



**5 DAYS**  
on the  
**VEG**



JOIN OUR  
**VEG PLEDGE**  
#5DAYSONTHEVEG

# FOR 5 DAYS, EAT THE RAINBOW AND YOU COULD FIND YOUR HEALTHY POT OF GOLD!

Join our meatless challenge and **PLEDGE TO GO MEAT-FREE FOR 5DAYS.** Who knows, you might even like it enough to incorporate the change as a part of your lifestyle going forward. Be daring... give it a try and swap to plant-based proteins.

## DID YOU KNOW?

Not only is consuming less meat good for your health but its also helps the planet.

Check out our '5 days on the veg' postcards to see the rainbow of benefits that eating vegetables and fruit can bring you.

Look in your restaurant for tasty, healthy, convenient ways to get more fruit and vegetables into your diet.

**Check out the delicious recipes towards the pack of the back - Don't forget to share photos of the recipes you have tried with us on our Facebook, Instagram and Twitter.**



**5 DAYS** on the **VEG**

VITALITY WEEK  
VITALITY

.....

Eat all the rainbow groups (keeping them seasonal) over 5 days & see if you can feel the difference.

#5DAYSONTHEVEG

.....

  

Share your week-long veggie adventure with us

  
**VITALITY**

## TIPS TO HELP REDUCE YOUR MEAT CONSUMPTION:

1. Plan ahead- meal planning is a way of ensuring you have a variety of foods and nutrients in your diet, plus it helps save time and money!
2. Include a meat-free day once a week- this can benefit your health as well as the environment.
3. Swap meat with more plant-based protein sources such as lentils, beans, and pulses. Protein has many benefits, such as helping us feel fuller and satisfied for longer. The UK Recommendation for protein is 0.75g per kg of body weight per day.
4. Be daring and explore new grains and vegetables that can add a variety of new flavours and textures to your meals.
5. Bulk up your meals with beans, grains, and vegetables to help reduce its meat content. Try adding lentils or carrots in your spaghetti bolognese or sweet potato and extra kidney beans into your chilli con carne. This makes the meal just as flavourful and doesn't hinder the integrity of the dish.
6. Worried you will miss meat? Try adding "meaty" flavours to your meals such as soy sauce or mushrooms or 'meaty' textures like aubergines.
7. Improve the nutritional density of your snacks by trying to include more whole and unprocessed foods such as vegetables and houmous, instead of crisps and cookies.
8. Try using meat alternatives- however double check their food labels when purchasing, these can be high in salt!
9. Research new foods and cuisines for inspiration to add more plant-based proteins into delicious meals!



## BENEFITS OF REDUCING YOUR MEAT INTAKE



JOIN OUR

**5 DAYS**  
on the  
**VEG**

PLEDGE

#5DAYSONTHEVEG

1

## FOR 5 DAYS, EAT THE RAINBOW AND YOU COULD FIND YOUR HEALTHY POT OF GOLD!

To promote a healthy balanced lifestyle it is important to eat fruit and vegetables of a variety of colours each day.



### Eat the Rainbow.

Eating at least one portion of each colour (6 in total) a day is a great goal to strive for and incorporate into your daily diet!



A plant-based diet is centred around whole, unrefined foods, based on fruits, vegetables, tubers, wholegrains and legumes that are nutrient rich!



Studies have found consuming more plant-based foods has been linked with a reduced risk of chronic disease, better brain health and supporting the immune system.

## Eating the colours BLUE, PURPLE & BLACK

The darker the colour of food, the higher the contents of antioxidants and nutrients. One study found that those who ate purple fruit and vegetables regularly often had a reduced risk of having high blood pressure and cholesterol levels.

### Blue, purple, black foods...

Aubergine, berries, purple cabbage, figs, grapes, purple kale, black olives, plums, prunes and raisins.

### Benefits

Cancer protective, healthy inflammatory response, cell protection, cognitive health, heart health, liver health. Blue and purple phytonutrients can significantly help reduce the risk of cancer while helping provide a broad array of benefits for memory, heart disease and diabetes.

