



PLAN^eT BASE^d



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- Sir Lewis Hamilton & Co.: when vegan rhymes with success •
 - "Did you know that": find out about the vegan world •
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by VeganBlog.it

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We want to start with a word: **change**

A process that can be frightening, that can take time, but that, very often, turns out to be very important. January is traditionally the month of new beginnings, of good intentions and, indeed, of change. This year, more than ever, we want to be the spokesperson for a change that we have been supporting for over twenty years, dedicating the entire month of January to promoting the vegan choice at the table: we start 2022 with an entire issue of our magazine inviting readers to change their eating habits.

As a Network we are witnessing a change that, although slowly, is leading more and more people to become aware of fundamental issues such as animal exploitation, the climate crisis and human health. This, more often than not, is linked to individual awareness: people realise that stopping consuming or wearing animal derivatives is the key to change, and one of the main solutions to the problems of our century.

'Change' is also a word that concerns us closely: 2021 was a year of great news for VEGANOK. Even more so, 2022 will be the year of change for our Network, which will start with a new look and lots of new content dedicated to the importance of the vegan choice. We hope you will follow us on our new journey, starting with the small challenge that is at the heart of this issue of the magazine: choose a 100% plant-based diet for the entire month of January. Thanks to our advice, recipes and insights you will find here and on our website, we are sure you will take the first step of your change.

The VEGANOK team



What eat

Here is the shopping list without animal derivatives



In this guide, you will find an introduction to plant-based nutrition and a list of the most commonly found foods in a vegan's shopping cart.

vegans?



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To answer the very popular question of what vegans eat, we think it is useful to first clarify what vegans do not eat.

Those who decide to follow a plant-based diet exclude any type of animal derivative from their diet, specifically:

- MEAT AND DERIVATIVES
- FISH • EGGS
- MILK AND DAIRY PRODUCTS
- HONEY

The discussion changes when we focus on what vegetarians eat: in this case, we're talking about a dietary regimen that excludes the consumption of meat and fish but includes animal by-products such as milk and eggs. From an ethical (as well as health and environmental sustainability) standpoint,

being vegetarian is not enough: On World Milk Day, we discussed the three reasons to stop drinking cow's milk, but the discussion can be extended to any animal by-product.



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What do vegans eat?

The vegan diet – although it's an improper definition, given that veganism is a movement based on ethical principles – includes everything else. Not just salads and grilled vegetables, but a huge variety of plant-based foods to choose from:

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- GRAINS •
- LEGUMES •
- VEGETABLES •
- FRUITS •
- NUTS •
- OIL SEEDS •



Being vegan is not a renunciation but an ethical choice that often involves consuming new products, which will significantly vary the types of dishes served. So here's a "virtual tour" in the vegan shopping cart, to discover who vegans are and what they eat!

Please note: *This article does not represent a nutritional guide in any way and cannot be considered exhaustive content on which to base one's dietary choices. Instead, it's a list of the most consumed products within a plant-based diet, a vegan shopping list to draw inspiration from for conscious purchases.*

Seasonal Fruits and Vegetables



Yes, naturally, the quintessential "vegan food" is represented by seasonal fruits and vegetables, preferably locally sourced. Although they form the basis of a plant-based diet, fruits and vegetables should be plentiful in any type of diet that can be defined as healthy and balanced. The vegan choice originates as an ethical belief, but it is incre-

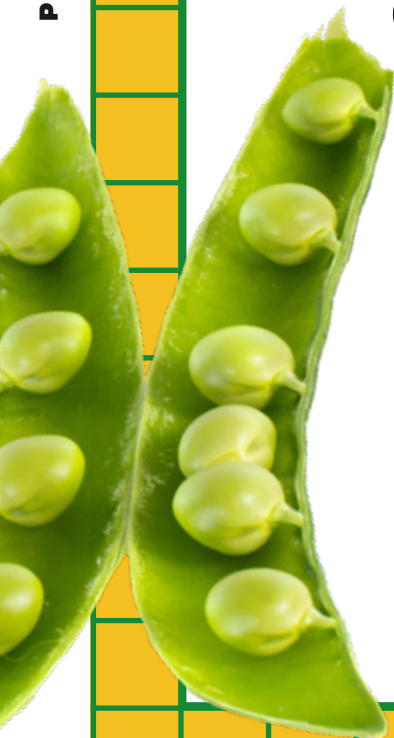
asingly linked to the concept of environmental sustainability. For this reason, the purchase of fruits and vegetables (but not only) should go hand in hand with the choice of sustainable packaging. The best option remains the purchase of bulk foods - where possible - to be weighed and bagged in suitable biodegradable bags.



Cereals and Legumes

Not just pasta and rice: there is an enormous variety of cereals available, which together with fruits and vegetables represent the foundation of a plant-based diet. Barley, spelt, millet, oats, buckwheat, and corn are just some of the types of cereals to choose from, to be varied as much as possible and preferably in their whole grain form, richer in nutrients.

Legumes are the protein source par excellence in a plant-based diet and should never be missing from a vegan's pantry: whether dried or canned, they are the starting point for preparing 100% plant-based first and second courses. And for those who may not particularly appreciate them, there is an interesting alternative: the new trend represented by legume pasta. Lentil, bean, pea, chickpea: it is colorful, versatile, and rich in protein.



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Yogurt, Cheese, and Plant-based Milk

Let's start by saying that alternatives to dairy products are not "necessary" foods in a plant-based diet, as milk and dairy do not need to be replaced to follow a balanced diet. That said, they are undoubtedly valid and nutritionally interesting alternatives—especially in the case of plant-based drinks and yogurts—that can help diversify one's diet.



When it comes to plant-based milk, the alternatives are numerous: oats, rice, soy, spelt, millet, as well as nuts, hazelnuts, almonds, pistachios are just some of the types available, now easily found in any supermarket. Similarly, alternatives to cow's milk yogurt are certainly not lacking: from the more classic soy-based ones to those made from coconut or rice milk, in supermarkets or organic food stores, it is very easy to find plant-based products that can replace animal derivatives in any occasion.

cheeses: there are now various types available, some even without soy, which resemble animal-derived products in texture, flavor, and appearance. Fresh, spreadable, or aged, they can be made from plant-based drinks or made from nuts—such as cashews—but also flavored with spices and herbs. The varieties are practically endless, as are their uses in various preparations.



