

PETA
OFFICIAL GUIDE TO

THANKS **VEGAN!**

It's time for a fresh take on the traditional Thanksgiving holiday.

This year, let's all do our part to spare turkeys and other animals.

It's easy to enjoy the Thanksgiving staples that we know and love without contributing to animal suffering. Just prepare a gourmet main dish, mashed potatoes made with dairy-free milk and vegan butter, green bean casserole with savoury vegan broth, and scrumptious vegan stuffing. And don't forget the vegan pumpkin pie!



SERVE UP SOME COMPASSION THIS HOLIDAY SEASON.

SHOPPING LIST

Some of your favourite foods may already be vegan. We call these gems “accidentally vegan,” because they may not be marketed as such. But if there’s a certain animal-derived food that you used to enjoy, don’t worry—there’s a vegan version of nearly everything! Just make sure you check food labels for sneaky animal ingredients like whey protein, casein, and honey. Here are some of our favourite easy-to-find holiday products.

VEGAN TURKEY

These vegan turkey options are available at most major grocery store chains across the country, including many Whole Foods, Sobeys, and Safeway locations.

- Big Mountain Foods: Plant-Based Roast & Gravy
- Field Roast: Celebration Roast
- Field Roast: Hazelnut & Cranberry Plant-Based Roast
- Field Roast: Sage & Garlic Celebration Roast
- Gardein: Plant-Based Herbed Stuffed Turk’y
- Gardien: Plant-Based Turk’y Cutlets
- Tofurky: Plant-Based Roast & Wild Rice Stuffing

VEGAN HAM

Try a little tenderness with this juicy vegan ham, which is sure to steal the show.

- Tofurky: Plant-Based Ham Roast with Amber Ale Glaze

VEGAN STUFFING

Many premade stuffing mixes are “accidentally vegan.” Be sure to double-check the ingredients, and use vegetable broth and vegan butter when preparing.

- Mrs. Cubbison’s
- Pepperidge Farm: Herb Seasoned Cubed Stuffing
- Whole Foods: 365 Organic Multigrain Stuffing Mix



GRAVY

- Campbell’s: Franco-American Mushroom Gravy
- Imagine Foods: Organic Vegan Wild Mushroom Gravy
- Simply Organic: Vegetarian Brown Gravy Seasoning Mix
- Tofurky: Plant-Based Savory Gravy

PREMADE DESSERTS

Costco sells an “accidentally vegan” apple pie. Just make sure the ingredients are free of any dairy or eggs. Here are some other tasty vegan treats.

- Chef Pierre Traditional Fruit Pies
- Daiya Plant-Based Cheezecakes
- Rawesome vegan cakes
- Whole Foods: Specially marked vegan fruit and pumpkin pies from the bakery
- Wholly Wholesome Dairy-Free Pumpkin Pie

WHIPPED CREAM

- Reddi-Wip: Non-Dairy Coconut Milk Whipped Topping and Non-Dairy Almond Whipped Topping
- So Delicious CocoWhip
- Truwhip Vegan
- Violife Just Like Heavy Whipping Cream
- Whole Foods: 365 Oat-Based Whipped Topping

VEGAN BUTTER

These popular vegan butter products are perfect for sautéing veggies or spreading on fresh rolls.

- Becel Plant Based Bricks
- Earth Balance Original Plant Butter
- Miyoko’s Creamery: European Style Cashew Milk Butter, Salted
- Miyoko’s Creamery: European Style Cashew Milk Butter, Unsalted
- Nutiva: Organic Coconut Oil—Buttery Flavor

VEGAN EGG REPLACERS

Recipes that call for eggs are easy to veganize. Use applesauce or mashed bananas instead of eggs to add moisture to desserts like cakes and cupcakes, ground flaxseeds mixed with water when you need a binder, aquafaba instead of egg whites for meringues, and diet soda or baking powder as a leavening agent for cake recipes. Go to PETA.org for more information, or try one of these premade egg substitutes.

- Bob’s Red Mill: Egg Replacer
- Just Egg

VEGAN CHOCOLATE CHIPS

- Enjoy Life: Chocolate Chips
- President’s Choice: Plant Based Mini Chocolate Chips Semi-Sweet
- Pure Food: Milk Chocolate Chips

**VEGAN HOLIDAY
OPTIONS ARE
BOUNTIFUL!**





ROSEMARY- AND HAZELNUT- ENCRUSTED SEITAN

MAKES 4 TO 6 SERVINGS

INGREDIENTS

1 cup hazelnuts, toasted
3 Tbsp. fresh minced rosemary
2 cups flour
¼ cup olive oil
1 lb. seitan, cut or shredded into large chunks and marinated overnight, or 1 pkg. vegan chicken
Salt and pepper, to taste

DIRECTIONS

- Place the hazelnuts and rosemary in a food processor and grind until fine. Transfer to a medium bowl, add the flour, and stir to combine.
- Heat the olive oil in a large skillet over medium heat. Dip the seitan or vegan chicken chunks in the hazelnut mixture and coat completely. (If the seitan doesn't come packaged in liquid, dip each piece in a little water first.) Fry until lightly browned and crispy on both sides. Drain on paper towels and season with salt and pepper.