### Ways to add more blue, purple & black foods to your diet:

- Snack ideas: Blueberries, blackberries, figs and plums.
- Swaps white potatoes to purple potatoes.
- Replace white rice with wild rice.



**5 DAYS** on the **VEG**

VITALITY WEEK

.....

Eat all the rainbow groups (keeping them seasonal) over 5 days & see if you can feel the difference.

#5DAYSONTHEVEG

.....

  

Share your week-long veggie adventure with us



VITALITY



JOIN OUR

**5 DAYS**  
on the  
**VEG**

PLEDGE

#5DAYSONTHEVEG

2

## FOR 5 DAYS, EAT THE RAINBOW AND YOU COULD FIND YOUR HEALTHY POT OF GOLD!

To promote a healthy balanced lifestyle it is important to eat fruit and vegetables of a variety of colours each day.



### Eat the Rainbow.

Eating at least one portion of each colour (6 in total) a day is a great goal to strive for and incorporate into your daily diet!



A plant-based diet is centred around whole, unrefined foods, based on fruits, vegetables, tubers, wholegrains and legumes that are nutrient rich!



Studies have found consuming more plant-based foods has been linked with a reduced risk of chronic disease, better brain health and supporting the immune system.

## Eating the colour RED

Hot stuff! Chillies are said to starve off hunger and even burn some calories, they are also said to relieve pain.

### Red Foods...

Red apples, beetroot, kidney beans, red peppers, chillies, oranges, cranberries, cherries, red onions, plums, radishes, red skin potatoes, pomegranate, strawberries, raspberries, tomatoes and watermelon.

### Benefits

Cancer protective, healthy inflammatory response, cell protection, gastrointestinal health, heart health, hormone balance, liver health. Many of these red phytonutrients are essential for optimal health while helping provide a broad array of benefits for memory, heart disease and diabetes.

### Ways to add more red foods to your diet:

- Great Snack ideas: watermelon, raspberries, cherries, strawberries, or red apple slices.
- Delicious lunch: Mediterranean salad with red-rich tomatoes, olives, garlic, fresh herbs, and feta cheese.
- Jazz up your green salads with fresh tomatoes, goji berries or pomegranate seeds.



**5 DAYS**  
on the  
**VEG**

VITALITY WEEK  
VITALITY

.....

Eat all the rainbow groups (keeping them seasonal) over 5 days & see if you can feel the difference.

#5DAYSONTHEVEG

.....

  

Share your week-long veggie adventure with us

  
**VITALITY**



JOIN OUR

**5 DAYS**  
on the  
**VEG**

PLEDGE

#5DAYSONTHEVEG

3



## FOR 5 DAYS, EAT THE RAINBOW AND YOU COULD FIND YOUR HEALTHY POT OF GOLD!

To promote a healthy balanced lifestyle it is important to eat fruit and vegetables of a variety of colours each day.



### Eat the Rainbow.

Eating at least one portion of each colour (6 in total) a day is a great goal to strive for and incorporate into your daily diet!



A plant-based diet is centred around whole, unrefined foods, based on fruits, vegetables, tubers, wholegrains and legumes that are nutrient rich!



Studies have found consuming more plant-based foods has been linked with a reduced risk of chronic disease, better brain health and supporting the immune system.

## Eating the colour GREEN

Eat your way to gorgeous skin by eating your greens, just like your mum told you too.

### Green Foods...

Apple, artichokes, asparagus, avocado, broccoli, brussels sprouts, cabbage, kale, spinach, chard, celery, cucumber, peas, lettuce, green tea, olives, okra, watercress and rosemary.

### Benefits

Healthy inflammatory response, brain health, cell protection, skin health, hormone balance, heart and liver health. Many of the foods that contain green phytonutrients also help improve eye health.

### Ways to add more green foods to your diet:

- Squeeze fresh lime into your water.
- Bulk your stir fries with edamame, broccolini, pak choi or bok choy.
- Garnish your dishes with delicious fresh herbs.



.....

Eat all the rainbow groups (keeping them seasonal) over 5 days & see if you can feel the difference.

#5DAYSONTHEVEG

.....



