

VEGAN SET



VEGAN LUXURY SPECIALIST



WWW.VEGANSET.COM

Vegan Set

WHAT WE DO

Vegan Set offers consulting services for hotels and hotel groups. With a professional background of over 18 years in the world of hôtellerie and a network of the most talented plant-based chefs and producers, Vegan Set leads the way toward a more vegan friendly hospitality.

SERVICES

- Support in developing vegan friendly guest itineraries
- Menu designing advices
- Beverage and wine-list advices
- Staff training
- Marketing and public relations support

GOALS

- Elevate the vegan offer (when available) to the highest standard or create it from scratch
- Improve the guest experience
- Design the bases for new revenue perspectives
- Add the sustainability value

TALENTS

- We have an obsessive attention to details
- We cooperate with the best chefs and producers worldwide
- We are always updated about the latest plant-based trend
- Customization is everything to us



*CONCEPT
DEVELOPMENT*



*ACCESS TO THE
LATEST PLANT-
BASED TRENDS*



*ONGOING
ASSISTANCE*

*"Having 100%
plant-based experiences
to offer to your guests
is a strategic choice. "*

ANALYSIS

The consultancy begins with an in-depth analysis of the current situation. Hotel-specific statistics and verification of all areas that may affect the guest experience in a plant key. Goals setting.

STRATEGY

Strategic planning of a guest itinerary that satisfies all moments of life in the hotel with definition of protocols and labeling. Assistance in defining the menu and the beverage proposal.

CONCEPT

Concept development. Staff training and implementation of the strategy with relative monitoring and reporting.

PROMOTION

Support to the marketing office for the development of marketing contents aimed at promoting the new vegan friendly structure.



Between 2017 and 2019, the U.S. plant-based food industry grew by 40%, while global forecasts indicate that plant-based alternatives might grow to USD 27.9 billion by 2025.*

WHY VEGAN

There are many reasons that should push a hotel to equip itself with a 100% vegetable path dedicated to its most sensitive guests.



01

VEGAN CUSTOMERS

To satisfy the vegan customers might seem the most obvious of the reasons but it is not. It is important to understand that the vegan niche has a vertical growing and that guests who have adopted a vegan diet are often the 'decision makers'. They are those who influence the choice of a location to the detriment of another and who speak well or badly about it.

02

ESG TRENDS

Investment specialist RobecoSAM has included veganism among the 4 post-pandemic ESG trends. Environmental sustainability and consequently vegetable nutrition have long been a trend in the world of hospitality but the pandemic crisis has accelerated the processes and increased the expectations of customers in this regard.

03

FOOD CHOICES

The École Hôtelière de Lausanne also recently highlighted how crucial it is to focus on new customer perceptions arising from the pandemic and how this will have a major impact on customers' food choices.

04

LIFESTYLES & HEALTH

A plant-based proposal lends itself perfectly to the satisfaction of new needs such as those related to allergies, intolerances, flexitarian and healthy lifestyles.

05

IMAGE BOOST

Indifference to environmental issues does not pay. Instead, sensitive entrepreneurship pays. The image of the hotel is absolutely refreshed in the eyes of present and future customers and in the eyes of investors.

*"It's not about
having vegan options
but
to create
a complete
set of experiences.*

*To define paths
in a plant-based key."*

Why Vegan Set?



Because Vegan Set will help you to acquire full confidence in dealing with the vegan niche giving you a competitive advantage.. In a world that runs very fast, customer requests are becoming more and more exasperated. A targeted and personalized response is the only possible one. This is why it is important not to be caught unprepared.

The founder of Vegan Set, Verde Camilla Parmigiani, puts at the service of hotels a professional background of over 18 years in the world of hôtellerie as Sales and Marketing Manager, Event Manager and Deputy Director.

Furthermore Vegan Set boasts a network of international collaborators who can provide the best tools ad hoc for each individual project. The close collaboration with the best chefs in the field of vegetable nutrition as well as producers guarantees an always updated vision on the news and trends in the vegetable gastronomic field.

Turning a potential disservice into a great loyalty opportunity is the goal of the strategy that we will develop together.

"Approaching the theme with improvisation risks defining a path that, when compared with the classical experience, can be detrimental or even include errors."

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Verde Camilla Parmigiani

Vegan Luxury Specialist  Hospitality consultant | Content creator | Writer |

Top 1%

Industry SSI Rank

Top 2%

Network SSI Rank

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