



Meredith Marin

Vegan Hospitality

Consultant Training Brochure



Big Changes

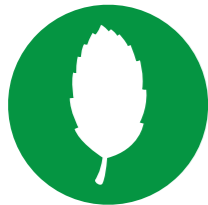
Do you want to know why I'm laughing in this photo? Just a few years ago, the woman on the left had never seen or tasted tofu before. We took this photo last year to highlight her restaurant and celebrate the amazing commitment she now has to serving plant-based dishes to her customers. Want to know another secret? A few years ago, the woman on the right (yes, me) had never held a big chef's knife like that before. She had never even worked in a restaurant. She was comfortable cooking delicious vegan food at home for her family and teaching about community empowerment at the University, but didn't know that she had the power to transform her very own community into the vegan paradise that it is now. A lot can change in a few short years, but the truth is it doesn't need to take that long. Within the first two months of my diving in to help restaurants meet the demand for vegan food, my community went from having no knowledge of the word vegan to restaurants lining up to work with me. Want to learn how I made this happen? Keep reading!

High Impact Hospitality Consulting

I used my background in social work and community organizing to develop this method to create big change on the individual, business and community level, all at the same time. Here's why it works:



No surprises: Chefs and staff learn to confidently accommodate vegan and other dietary requests by creating on-menu dishes which saves them time, money, and effort. Guests are not served surprise meals but can feel welcomed to order from a menu like traditional guests. This is part of understanding the “psychology” of the menu that we will discuss in detail in the training.



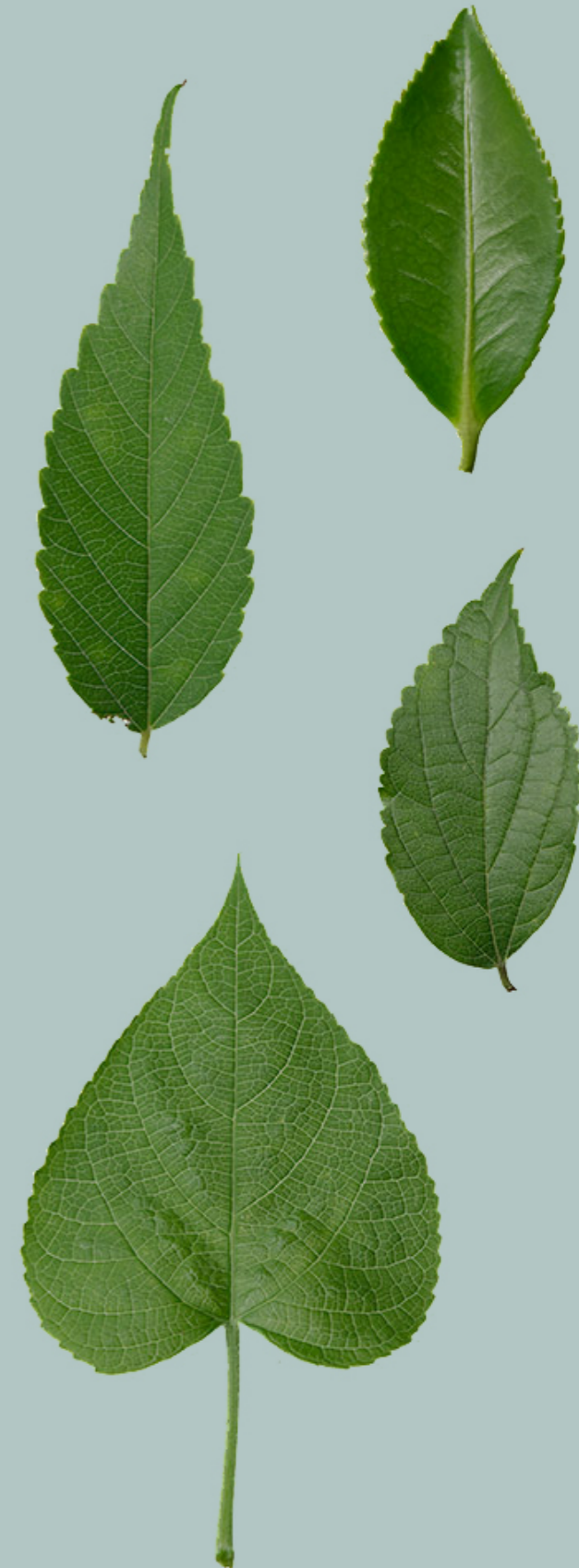
Everybody Learns: Every single employee in the company, from the executive chef to the host to the wine distributor will learn something about vegan lifestyle through this program. This is super special in the service industry for all staff to receive group professional development, and most are excited to have the opportunity to learn something new. My trainings often inspire individuals in the industry to consider going vegan themselves, which creates even more of a ripple effect. You have the power to not only change their business, but also to change their lives.