Share your week-long veggie adventure with us



VITALITY



JOIN OUR

**5 DAYS**  
on the  
**VEG**

PLEDGE

#5DAYSONTHEVEG

4

## FOR 5 DAYS, EAT THE RAINBOW AND YOU COULD FIND YOUR HEALTHY POT OF GOLD!

To promote a healthy balanced lifestyle it is important to eat fruit and vegetables of a variety of colours each day.



### Eat the Rainbow.

Eating at least one portion of each colour (6 in total) a day is a great goal to strive for and incorporate into your daily diet!



A plant-based diet is centred around whole, unrefined foods, based on fruits, vegetables, tubers, wholegrains and legumes that are nutrient rich!



Studies have found consuming more plant-based foods has been linked with a reduced risk of chronic disease, better brain health and supporting the immune system.

## Eating the colours YELLOW & ORANGE

Experts say beta-carotene found in orange foods is not only good for eye health it can also delay cognitive aging and protect skin from sun damage.

### Yellow & orange foods...

Apricots, bell peppers, carrots, nectarine, orange, pumpkin, sweet potato, turmeric root, yams, bananas, sweetcorn, chickpeas, ginger, lemon and pineapple.

### Benefits

Cancer protective, immune health, cell protection, reproductive health, source of vitamin A, healthy inflammatory response, cognition, skin health, eye and heart health.

### Ways to add more yellow & orange foods to your diet:

- Swap your jacket potato to a baked sweet potato.
- Snack ideas: peach, nectarines, clementines, tangerines, satsumas, pepper, or carrot sticks.
- Add fresh orange or lemon slices to your water.



VITALITY WEEK

**5 DAYS** on the **VEG**

.....

Eat all the rainbow groups (keeping them seasonal) over 5 days & see if you can feel the difference.

#5DAYSONTHEVEG

.....

  

Share your week-long veggie adventure with us



VITALITY

JOIN OUR

**5 DAYS**  
on the  
**VEG**

PLEDGE

#5DAYSONTHEVEG

5

## FOR 5 DAYS, EAT THE RAINBOW AND YOU COULD FIND YOUR HEALTHY POT OF GOLD!

To promote a healthy balanced lifestyle it is important to eat fruit and vegetables of a variety of colours each day.



### Eat the Rainbow.

Eating at least one portion of each colour (6 in total) a day is a great goal to strive for and incorporate into your daily diet!



A plant-based diet is centred around whole, unrefined foods, based on fruits, vegetables, tubers, wholegrains and legumes that are nutrient rich!



Studies have found consuming more plant-based foods has been linked with a reduced risk of chronic disease, better brain health and supporting the immune system.

## Eating the colours WHITE, TAN & BROWN

Research from Harvard shows that women who incorporate wholegrains, such as brown rice, into their diet were more likely to maintain a healthy body weight.

### White, tan & brown foods...

Apples, butter beans, cannellini beans, cauliflower, cinnamon, clove, coconut, cocoa, dark chocolate, flaxseed, garlic, ginger, houmous, mushrooms, nuts, onions, pears, seeds, shallots, tahini, oats, quinoa, corn, millet and rice.

### Benefits

Cancer protective, microbial, cell protection, hormone balance, gastrointestinal, heart and liver health. Helps maintain healthy cholesterol levels, and may lower the risk of some types of cancer.

### Ways to add more white, tan & brown foods to your diet:

- Garnish your stir-fries with sesames seeds, nuts or seeds.
- Dip your vegetables into the houmous.
- Add flavour enhancing spices such as cinnamon, nutmeg, cloves and allspices to your cooking and baking.



A vertical poster with a green background featuring a close-up of green beans. At the top right is a circular logo for 'VITALITY WEEK' with a leaf icon. A large white heart shape in the center contains the text '5 DAYS on the VEG'. Below the heart, there are three social media icons: Instagram, Facebook, and Twitter. Underneath the icons is the text 'Share your week-long veggie adventure with us'. At the bottom, the word 'VITALITY' is written in a large, white, sans-serif font, with a small heart icon above the letter 'I'. The background also features a faint 'VITALITY' watermark.

