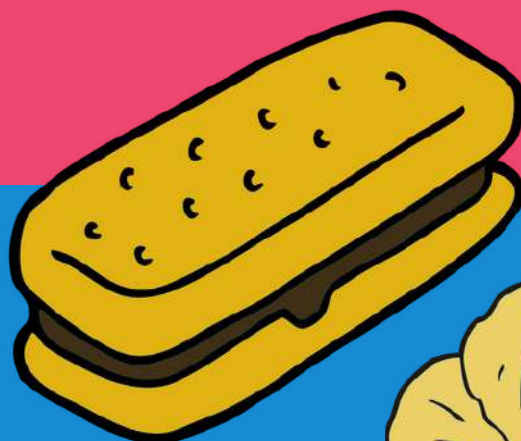
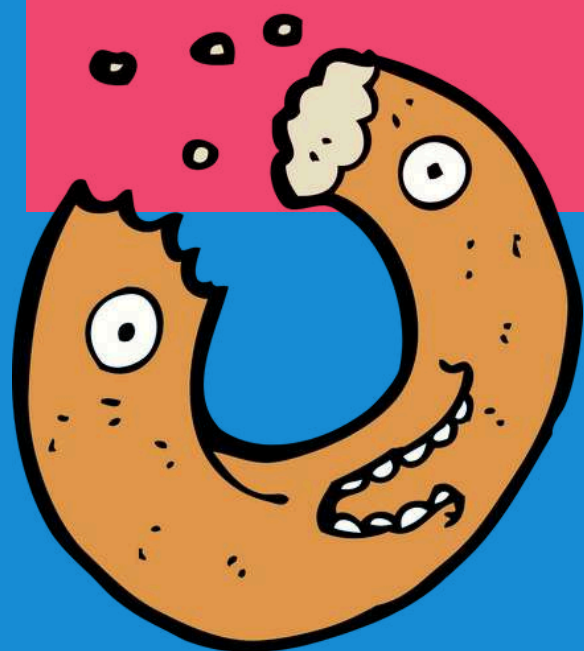
Oh, and the same goes for **rice or other grains like barley, oats, or corn.**



BREAKFAST PRODUCTS

Here, vegans need to be more careful, but it's getting easier to find vegan alternatives or breakfast products that are unintentionally vegan.

If you're an omnivore, choosing what to eat for breakfast will take just a few seconds; **you can spot the vegans as those reading labels** to check for milk, honey, or other animal derivatives in biscuits, spreads, or pastries.

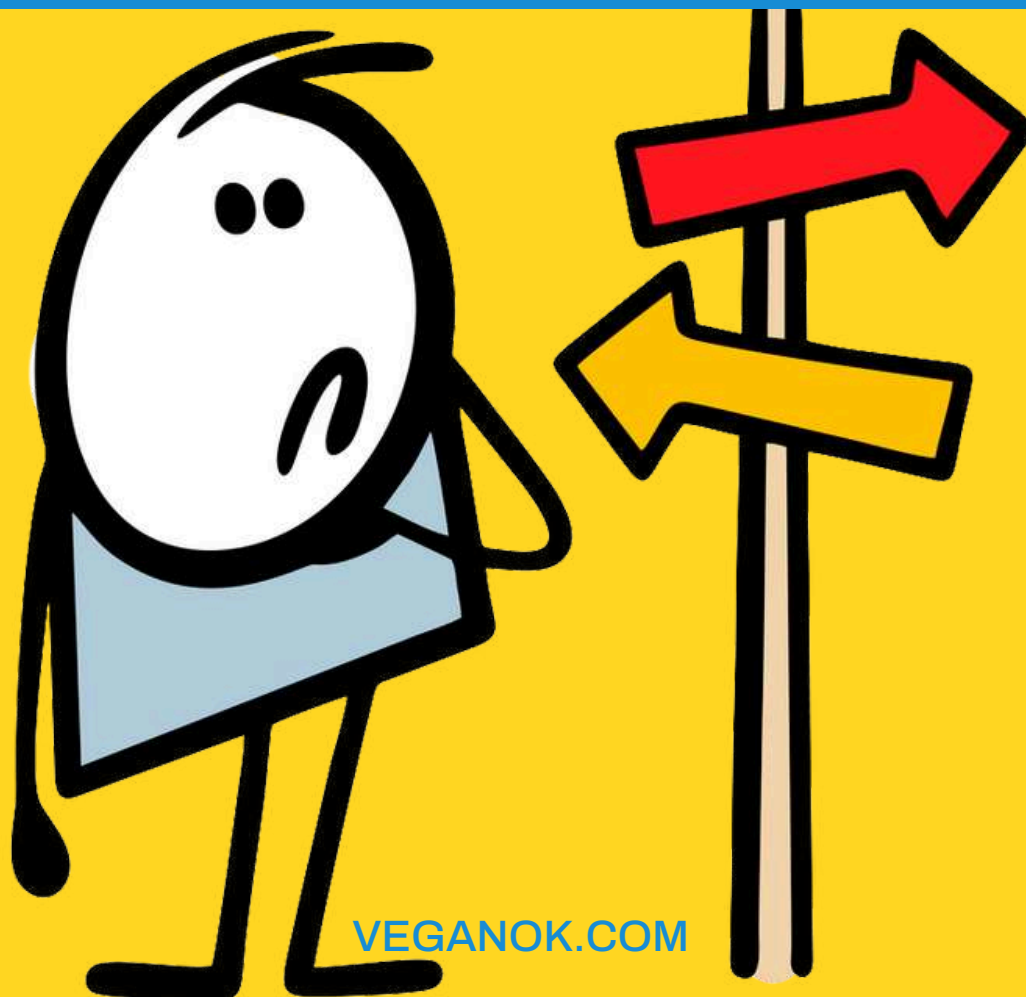




The crossroads:

ANIMAL-DERIVED PRODUCTS

The big divide between the two almost identical carts comes clearly with animal-derived products. **Meat, fish, dairy, and eggs are the products you'll never find in a vegan's cart** but do appear in an omnivore's.





Cutting out animal-derived products even just once a day is definitely a good step towards making those carts more similar and **reducing foods that involve hidden and often unspoken suffering.**





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