Mindful Approach: The consultant learns to cultivate non-judgment and empathy through mindfulness practice, which allows the consultant to fully engage with the team members and develop trusting relationships. The relationship between consultant and client is the key to a successful result. People are accountable to other people, not to programs, not to abstract ideas. Your client needs to like and trust you, and I'll show you how to maximize your relatability to non-vegan clients.



Supports Company Values: The method encourages businesses to view their vegan friendly transition as a values statement. They start out thinking they are just adding a few dishes to a menu, and then realize that it's about much more than that. This shift means that they are promoting values of sustainability, inclusivity, and the highest level of customer service. Through the consultant's guidance, the vegan menu becomes part of the company's identity, which means it's there to stay.



This could be you

You'll surprise yourself with the impact you can make when you confidently approach your hospitality community with skills, solutions, and support. I've developed this training program to provide you with exactly that:

SKILLS You'll learn everything you need to know to get started in your vegan consulting business, including how to write your bio, structure your consulting services, book clients, create presentations, consult with a chef (even if you've never worked in a kitchen!), evaluate a menu, develop recipes, source products, conduct kitchen and service trainings, launch new menus and promote your clients.

SOLUTIONS Maybe you've tried this before without success. Maybe you're worried that you won't get the results you're hoping for. Here's what I say: A vegan world is coming. We all know it (and we absolutely have to believe it when we're in this work!). So these restaurants are going to eventually need to become vegan friendly with or without your support. Wouldn't it be great if you were the one to make this happen? Wouldn't it be great if you could make money while creating a better world? They have a problem: Client requests are changing and they don't know how to quickly and confidently accommodate them. What's their solution? You. You are the solution.

SUPPORT The key to widespread success is not doing this work alone. I was lucky to have many supporters jump on board early on to cheer me on in my mission. Through this program, you will have a built in support network of others working toward the same goal. Plus, you'll receive personal coaching time with me to focus on your individual needs.

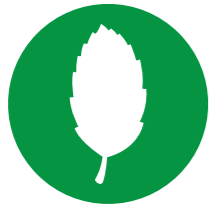


Program Details

What's included:



12 LIVE VIRTUAL GROUP TRAINING SESSIONS: Each 90-120 minute session will include an in-depth lesson from Meredith + Q&A time + Handouts/Scripts/Templates/Resources related to each week's topic. Sessions will be recorded in case you miss any.