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RED WINE AND SHALLOT GRAVY

MAKES 4 SERVINGS

INGREDIENTS

1 Tbsp. olive oil
6 Tbsp. minced shallots
½ cup minced yellow onion
¼ cup diced celery
¼ cup diced carrot
⅓ cup red wine
1 sprig fresh thyme
3 peppercorns
3½ cups vegetable stock
1 Tbsp. margarine
1 Tbsp. flour

DIRECTIONS

- Heat the oil in a large skillet over medium heat. Add the shallots, onions, celery, and carrots and cook until soft and browned. Add the wine, thyme, and peppercorns and cook, stirring frequently, until the wine is absorbed. Add the stock and cook for approximately 30 minutes, stirring occasionally, until the sauce is reduced by half.
- Meanwhile, melt the margarine in a small skillet. Add the flour and stir constantly until bubbly and lightly browned. Remove from the heat and add 2 Tbsp. of the stock mixture to the roux and mix well. Then add the roux to the stock mixture, stir, and cook for another 20 minutes, stirring occasionally. Strain through a fine-mesh strainer, and set the vegetables aside to use elsewhere. Serve over the Rosemary- and Hazelnut-Encrusted Seitan.

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GREEN BEAN CASSEROLE

MAKES 4 TO 6 SERVINGS

INGREDIENTS

½ medium onion, diced
¾ cup chopped button mushrooms
1 Tbsp. vegetable oil
Salt and pepper, to taste
1½ cups unsweetened soy milk
1 vegan bouillon cube
2½ Tbsp. cornstarch
2 Tbsp. cold water
1 28-oz. can cut green beans
1 6-oz. can French-fried onions

DIRECTIONS

- Preheat the oven to 350°F.
- Sauté the onions and mushrooms in the vegetable oil in a skillet. Season with salt and pepper.
- Heat the soy milk in a saucepan and add the bouillon cube, stirring until it dissolves. Do not allow to boil. Mix the cornstarch and water together and add to the pan, stirring well.
- Quickly add the green beans, the sautéed vegetables, and about half the French-fried onions and stir well.
- Pour into a casserole dish and top with the remaining French-fried onions. Bake for about 15 minutes, or until the onions on top begin to brown.

INGREDIENTS

1 15-oz. can pumpkin
¾ cup light brown sugar
1 12-oz. pkg. extra-firm silken tofu
1 tsp. cinnamon
¼ tsp. cloves
¼ tsp. nutmeg
½ tsp. salt
1 9-inch unbaked pie shell
Vegan whipped cream (optional)

DIRECTIONS

- Preheat the oven to 425°F.
- Blend the pumpkin and brown sugar in a blender or food processor. Add the tofu, spices, and salt and blend until smooth. Pour into the unbaked pie shell.
- Bake for 15 minutes, then reduce the heat to 350°F and bake for another 60 minutes, or until the filling sets.
- Chill and serve topped with vegan whipped cream, if desired.

PUMPKIN PIE



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MAKES 4 TO 6 SERVINGS



CLASSIC HOLIDAY STUFFING

MAKES 4 TO 6 SERVINGS

INGREDIENTS

1 Tbsp. vegan margarine
1 cup chopped onion
1 cup chopped celery
2 cups vegan broth
½ cup dried cranberries (optional)
½ cup diced apple (optional)
¼ cup pine nuts (optional)
1 12-oz. bag herb-seasoned, cubed
vegan stuffing

DIRECTIONS

- Melt the vegan margarine in a big pot over medium heat. Add the onions and celery and cook for 2 to 3 minutes. Remove from the heat.
- Add the broth and the cranberries, apples, and pine nuts (if using).
- Add the stuffing and mix gently.
- Spoon into a greased casserole dish.
- Cover with foil and bake at 350°F for 15 minutes. Remove the foil and continue baking for another 15 minutes.



SAVOURY 'CHICKEN' POT PIE

MAKES 6 SERVINGS

INGREDIENTS

½ cup nutritional yeast
½ cup flour
½ cup oil
2½ cups vegetable broth
1 tsp. garlic salt
½ tsp. pepper
1 15½-oz. can white potatoes, drained
and cut into small pieces
1½ cups frozen or canned and drained
mixed corn kernels, peas, and
diced carrots
½ lb. vegan chicken, cubed
2 cans vegan crescent rolls

DIRECTIONS

- Preheat the oven to 400°F.
- Combine the nutritional yeast and flour in a large pot and stir constantly over low heat until lightly toasted. Add the oil, stirring to make a roux. Slowly whisk in the broth, garlic salt, and pepper. Add the vegetables and vegan chicken. Cook for 5 to 10 minutes, or until heated through.
- Roll out the dough from one of the vegan crescent roll cans and place in a 9-inch pie dish, trimming to fit. Bake for 5 to 10 minutes, or until it starts to puff. Remove from the oven, pour in the filling, and place the dough from the other crescent roll can on top. Continue baking for approximately 20 minutes, or until the pastry is golden and puffed.