**5 DAYS** on the **VEG**

.....

Eat all the rainbow groups (keeping them seasonal) over 5 days & see if you can feel the difference.

#5DAYSONTHEVEG

.....

  

Share your week-long veggie adventure with us

  
**VITALITY**

# SHOPPING LIST

## Fresh Produce

- ♥ 6 sweet potatoes
- ♥ 400g butternut squash
- ♥ 10g coriander
- ♥ 500g cherry tomatoes
- ♥ 2 green peppers
- ♥ 1 bulb of garlic
- ♥ 500g mixed mushrooms
- ♥ 800g mixed colour tomatoes
- ♥ 1 bunch of spring onions
- ♥ 100g rocket
- ♥ 250g beetroot, cooked
- ♥ 1 lemon
- ♥ 2 oranges
- ♥ 1 apple

## Fridge Items

- ♥ 230g feta cheese
- ♥ 50g parmesan cheese
- ♥ 160g natural yoghurt
- ♥ 150g crème fraiche
- ♥ 200g butter/ baking margarine
- ♥ 500ml apple juice

## Spices / Kitchen Stables

- ♥ Ground cumin
- ♥ Smoked paprika
- ♥ Mixed spice
- ♥ Cinnamon, ground
- ♥ 1 cinnamon stick
- ♥ 40g chipotle paste
- ♥ Black pepper
- ♥ Olive oil
- ♥ 400g tinned black beans
- ♥ 400g tinned chickpeas
- ♥ 300g spaghetti
- ♥ Wholemeal flour
- ♥ 100g brown sugar
- ♥ Baking Powder
- ♥ 3 eggs



## Recipes:

**Main:** Mexican Sweet Potato and Black Bean Tray Bake

**Main:** Creamy Garlic Mushroom Pasta

**Salad:** Warm Sweet Potato Salad

**Snack:** Beetroot Houmous

**Juice & Smoothies:** Hot Apple and Cinnamon Punch

**Fruit/ Vegetable Dessert:** Spiced Autumn Muffins



.....

Eat all the rainbow groups  
(keeping them seasonal)  
over 5 days & see if you  
can feel the difference.

#5DAYSONTHEVEG

.....



Share your week-long  
veggie adventure with us

  
VITALITY

# MEXICAN SWEET POTATO & BLACK BEAN

Portion Sizes:

4

Cooking time:

30 min

5ADAY:

3



**5 DAYS**  
on the  
**VEG**

## INGREDIENTS

- 4 tsp ground cumin
- 4 tsp smoked paprika
- 2 sweet potatoes
- 400g can of black beans
- 150g feta cheese
- 40g chipotle pasta
- 160g natural yoghurt
- 10g coriander
- 500g cherry tomatoes
- 2 green pepper
- Olive oil

## METHOD

1. Preheat the oven to 220°C / 180°C fan.
2. Peel and chop the sweet potatoes into bite-sized pieces.
3. Deseed the peppers and chop into bite-sized pieces.
4. Cut the cherry tomatoes in half and add to a baking tray along with the chopped sweet potatoes and peppers.
5. Drain and rinse the black beans, add these to the vegetables onto the baking tray.
6. Combine the smoked paprika, ground cumin into a bowl with 6 tbsp of Olive Oil. Add the spice mix to the vegetable and black beans and give it a good mix. Place in the oven for 15 minutes.
7. Crumble the feta roughly and chop the coriander finely with the stalks.
8. Once the vegetables have been in the oven, sprinkle the feta on top, and return to the oven and cook for a further 5 minutes or until the sweet potatoes are tenders.
9. Meantime combine the chipotle paste with the natural yoghurt.
10. Serve the tray bake and drizzle over the chipotle yoghurt and garnish with the chopped coriander.

