



a request from your local community

Date:

Restaurant:

Dear Owner,

As a fan of your establishment, I'm writing to request that you please consider adding a vegan pizza (with vegan cheese) option to your menu.

There have been astronomical advances in the field of vegan cheese within the last year, and now there are products that taste and melt almost like the real thing. Plus, the vegan market is huge and we will put our money where our mouths are - hopefully munching on your pizza!

Several Los Angeles restaurants have already begun offering vegan cheese on their pizzas, two of them being national chains (Zpizza and Pizza Fusion), and all of them have seen increased sales to members of the vegan community.

As of now there are 2 new amazing and revolutionary cheese products available:

Daiya (which is offered at Zpizza, Deano's at the Farmers Market, and more) is available through LA distributors like Tama Trading and Roma. You can find out more about them on their website: <http://daiyafoods.com>

Teese (which is offered at Purgatory Pizza and Masa of Echo Park) distributes their product directly. Read more about them at: <http://chicagosoydairy.com>

I do hope you consider adding a vegan pizza to your menu. I'll bring my friends, they will bring theirs, and the rest will be history!

Sincerely yours,