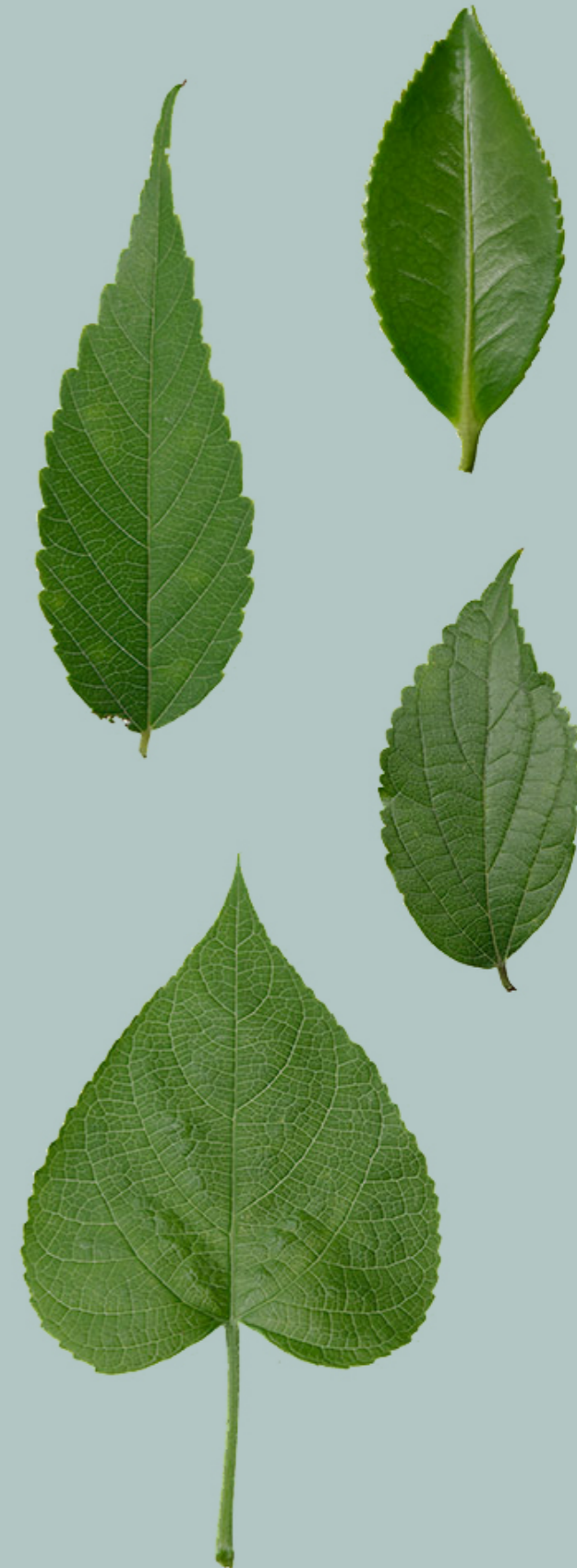
PERSONALIZED COACHING TIME WITH MEREDITH: Each consultant receives three 30 minute business coaching sessions to use during the program. You are invited to use this time whenever you need personal guidance throughout the 12 weeks.



EXCLUSIVE CONSULTANT PRIVATE ACCOUNTABILITY GROUP: Only program participants will have access to our private messaging group where you'll be prompted to share your progress and goals. When you graduate, you'll be added to our alumni group where you'll continue to network with like-minded consultants from all over the world. We use the Slack app for communication.



BONUS: ELIGIBLE TO BECOME A VEGAN HOSPITALITY™ CERTIFIED CONSULTANT Once you complete the program, you will be given the opportunity to submit an application for certification (this is free and only available to program graduates). If your application qualifies, you will receive a mailed certificate, a credential listing on our website, and will be eligible to be hired for our global projects. (If your application does not qualify, you can improve and resubmit it as many times as you need to.) The criteria for certification includes using the tools you learn in the program to start your business and take steps toward community change.



Apply for an interview with Meredith

Hi! If you've read this far, you may be ready to take the next step to discuss your interest in person (well, virtually in person!).

I am grateful to have the opportunity to speak with so many inspiring people all over the world who are interested in joining this program to turn their passion into action.

We are creating a vegan world together, and you have the potential to make a huge difference in your community and beyond.

[CLICK HERE TO APPLY](#) TO THE PROGRAM

I look forward to connecting with you!

Meredith Marin