Finally, let's talk about vegan



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Alternatives to Meat

Vegetable deli slices, meatballs, burgers: alternatives to meat and its derivatives are becoming increasingly popular, with a wide range of options available both in the refrigerated section and among frozen foods in supermarkets. These are highly processed foods that cannot and should not form the basis of a vegan diet but can be useful, occasionally, for indulgence or when time is short for cooking. There are also "signature" foods in plant-based cuisine, which are high in protein and are often used to prepare 100% plant-based main courses; even in this case, we are facing preparations that are useful but not essential in a plant-based diet.



Tofu

Tofu is mistakenly considered the "cheese of vegans" because it is made from soy milk, which is curdled and then pressed to obtain blocks. If it is plain, it has a neutral taste that has nothing to do with cheese; it is also available seasoned with herbs and/or spices, or smoked. It is rarely consumed as it is, especially if plain, but it is a widely used ingredient in various preparations.



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Tempeh

Tempeh is made from fermented white soybeans. It is a highly protein-rich food that, given its nutritional values, can be considered a valid substitute for meat in a plant-based diet. It has a neutral but distinctive flavor and can be flavored in various ways or used as a base for many savory recipes.



Seitan

Finally, there is seitan, a staple of oriental cuisine made by extracting gluten from wheat flour; it is not suitable for consumption by people with gluten intolerance. It is available in stores in the form of "steaks" or nuggets and, due to its texture, it is suitable for replacing meat in many recipes.



Nuts and Dried Fruit

Preferably in their natural state - without added sugar and salt - nuts and dried fruit (or dehydrated) are essential foods in a plant-based diet. Nuts include almonds, walnuts, hazelnuts, pine nuts, cashews, and pistachios; while dried fruit includes dates, prunes, apricots, raisins, and figs, although there are now many varieties of products available in stores. These are nutrient-rich foods, suitable for snacking and providing beneficial nutrients outside of meals.



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Sweets, Snack Bars, and Chocolate

Yes, indeed, vegans also indulge in snacks, cookies, candies, and chocolate! Nowadays, it is increasingly easier to find products without animal derivatives on supermarket shelves, and the selection is quite wide. When it comes to candies, particular attention should be paid to gelatin: it is a thickening agent derived almost always from animal connective tissues, although it can be of plant origin (and

usually specified on the label). However, gelatin is just one of the animal-derived ingredients that can be found in candies.



Snacks

Chips, popcorn, pretzels, but also crackers, cereal bars, and breadsticks: the world of savory snacks is vast, as is the selection of products suitable for a 100% plant-based diet. Here too, it is important to check the ingredients or rely on any vegan certifications because these products may contain various animal-derived ingredients. Among these, for example, powdered whey but also butter, lard, or honey.



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VEGANUARY: HERE ARE 10 VEGAN RECIPES

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**with Seasonal
Ingredients from
VeganBlog.it**

In celebration of Veganuary, we present to you a complete menu featuring seasonal vegetables dedicated to the vegan month par excellence.

Veg Recipes

As every year, we find ourselves in the month dedicated to the well-known 'challenge' of adopting a vegan diet for the entire month.

Indeed, as usual, this is the time of year when the search for vegan recipes online becomes denser and more exciting! That's why we decided to compile a nice list of recipes taken directly from our website veganblog.it, to create a complete menu with dishes prepared with seasonal ingredients.

APPETIZERS

There's nothing better than some appetizers to start off a respectable menu, right? Here are a couple of really interesting ones.



1 • Sicilian Panelle

Ingredients for 6-8 people

- 500 g of chickpea flour;
- 1,5 liters of water;
- 20 g of salt;
- parsley and pepper to add at the end.

↓ Method

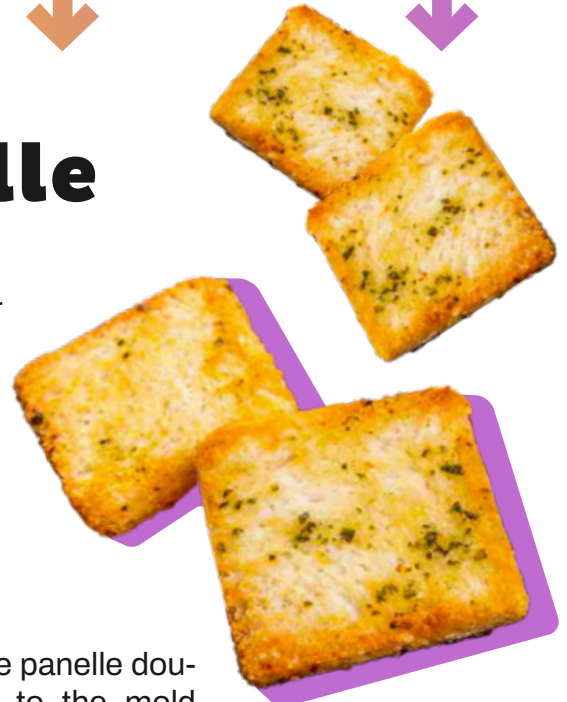
Mix water and chickpea flour, avoiding lumps (sifting the flour), and cook everything in a pot, stirring constantly, until the dough becomes compact and detaches from the sides.

At this point, proceed in the same way, quickly transferring the dough into a loaf pan (if you want to give it a stick shape) or onto a parchment paper (if you prefer a round shape with little thickness).

Place the panelle dough between two sheets of parchment paper and roll it out with a rolling pin to the desired thickness.

The transfer of the panelle dough from the pot to the mold should be done very quickly, in a few seconds, as it solidifies rapidly.

Once the dough has cooled - varying time from twenty minutes to a couple of hours, depending on where it is placed - cut the panelle into the desired shape and fry or bake them.





2 • Potatoes and Chicory

Ingredients for 4 people

- 300 g of chicory;
- 4 medium potatoes;
- extra virgin olive oil;
- 1 clove of garlic;
- salt to taste
- chili flakes (optional).



