

CHANTELLE NICHOLSON

Tredwells



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TREDWELLS

Chantelle wanted more of her customers to order sustainable plant-based dishes. She reasoned that the path to success lay in convincing them that plant-based food can be delicious and satisfying, rather than just telling them that it would be good for their health and that of the planet.

A series of supper clubs served as a successful pilot for the Vegwells five-course tasting menu, aimed as much at omnivores as vegans.

The menu's success was built on Chantelle's passion for plant-based food, reflected in her book, *Planted*, and in the training she provided both the chef and front of house team. Removing the word 'vegan' from the menu was another important step in reaching the widest possible audience.

Most people know why and now Chantelle has shown how with 3,000 customers ordering the Vegwells menu since its launch in May 2018.

DERI REED

The Warren, Carmarthen

Deri, dubbed The Ethical Chef, opened The Warren with the mission to leave the environment and customers' health in a better place than if it had never opened. He created a restaurant built by the community, starting with a £20,000 crowdfunding campaign, and for the community, realising his dream of running a restaurant showcasing quality, mostly organic, Welsh produce at affordable prices. It also doubles as a venue for yoga classes, LGBT, as well as mother and baby groups.

In an area where meat is a mainstay, Deri has profited from providing a mostly vegetarian and vegan menu. Deri's dream has been realised, and with it, the local farmers and diners have benefitted hugely. His reward - 2020 Good Food Guide Best Local Restaurant in Wales.



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CONOR SPACEY

FoodSpace



"Conor's commitment to sustainable food isn't limited to the FoodSpace kitchen walls either. He makes sure to champion Irish producers at every opportunity."

FOOD SPACE

Conor is one of a new breed of chefs far happier creating a menu, by first discovering what's available rather than starting with a fixed idea of a dish he wants to cook. And, through the establishment of 15 sites across Ireland, each with a 50-mile menu he's pretty much written the playbook now.

While countless hours go into locating these networks of growers and producers, that's often just the starting point for establishing a genuinely sustainable model for each restaurant. Conor has instilled a hatred of waste in all his chefs, meaning every kitchen is a hive of fermenting, pickling and dehydrating. No drinks, food or any menu item comes in single-use plastic and clingfilm is a thing of the past at FoodSpace.

Conor's commitment to sustainable food isn't limited to the FoodSpace kitchen walls either. He makes sure to champion Irish producers at every opportunity, appears at countless festivals, in the media and at events promoting the Chefs' Manifesto.



*Chef of the Year
Award*



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