# CREAMY GARLIC MUSHROOM PASTA

5 DAYS  
on the  
VEG



Portion Sizes:

Cooking time:

5ADAY:

4

20 min

1.5

## INGREDIENTS

- 300g dried spaghetti
- 3 cloves of garlic
- 500g mixed mushrooms
- 50g parmesan cheese
- 2 heaped tbsp of half-fat crème fraîche
- Pinch of black pepper

## METHOD

1. Cook the pasta in a pan of boiling water according to packet instructions.
2. Once cooked, drain and reserve about a mugful of the cooking water.
3. In the meantime, finely slice the garlic and cook it on medium heat on a non-stick pan, followed by the chopped mixed mushrooms 1 minute later. Add a pinch of black pepper and continue to cook for approx. 8 minutes or until the mushrooms are golden.
4. Add the pasta to the mushrooms with a splash of the reserved cooking water. Finely grate most of the parmesan cheese, stir in the crème fraîche and serve!
5. Finish with a final grating of parmesan.

  
**VITALITY**

Share photos of the recipes you have tried during your week-long veggie adventure with us on our Facebook, Instagram and Twitter



# WARM SWEET POTATO SALAD

5 DAYS  
on the  
VEG



Portion Sizes:

Cooking time:

5ADAY:

4

1 hour

6

## INGREDIENTS

- 4 large sweet potatoes (300g each)
- 800g mixed-colour tomatoes
- 1 bunch of spring onions
- 100g rocket
- 80g feta cheese
- 1 tbsp of olive oil

## METHOD

1. Preheat the oven to 180°C/ Gas Mark 4.
2. Clean the sweet potatoes and place into a roasting tray and bake for 1 hour or until soft.
3. Roughly chop the tomatoes, trim, and finely slice the spring onions and toss with the 1 tablespoon of Olive oil.
4. Once cooked, tear the soft sweet potatoes between 4 plates, toss the rocket with the tomatoes and place on top, and crumble over the feta.

  
**VITALITY**

Share photos of the recipes you have tried during your week-long veggie adventure with us on our Facebook, Instagram and Twitter

# BEETROOT HOUMOUS

5 DAYS  
on the  
VEG



Portion Sizes:

Cooking time:

5ADAY:

8

30 mins

½

## INGREDIENTS

- 250g cooked beetroot
- 400g chickpeas (tinned)
- 1 tsp of ground cumin
- 1 garlic clove
- 2 tbsp olive oil
- 2 tbsp fresh lemon juice

## METHOD

1. Place the chopped beetroot, chickpeas, garlic, and olive oil into a food processor.
2. Add the cumin and lemon juice and blitz until smooth.

VITALITY

Share photos of the recipes you have tried during your week-long veggie adventure with us on our Facebook, Instagram and Twitter

# SPICED AUTUMNAL MUFFINS

5 DAYS  
on the  
VEG



Portion Sizes:

Cooking time:

5ADAY:

4

10 mins

1.5

## INGREDIENTS

- 200g wholemeal flour
- 200g unsalted butter/ baking margarine
- 100g light brown sugar
- 5g baking powder
- 3 eggs
- 5g mixed Spice
- 5g cinnamon
- 400g butternut squash
- 1 orange - juiced and zested

## METHOD

1. Place the butter, sugar, mixed spice, cinnamon, orange juice, zest and grated butternut squash into a bowl and mix together.
2. Add the eggs and mix well.
3. Add the sifted flour slowly and fold in until smooth and creamy.
4. Place into muffin cases and bake for 18-25minutes until fully cooked and golden brown.

  
**VITALITY**

Share photos of the recipes you have tried during you week-long veggie adventure with us on our Facebook, Instagram and Twitter

# HOT APPLE & CINNAMON PUNCH

5 DAYS  
on the  
VEG



Portion Sizes:

Cooking time:

4

10 mins

## INGREDIENTS

- 500ml apple juice
- ½ orange (peel)
- ½ cinnamon stick
- 1 clove
- 1 apple
- Honey (optional)

## METHOD

1. Simmer the apple juice with ½ orange peel in strips, ½ cinnamon stick and cloves for about 5-10minutes until all flavours have infused.
2. Sweeten to taste.
3. Serve each drink with a little orange peel, a piece of cinnamon stick and apple slices.

VITALITY

Share photos of the recipes you have tried during you week-long veggie adventure with us on our Facebook, Instagram and Twitter