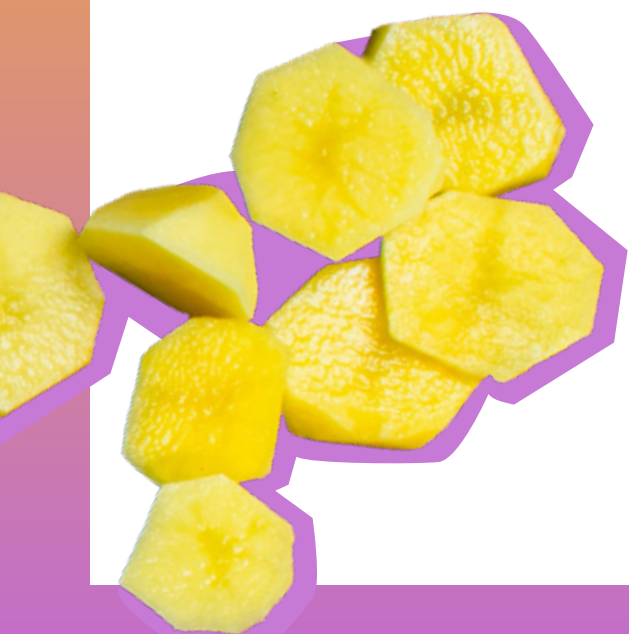
↓ Method

Clean the chicory, chop it roughly, and boil it for about ten minutes in a small amount of salted water. Peel the potatoes, cut them into chunks, and steam them for about 10 minutes. In a large skillet, sauté two cloves of garlic (remove the sprout) until golden brown. Remove the gar-

lic and, over medium heat, cook the potatoes with half a glass of water, covering them until they soften. When they are almost cooked, add salt and the chicory. Sauté for another ten minutes. Serve on a slice of warm bread, adding a sprinkle of chili flakes if desired.

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FIRST COURSES

After opening the dances with appetisers, we finally move on to first courses. Risotto or pasta? It's your choice!



3 • Artichoke Risotto

Ingredients for 4 people

- 300 g of Arborio rice (for risotto, cooking time 14-16 minutes);
- 4 large artichokes (or 8 small ones);
- 2 cloves of garlic;
- chili flakes;
- parsley;
- vegetable broth;
- extra virgin olive oil.



↓ Method

In a pot, sauté for a few minutes, in olive oil and broth, 2 cloves of garlic, parsley, and chili flakes. Add the cleaned and sliced artichokes (keeping a few centimeters of the stem). Sauté for a moment, adding some broth if necessary.

Add the rice and let it toast for a few minutes, then pour in a little hot broth and continue adding gradually until, when cooked, the rice has absorbed it completely.

Place the risotto on a serving dish. A final sprinkle of chopped parsley directly on the plates will enhance its characteristic fragrance.





4 • Bucatini with Cabbage Cream

Ingredients for 2 people

- 1 medium-sized Romanesco broccoli;
- 180 g of bucatini pasta;
- 60-80 g of peeled almonds;
- 1/2 clove of garlic;
- salt to taste;
- extra virgin olive oil;
- pepper to taste;
- breadcrumbs.



↓ Method

Clean the broccoli by removing each floret from the stem and place them in a glass bowl. Rinse the florets and place them in a pot filled with water. Once boiling, wait for 12-15 minutes, or until they become tender.

Using a skimmer, remove the florets and place them in a blender jar along with a handful of almonds previously soaked for at least 3-4 hours, half a clove of garlic, salt, pepper, and 2 tablespoons of olive oil. Blend everything, adding a few tablespoons of cooking water until reaching the consistency of a cream.

Meanwhile, cook the bucatini

in the broccoli cooking water, which will give the pasta a more intense flavor. Drain the pasta al dente and mix it with the freshly made cream.

Garnish with a handful of almonds, toasted breadcrumbs, and a drizzle of raw olive oil.





5 • Sorghum with Lemon-scented Swiss Chard

Ingredients for 4 people

- 340 g of sorghum;
- 200 g of Swiss chard;
- 200 g of chicory;
- 240 g of frozen peas;
- garlic;
- extra virgin olive oil;
- poppy seeds;
- white and black sesame seeds;
- salt and pepper to taste;
- zest of half a lemon.

↓ Method

Cook the sorghum according to the package instructions. Rinse it under cold water and set it aside. In a pan, sauté garlic and olive oil. Chop the stems of the greens and sauté them in the pan with the frozen peas, deglazing with water. After a few minutes, add the chopped leaves as well. Season with salt and pepper, mix, and continue cooking. Toast the sesame seeds and add them to the pan along with the poppy seeds, which you leave raw. Add the zest of organic lemon. Give it a final stir, and lunch is ready.





MAIN COURSES

Dear participants, the month of January is full of vegan main courses of the highest standard. No, we don't say that, these wonderful recipes say it!



6 • Black Cabbage Bundle Stuffed with Ribollita

Ingredients for 4 people
for the mashed ribollita

- 2 leeks;
- 2 white onions;
- 2 carrots;
- 1 stalk of celery;
- 300 g of yellow pumpkin;
- 100 g of savoy cabbage;
- 200 g of black cabbage;
- 100 g of cooked azuki beans;
- 200 g of cannellini white beans;
- 2 cm of kombu seaweed;
- stale tuscan semi-wholemeal bread;
- salt to taste
- gomasio (optional).

↓ Method

Cook the azuki and cannellini beans separately after soaking them with the kombu seaweed. In a wok, sauté the leeks, onions, carrots, and celery diced with half a glass of water, two tablespoons of oil, and two pinches of salt. Add the remaining vegetables roughly chopped and cook for another 20 minutes over low heat, using the bean cooking water if necessary.

After adding the legumes, continue cooking over low heat for two hours with the lid on. Half an hour before turning off the heat, add the stale bread cut into chunks. Once cooked, mash the soup with a spoon for at least 10 minutes.

Let it rest and cool before using it to form the parcels. If too liquid, add breadcrumbs or flakes of nutritional yeast.



