



## *The Vegan Table a relevant new addition to the Bangkok life scene*

**Dal nostro corrispondente a Bangkok - 17 mar 2023 (Prima Pagina News) The idea of proposing a different lifestyle that is less impactful on the environment and makes more reference to vegan culture is gaining momentum in Bangkok and Thailand. We talk about this trend with the ownership and founder of The Vegan Table Co.**

Even in a nation where traditionally the local cuisine is marked by the consumption of animal meat, a food culture that "thinks" vegan and, above all, reflects on the ways to pursue alternatives that have less and less impact on the Environment and the entire planetary ecosystem, is increasingly gaining ground. Among the most interesting experiences born recently in Thailand, there is certainly The Vegan Table which is a real Company whose first location was in Phuket and which today, precisely, lands in Bangkok. We talk about it with The Vegan Table ownership and management that are behind this idea that is, in fact, also a real different vision of life, as well as the way of consuming and eating.

When did The Vegan Table BKK officially open and what's the strategy, the philosophy behind this project? The vegan table opened on July 4th American Independence Day in 2022. It took us over 7 months to build out the site as it was completely derelict with no electricity or running water we literally had to build from scratch. To be honest it was a much bigger project than I initially thought and consumed more time and money than we budgeted for. We wanted to embark upon building a brand that broke down the barriers of vegan food and immerse ourselves in the heart of Bangkok's night life district where all the major players are located and create a plant-based oasis where everyone can enjoy the ambience and amazing food we serve in a district that normally caters for die hard party ppl. It's courageous opening a Vegan Table in Bangkok and in Thailand; from a general point of view: everybody knows that Thai cuisine is usually focused on different kind of meats (pigs, chicken, beef, duck. At the same time, the upper class society and young generations are searching something different and more balanced with environment and other living forms on the Planet.

The Vegan Table is trying to open a "new revolution" in the way to eat and live? We are on the cusps of a food revolution that in years to come we will reflect on those choices we made at that time and realize that the ways we were taught about diet and nutrition were so wrong and that a cleaner more sustainable existence was the way forward. As you can see right now a fundamental change in food is taking place to the point where we will no longer have to farm animals for their protein as plant based alternatives will outperform by taste, nutrition value and above all cost. Therefore I truly believe what we are seeing now is reminiscent of the fast food boom of the 1950's, however this revolution is about creating a sustainable dynamism in the way that we consume food.

What is "plant-based" cuisine as not so many people still today are not so well updated about? Plant based is a term that has been thrown



into the plethora of cuisine to soften the term Vegan, whereby a consumer may not want to eat meat or dairy and follow a healthy diet by only eating food that has been made from vegetables, legumes or pulses. Currently most people would prefer to be regarded as following a 'Plant Based' diet as apposed to be called a vegan. Do you think anything has changed between before and after the Covid Age? Yes it appears more people from many countries around the world are inquisitive of other dietary possibilities, these people are actively making decisions to change something about their diet or way of life. What's the The Vegan Table planning next? The Vegan Table is exploring numerous opportunities in evolving our brand and taking it to the next level and we would like to focus on our Vegan Pizza franchise as our Pizzas are incredible. A result of our ingenuity in creating our plant based pizza cheeze which we make in house and add to our pizzas both in Bangkok and in our original store in Phuket town too. Do you think anything has changed between before and after the Covid Age? Yes it appears more people from many countries around the world are inquisitive of other dietary possibilities, these people are actively making decisions to change something about their diet or way of life. What's the The Vegan Table planning next? The Vegan Table is exploring numerous opportunities in evolving our brand and taking it to the next level and we would like to focus on our Vegan Pizza franchise as our Pizzas are incredible. A result of our ingenuity in creating our plant based pizza cheeze which we make in house and add to our pizzas both in Bangkok and in our original store in Phuket town too. The Vegan Table, 33/30 Sukhumvit Soi 11, Klong Toei, Wattana,, Bangkok, Thailand, 10110

*di Francesco Tortora Venerdì 17 Marzo 2023*