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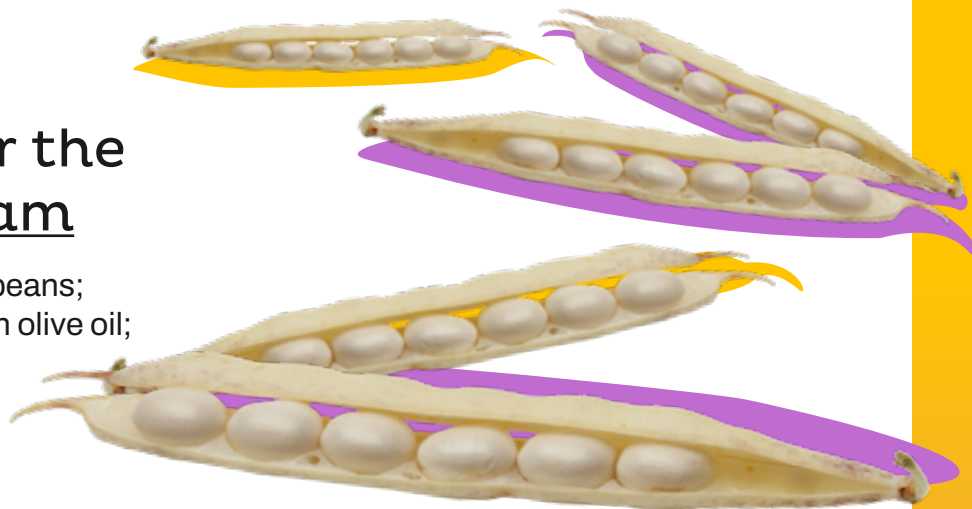
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6 •

Ingredients for the cannellini cream

- 200 g of cooked cannellini beans;
- 4 tablespoons of extra virgin olive oil;
- salt to taste;
- pepper to taste.



↓ Method

Blend the beans with some of their cooking water, oil, salt, and pepper until reaching the desired consistency. Pass through a sieve.

↓ Assembly of the dish

Blanch the black cabbage leaves in salted boiling water for a minute, then place them in ice water to keep their bright color. Line the mold with the leaves and fill it with the mashed ribollita. Bake everything in the oven for 10 minutes at 160°C. Unmold and place the parcel on

the cannellini cream. Garnish with slices of semi-wholemeal Tuscan bread and gomasio.



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7 • Baked Seitan and Vegetables

Ingredients for 2 people

- 4 slices of grilled seitan (about 50g each);
- 200 g of brussels sprouts;
- 200 g of pumpkin;
- 1 organic red apple.

For the marinade

- 90 g of maple syrup;
- 1+ 1/2 teaspoons of mustard;
- 1 teaspoon of fresh or dried thyme;
- 1 teaspoon of extra virgin olive oil;
- A pinch of garlic powder.

↓ Method

To begin, prepare the marinade by combining the ingredients and mixing well. Transfer the marinade to a container or a ziplock bag. Place the seitan in the marinade and massage to ensure that the marinade covers all the slices. If using a ziplock bag, close it and perform the operation from the outside. Let it rest in the fridge for at least two hours. During the seitan's resting time, wash and trim the Brussels sprouts, cut them in half, and set aside. Peel and dice the pumpkin. Set it aside along with the Brussels sprouts. Finally, dice the apple without peeling it and add it to the vegetables. Season the vegetables with two tablespoons of oil, salt, and pepper to taste. Preheat the oven to 200°C (static). Grease the base of a baking dish or line it with parchment paper and place the vegetables in it, trying to distribute them evenly in the dish. Bake for about 20 minutes, then remove the baking dish from the oven and create space in the center among the vegetables, where you will place the marinated seitan. Pour the remaining marinade over the vegetables and bake for another 10 minutes. The vegetables should be nicely glazed.

Note: *Be careful not to overcook the seitan as it may dry out and become tough.*



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8 • White Bean Hummus

Ingredients for 2 people

- 300 g of organic dried or pre-cooked cannellini beans;
- 1 teaspoon of tahini (if you prefer to make it at home, oil and sesame seeds);
- 1 clove of garlic;
- 40 g of extra virgin olive oil (organic);
- 1/2 untreated lemon;
- fine salt to taste;
- a bunch of parsley, finely chopped.

↓ Method

Firstly, soak the cannellini beans in plenty of water for at least 12 hours. Before the soaking is complete, toast 2 tablespoons of sesame seeds in a non-stick pan. They will be ready when you hear them crackling. In a blender, add the sesame seeds and 2 tablespoons of extra virgin olive oil. Start blending. You should get a sauce similar to peanut butter, so if necessary, add more oil. Cook the soaked beans in plenty of lightly salted water for an hour. Once cooked, drain them, remembering to reserve a cup



of cooking water, and let them cool.

Peel a clove of garlic, squeeze half a lemon, and finely chop a bunch of parsley.

In a food processor, add all the ingredients including the reserved cooking water, and blend until you achieve a firm but soft cream. Check for salt and adjust if necessary.

Serve in a bowl, garnishing with a drizzle of olive oil, some chopped parsley, and a few sesame seeds. Your white bean hummus is ready to enjoy!



DESSERTS

Dulcis in fundo, we have thought of everything. What would a menu be without a nice dessert? Dessert, after all, is a very serious matter.



9 • Apple tart

Ingredients for the pastry

- 150 g spelt flour;
- 150 g T2 flour;
- 70 ml sunflower oil;
- lemon zest;
- a pinch of salt;
- 2 heaped tablespoons of brown sugar;
- Water (enough to make a firm but moldable dough).



Ingredients for the filling

- apple jam;
- apples;
- cinnamon;
- brown sugar;
- Almonds.



↓ Method

Quickly knead all the pastry ingredients together until you obtain a firm but easily moldable dough (the consistency of classic shortcrust pastry). Slice the apples and leave them in a container with water and lemon juice for a few minutes. Then take the apples, sprinkle them with brown sugar and cinnamon, and let them rest for about 30 minutes. Grease a baking tray and sprinkle it with breadcrumbs. Roll out the dough and transfer it to the baking tray. Prick the pastry and spread a layer of apple jam. Fill with the sliced apples, sprinkle with a little more brown sugar and roughly chopped almonds. Bake in a preheated oven for about 30 minutes.





10 • Pumpkin Tart

Ingredients - 24cm tart tin

For the crust

- 180 g all-purpose flour;
- 60 g oat flour, spelt flour, or another whole grain flour;
- 60 ml cold water;
- 100 g solid coconut oil;
- a pinch of salt.

For the filling

- 420 g roasted pumpkin pulp (about 1 and 1/2 cups);
- 500 g tofu;
- zest of 1/2 orange;
- juice of 1 orange;
- 150 – 180 ml rice malt (or another sweetener like sugar or erythritol);
- 1 teaspoon vanilla extract;
- 1 teaspoon turmeric;
- 1/2 teaspoon ground cinnamon;
- 1/2 teaspoon ground ginger;
- 1/4 teaspoon ground cardamom;
- 1/4 teaspoon ground nutmeg;
- a pinch of salt;
- 100 g toasted and chopped hazelnuts or hazelnut butter (or almonds);
- 2 – 4 tablespoons potato starch.

For decoration

- 1 can (400ml) coconut milk, refrigerated for 24 hours;
- 4 tablespoons powdered sugar;
- 1/2 teaspoon vanilla extract;
- toasted hazelnuts, as needed;
- a pinch of cinnamon.



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10 •

↓ Instructions for the pumpkin pulp

Preheat the oven to 200°C. Cut the pumpkin in half or quarters, then roast in the preheated oven for 40 – 60 minutes until tender. Remove from the oven, scoop out the seeds using a spoon,

and separate the pulp from the skin. Mash the pulp with a fork. Take the amount indicated in the ingredient list. Any remaining pulp can be frozen and used for other recipes.

↓ Instructions for the crust

Place all the ingredients in a food processor and pulse until crumbly. If you don't have a food processor, you can work the dough by hand. Once ready, form a ball and let it rest in the refrigerator for 15 – 30 minutes.

↓ Instructions for the filling

Blend the tofu with the orange zest, orange juice, sweetener, and all the spices until smooth and creamy. Add the chopped hazelnuts or hazelnut butter and pumpkin pulp, then blend again.

Taste and adjust sweetness if needed. Once you've achieved the desired sweetness, add the potato starch and mix well until the ingredients are fully combined (be careful not to leave any lumps).





10 • ↓ The final

Preheat the oven to 180°C. Line the tart tin with parchment paper, then roll out the dough for the tart base (you can use a rolling pin) and create a circle about 26cm wide (2cm larger than the diameter of the tart tin to create a border).

Transfer the base to the tart tin, then bake it for 10 – 13 minutes (baking time may vary depending on your oven and the diameter of the tart tin you use), then remove it from the oven and fill it with the pumpkin filling. Bake again for another 40 – 45 minutes. Once cooked, remove the tart from the oven and let it cool completely before decorating and slicing.

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What do you think?

Definitely something to try, don't you think?

This is just a taste. For more recipes and new ideas check out veganblog.it

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VEGAN=LOSER?

We introduce you to three successful vegan figures who combine their popularity with the fight for the cause.

From Joaquin Phoenix to Lewis Hamilton, passing through Alex Morgan: this is why being vegan doesn't mean being 'losers', but simply having healthy principles.

Often haters tend to identify a vegan with a loser, perhaps a **person who lives in deprivation** and enjoys exclusively 'lecturing' others.

Nothing could be further from the truth! In the past, there have been several very important personalities who have distanced themselves from omnivorous eating for both animal and environmental reasons. Just think of **Sir Paul McCartney and Leonardo DiCaprio**, just to name two.

Over the years, **more and more people have chosen a plant-based diet** and today, the awareness that a vegan diet can benefit multiple factors including ethics, health, and the environment, is increasingly bringing **the issue of climate change** into the spotlight.

Let's discover together **three figures** who combine their popularity with the fight for the vegan cause!



WHO DOESN'T KNOW JOAQUIN PHOENIX?



1. ↓

The renowned **Hollywood star, Oscar winner** for his portrayal of Joker, has stated that he gave up meat and fish at the age of three when, along with his brothers, he witnessed a fish massacre. Since then, he has not only renounced the omnivorous lifestyle but **has also begun to fight for animal rights**, collaborating multiple times with PETA and making several statements with strong stances, as in his Oscar speech.



Phoenix's fight extends not only to food but also to fabrics. The actor has therefore become the promoter of a plant-based clothing line by Brave Gentlemen.



By his side, there couldn't be another proud vegan animal rights activist than his wife, Rooney Mara, but **the support of other stars was also not lacking**. Joaquin Phoenix has also been a proud supporter and **promoter of Veganuary**.

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His career speaks for itself, his physical and mental performances even more so. Ladies and gentlemen, we're talking about the seven-time Formula 1 World Champion, British driver Lewis Hamilton.



2. ←



INDEED, HE TOO IS VEGAN!

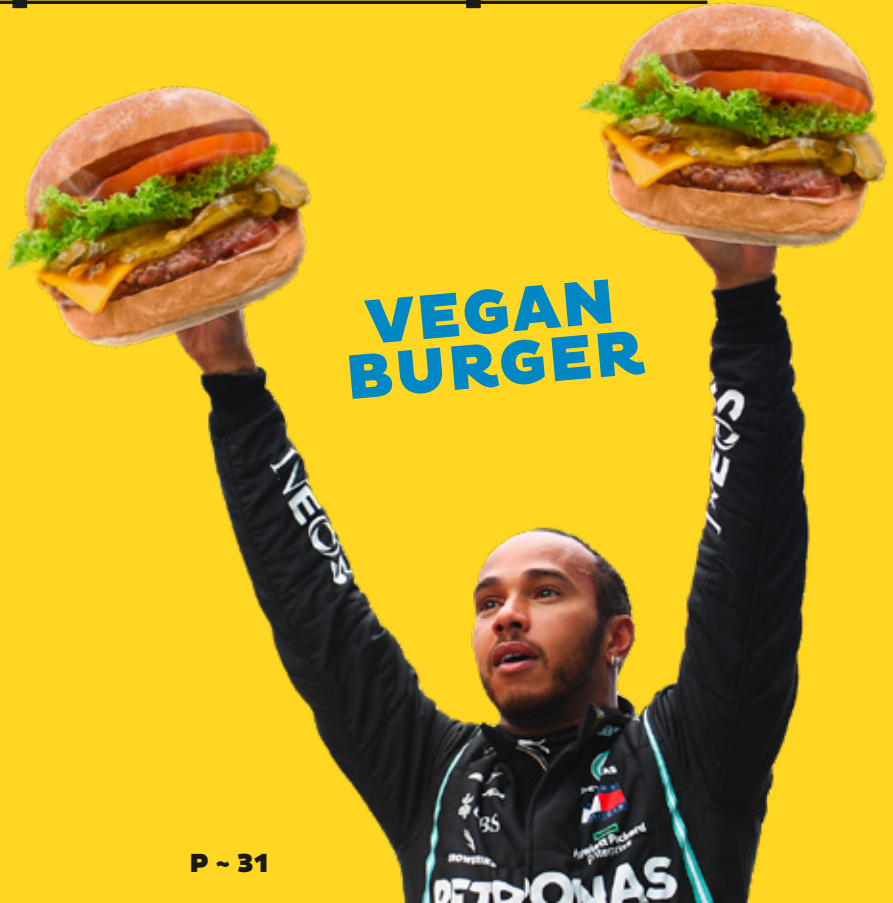
Apart from sporting successes, the pilot has declared that he became vegan three years ago due to his love for animals and out of respect for our planet.

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He has participated in various advertising campaigns in favor of the vegan cause, including Mercedes-Benz's campaign promoting sustainability and veganism.

After adopting a plant-based diet, Lewis Hamilton discovered significant physical and mental benefits, so much so that he **decided to open a restaurant in London called "Neat Burger,"** where strictly vegan dishes are served.



VEGAN BURGER

Another sports star, this time in the United States women's national soccer team.



ALEX MORGAN IS ONE OF THE TOP PLAYERS IN WOMEN'S SOCCER.



In addition to being an icon of American soccer, Alex Morgan has become a devoted **vegan activist** after participating in a PETA campaign alongside her puppy Blue.

3. →

After taking this stance, the footballer also noticed physical benefits from her new vegan diet.

While in the past Alex was very prone to injuries, since making the *switch* she hasn't suffered any.

Alex Morgan has written a New York Times bestselling book, acted in a movie, and is **actively engaged in the fight alongside PETA and UNICEF.**



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After hearing these stories, can we say that vegans are not losers at all?

Choosing to be part of the change by adopting a plant-based diet is not only an **act of courage**, it is also an action that helps animals, the planet and all its inhabitants.

DRINK YOUR OWN KISS

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Did you know...

Did you know that the most commonly used **red dye** is of animal origin?

Often used to give a bright red hue to food, cosmetics, and dyes, **carmine** is one of the most well-known and widespread colorants. Few people know, however, that it is a **product of animal origin**, widely used as a **food additive** in sauces, in liqueurs like "alcherμες," and in fruit drinks: carmine is derived from the eggs and the dried and subsequently ground body of an insect, **the cochineal**, native to Central America. According to recent estimates, to produce **just one kilogram of dye, between eighty and a hundred thousand insects** need to be killed. From the Canary Islands to Thailand, there are farms dedicated solely to carmine extraction. Avoiding products containing this dye is simple: **carmine must always be indicated in the list of ingredients (almost always with the code E120).**



Was the term "**vegan**" born in 1944?

The term "**vegan**," faithfully translated into Italian as the equivalent "vegano," is a relatively recent neologism. Although veganism had already been widespread and practiced for a long time, the term that denotes

it was born only in November 1944 in the **United Kingdom**, probably in Leicester or London, at the behest of **Donald Watson**, a vegan pioneer and founder - along with his future wife Dorothy Morgan and some

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YES BABY,
IT'S ME!

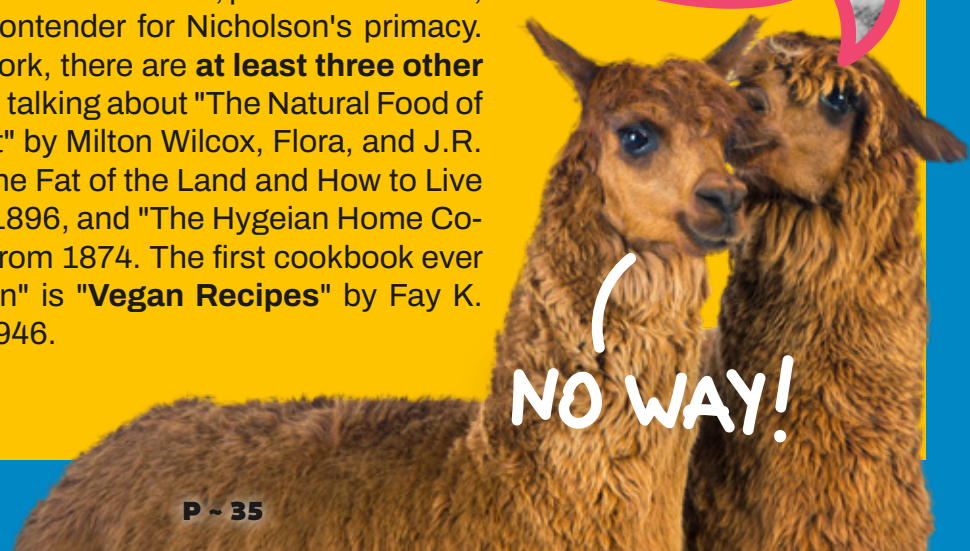


friends, including **Elsie Shrigley**, **G. A. Henderson**, and his wife **Fay K.** - of the **British Vegan Society**. Starting from the term "vegetarian" and drawing inspiration from various ideas shared

by the other founding members of the Vegan Society, Watson coined the word "**vegan**," excluding the central part of the original noun "vegetarian," creating a definition capable of distinguishing plant-based dietary choices concisely and sharply from vegetarian ones, which do not exclude the consumption of animal products. Until then, British vegans had been referred to as "**non-dairy vegetarians**" and represented only a small minority within the Vegetarian Society of London.

Was the first vegan recipe book published in 1849?

Although the debate to establish which is the first vegan cookbook is still ongoing, the oldest known entirely plant-based recipe book is over 170 years old: it is "**Kitchen Philosophy for Vegetarians**" by the American philanthropist and writer **Asenath Nicholson**, published by London publisher **William Horsell** in 1849. This volume, which the **Vegan Society** recognizes as the first cruelty-free cookbook, is the oldest in which neither eggs nor butter are mentioned or used in any recipe. "**No Animal Food**" by **Rupert H. Wheldon**, published in 1910, is often mentioned as a contender for Nicholson's primacy. However, preceding this work, there are **at least three other vegan cookbooks**: we are talking about "The Natural Food of Man and How to Prepare it" by Milton Wilcox, Flora, and J.R. Leadsworth from 1900, "The Fat of the Land and How to Live on It" by Ellen Smith from 1896, and "The Hygeian Home Cook-Book" by Russell Trall from 1874. The first cookbook ever to contain the word "vegan" is "**Vegan Recipes**" by Fay K. Henderson, published in 1946.



NO WAY!



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1

Seasonal fruits and vegetables:

2

What to put in your cart in January



3

Following the seasonality of fruits and vegetables is not only beneficial for our health and that of our planet, but it can also make our wallet happy. Here's how to start the new year on the right foot with seasonal fruits and vegetables in January.



4

WHAT YOU WILL FIND IN THIS GUIDE:

- Why it is important to follow the **seasonality of fruits and vegetables**
- **Vegetables in January**
- **Fruits in January**
- Aromatic herbs, legumes, and oily nuts in January
- **Some ideas for consuming** fruits and vegetables in January

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Why choose seasonal fruits and vegetables



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Fruits and vegetables are at the base of the food pyramid of any healthy and balanced diet, including, of course, a **vegan** one. In fact, contrary to what many people think, the vegan choice is primarily an ethical and/or environmental choice, so it is not obvious that vegans fol-

low a healthy diet and predominantly nourish themselves with vegetables and fruits. For this reason, starting the new year with the intention of consuming more fruits and vegetables can only benefit everyone's health. But let's pay attention to which products we put in our cart!

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Indeed, we are so accustomed to finding any type of fruit and vegetable in all seasons of the year that it is often difficult to understand which ones are actually **seasonal products**.

But what are the advantages of consuming seasonal fruits and vegetables? Choosing seasonal products guarantees not only greater taste, freshness, and quality of the product but also benefits the **environment**, as vegetables and fruits do not have to travel thousands of kilometers to reach our tables.

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Furthermore, it is a way to respect natural biodiversity and to vary among the multitude of products that are cultivated in our country in different seasons of the year. Therefore, we prefer products from local agriculture, **zero-kilometer**, and, if possible, packaged in sustainable, biodegradable, and/or plastic-free packaging. Last but not least, **our wallet will also be happier**, as transportation, storage, and greenhouse production costs are cut in seasonal products, which grow, ripen, and are harvested in their natural growth period.





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After this necessary preamble, let's get down to business. Here are the fruits and vegetables with which you can fill your cart in January.



10

Fruits and Vegetables in January

11

January is a month of beginnings and newness. But it's also one of the coldest months of the year. Fortunately, nature helps us protect ourselves from seasonal illnesses and start the new year off right by giving us the perfect ingredients to create tasty, warm, and comforting dishes.

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Among the fruits and vegetables in January, we find products that contain high doses of vitamin C and citric acid, such as citrus fruits, which help strengthen our bodies and immune defenses. Furthermore, winter vegetables are rich in folic acid, which aids in cell growth and multiplication, making them a valuable aid not only for pregnant women and those of childbearing age but also for those who choose to follow a vegan diet.

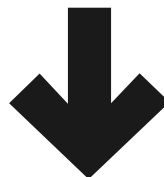


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Note: The list refers to the products that can be found in season in a predominantly temperate climate country such as Italy.

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Here is the list of fruits and vegetables in January, to consult the next time you go grocery shopping.



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Among the VEGETABLES of the month, we can find:

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Swiss chard

17



Broccoli

18



Artichokes

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Carrots

20



Cardoons

21



Cauliflowers

22



Cabbages

23



Savoy cabbage

24



Brussels sprouts

25



Chicory

26



Onions

27



Fennels

28




Belgian and curly endive

29



Lettuce

30



Potatoes

31



Leeks

32



Red chicory

33



Turnips

34



Shallots

35



Celery

36



Spinach

37




Jerusalem artichokes

38



Pumpkins

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Among the seasonal FRUITS in January, we find:

<p>40</p>  <p>Oranges</p>	<p>41</p>  <p>Cedars</p>	<p>42</p>  <p>Clementines and tangerines</p>	<p>43</p>  <p>Kiwi</p>	<p>44</p>  <p>Lemons</p>
<p>45</p>  <p>Apples</p>	<p>46</p>  <p>Pomegranates</p>	<p>47</p>  <p>Pears</p>	<p>48</p>  <p>Grapefruits</p>	

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It's also important to note that not all **herbs** are in season throughout the year. January continues to offer evergreen herbs: sage, rosemary, thyme, oregano, and bay leaves. Conversely, herbs like basil, lemon verbena, or mint are not in season and will return with fresh leaves in the spring.

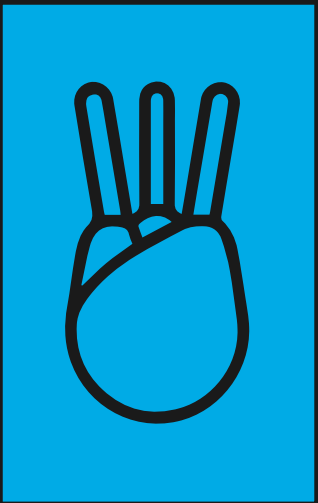
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Similarly, different **types of oily nuts** go through growth and ripening phases that are linked to seasonal cycles and the development of the originating plant. Respecting ripening times ensures higher quality and sustainability of the product. In January, we can find cashews, walnuts, pistachios, and pine nuts.

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Finally, in January, **fresh legumes** do not ripen, so we can find **dried legumes** for sale. These are ideal for making warm soups and stews, perfect for this month, but also as a side dish or base ingredient for preparing delicious vegan burgers or meatballs.

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Here are some ideas for consuming the fruits and vegetables of January:

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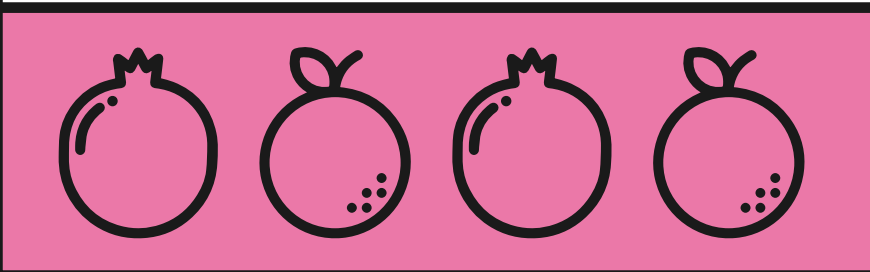
We have seen what products to put in the cart in January, but how can we bring them to our table? Here are some hints and tips for creating a four-course, plant based meal that allows us to best consume these gifts of nature.

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Start with a nutritious appetizer, such as a **salad of fennel, oranges, and pomegranate**, dressed with a little salt, olive oil, and balsamic vinegar.



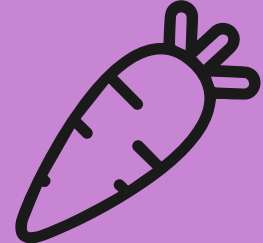
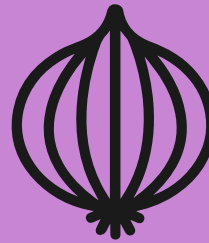


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For the first course, enjoy a creamy **risotto with radicchio and leeks**, flavored with nutritional yeast and garnished with chopped walnuts.

56

As a main course, indulge in a flavorful "**frittata**" made with **chickpea flour, spinach, onion, and carrot**.



57

Finish off with a delightful **vegan pear and chocolate cake**, where animal-based ingredients are replaced with vegetable oil, oat or soy milk, and plant-based yogurt.



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These are just a few simple ideas that demonstrate how easy it is to eat according to the seasonality of foods while adopting a vegan diet.

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IN SUMMARY, WHAT HAVE WE LEARNED FROM THIS BRIEF GUIDE?

First and foremost, that following the rhythms of nature is the most sustainable and beneficial way to nourish ourselves. In a world where everything is always at our fingertips, let's remember to check which seasonal products are available before shopping each month, and let's prioritize their consumption!



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KITCHEN

How to substitute eggs in desserts? →



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GUIDE

How to substitute

Being vegan doesn't mean giving up on your favorite sweets, but rather transforming recipes in a creative, sweet, and delicious way.

Do you want to know how to substitute eggs in desserts? Let's discover together the different ingredients that will make your desserts soft, fragrant, and delicious.

Among the ingredients that come to mind when preparing a cake, we find eggs. In fact, they are often useful for binding the ingredients and leavening the dough.

As impossible as it may seem to make a good dessert without eggs, there are many alternatives capable of making vegans, intolerants, allergic individuals, and of course, the most indulgent omnivores happy.

We'll let you know in advance, you can substitute eggs with:

- 1 • bananas;
- 2 • potato starch or cornstarch;
- 3 • plant-based yogurt;
- 4 • plant-based milk;
- 5 • other tasty alternatives.

eggs in desserts?

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Replace 1 egg with 1/2 Banana

Bananas are soft, sweet fruit, and the riper they are, the more binding properties they have. This makes them the perfect alternative to eggs in dessert preparation.


The texture of bananas makes any dough moist, soft, and fragrant, not just Banana Bread. So, if you want to make a sponge cake, a bundt cake, or mini cakes, simply add **half a mashed banana to the ingredients for each egg specified in the recipe.**

Preparation tip: the sweetness of the banana varies depending on its ripeness. Therefore, if you use **ripe bananas**, you may consider **reducing the sugar quantities.**

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Replace 1 egg with 2 tablespoons of potato starch or cornstarch




Cornstarch and potato starch are often found in recipes due to their thickening power. Use them also to replace eggs.

Binding and neutral in flavor: cornstarch and potato starch are perfect allies for any dessert that needs to increase the density of the dough. These characteristics make them **the perfect alternative to eggs** in the preparation of **spoon desserts, cookies, and shortcrust pastry**. To make this substitution correctly, add **2 tablespoons of cornstarch or potato starch** and two teaspoons of water for each egg specified in the recipe.

Preparation tip: once added to the mixture, **evaluate based on the consistency** if you need to add a little more liquid or solid ingredients to obtain a homogeneous dough.

Replace 1 egg with 1/2 pot of plant-based yogurt



Plant-based yogurt not only makes any dough soft but, depending on the flavor, transforms your desserts into a taste surprise.

Yogurt, thanks to its creamy consistency, is the perfect alternative to eggs when making muffins, shortcrust pastry tarts, and traditional cakes. In fact, it is this characteristic that allows any dessert to remain **fragrant and soft**. So, if you want to add it to your recipe, use **60 g (about half a pot) in the dough for each egg specified**.

Preparation tip: if you want to give your cake a unique flavor, we recommend **using a vanilla, coconut, or your favorite flavored plant-based yogurt**. It can also be a good idea to choose the flavor based on the recipe to give it an extra boost.

Replace 1 egg with 50ml of plant-based milk

Soy, rice, oat, but also cashews, walnuts, and hazelnuts. Plant-based milk is a powerful ally in your recipes and an excellent substitute for eggs.

Did you know that plant-based milk can also replace eggs? You need **50 ml for each egg specified in the recipe**. One of the advantages of choosing it is its ability to make the cake **tall and fluffy** thanks to the support it gives to leavening, making it the ideal alternative for brioche and panettone.

Preparation tip: now there is plant-based milk for every taste. It's not just the base that changes, such as soy, oat, rice, and nuts, but also the flavor. More and more often, **you can find chocolate, vanilla, and strawberry plant-based milk**. Choose the type of milk according to the recipe to get a unique and unexpected flavor.

→ **Other ingredients to replace**

eggs in recipes

eggs in recipes

With a little imagination, ingenuity, and practice, replacing eggs will become a way to make your recipes unique and inimitable. But that's not all! There are many ways to replace eggs, and we want to give you more. That's why we have prepared a list for you with other ingredients and useful tips to help you evaluate the most suitable one for your recipe.

← **Other ingredients to replace**

Other ingredients to replace each egg in the recipe:

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1 tablespoon of oil

traditional cakes and cookies will be enhanced by this solution, thanks to the intense flavor of the oil. Choose the type of oil according to the recipe and the tone you want to give it.



80 g of pumpkin pulp

this solution makes the dough rich and creamy and is perfect for autumnal desserts.

3 teaspoons of peanut butter

among the proposed solutions, this one particularly affects the outcome of the recipe. We recommend using it in simple desserts to give them a completely new and refined flavor.



3 tablespoons of aquafaba

tasteless, the liquid from canned chickpeas is perfect for any dough. Furthermore, if whipped, it gives the same result as beaten egg whites.



40 g of apple pulp

this fruit, thanks to its sugary content, makes desserts soft and flavorful. With the addition of cinnamon, it can become the secret ingredient for the final course of the holidays.



65 g of avocado

ideal for cakes and chocolate creams, avocado makes any dessert soft and nutrient-rich.

And that's not all...

because there are still many ways to make your recipes vegan and delicious. Study the recipe and start experimenting: the result will be as sweet as can be!

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Taste the future

Houston we have
a sprout!



~ GO VEGAN ~