MIXED GREENS AND 'BACON'

MAKES 4 SERVINGS



INGREDIENTS

1 pkg. Lightlife Veggie Bacon Strips,
cut into bite-size pieces
1 Tbsp. olive oil
2 cups vegetable broth
1 cup water
1 Tbsp. liquid smoke
1 Tbsp. salt
1 Tbsp. garlic powder
1 tsp. cayenne pepper
½ lb. collard greens, chopped
½ lb. mustard greens, chopped
1 onion, peeled and thinly sliced

DIRECTIONS

- In a pan, sauté the chopped "bacon" in the olive oil for 2 to 3 minutes. Set aside.
- Place the broth, water, liquid smoke, salt, and spices in a large pot and bring to a boil.
- Add the collard greens and cook for 10 minutes, then add the mustard greens. Cover and cook for 30 minutes more.
- Add the onion and "bacon" to the pot and cook covered for an additional 10 minutes, or until the greens are tender.

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GARLICKY MASHED POTATOES

INGREDIENTS

5 large potatoes, washed, peeled, and diced
15 cloves garlic, peeled
2 Tbsp. vegan margarine
¾–1 cup unsweetened almond milk
Salt and pepper, to taste

DIRECTIONS

- Place the potatoes and whole cloves of garlic in a large pot and cover with water. Bring to a boil and cook for 20 minutes.
- Drain, place in a bowl with the remaining ingredients, and mash until smooth.
- Serve hot with vegan gravy.

MAKES 4 TO 5 SERVINGS



DIVINE LATKES

MAKES 4 SERVINGS

INGREDIENTS

2 large russet potatoes, peeled and grated
1 yellow onion, diced
¼ cup flour
1 tsp. baking powder
Salt and pepper, to taste
Oil, for frying

DIRECTIONS

- In a medium bowl, combine all the ingredients except the oil. Form thin patties about 3 inches in diameter.
- Warm the oil in a frying pan over medium heat.
- Add the patties and fry until golden brown, about 5 minutes per side.
- Transfer to a paper towel and let sit for a few minutes to absorb any excess oil.
- Serve hot with vegan sour cream or applesauce.



CORN BREAD

INGREDIENTS

1 cup cornmeal
1 cup flour
2 tsp. baking powder
2 tsp. sugar
1 tsp. salt
2 Tbsp. oil
½ cups soy milk

DIRECTIONS

- Preheat the oven to 350°F.
- Combine the dry ingredients.
- Add the oil and soy milk and mix well.
- Pour into a lightly oiled 8-by-8-inch pan and bake for 30 minutes.

MAKES 9 SERVINGS



VEGAN NOODLE KUGEL

MAKES 6 TO 8 SERVINGS



INGREDIENTS

12 oz. wide noodles, such as farfalle
15 oz. silken tofu
¾ cup agave nectar
¼ tsp. vanilla extract
1 tsp. cinnamon, plus extra for dusting
1 tsp. cardamom powder
1 tsp. ginger powder
1½ cups raisins
4 apples, cubed
¼ cup applesauce

DIRECTIONS

- Preheat the oven to 425°F.
- Cook the noodles according to package directions and drain.
- Using an electric mixer or a blender, cream the tofu with the agave nectar, vanilla, cinnamon, cardamom, and ginger until smooth.
- Place in a large bowl and add the noodles, raisins, apples, and applesauce. Mix well.
- Pour into a large baking pan with high sides and bake for 25 minutes, or until nicely browned.



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SWEET AND SAVOURY STUFFED SQUASH

MAKES 4 SERVINGS

INGREDIENTS

2 oz. vegan butter, plus extra for brushing the squash
2 Tbsp. maple syrup, plus extra for brushing the squash
Pinch ground cinnamon
Pinch grated nutmeg
¼ tsp. salt
¼ tsp. black pepper
2 1-lb. squash (acorn and butternut squash work well), cut in half lengthwise and seeded
2 vegan sausages, sliced
1 green apple, peeled and chopped
¼ cup finely chopped walnuts

DIRECTIONS

- Preheat the oven to 350°F.
- Melt the vegan butter in a small saucepan over low heat or in the microwave and stir in the maple syrup, cinnamon, nutmeg, salt, and pepper. Spoon into the squash halves and bake for about 40 minutes, or until you can pierce the skin with a fork.
- Pour the butter mixture from the center of the squash into a medium bowl. Scoop out some of the cooked squash flesh with a spoon, being sure to leave enough at the bottom so that the squash halves hold their shape, and add to the bowl. Add the vegan sausage slices, apples, and walnuts and mix until well combined.
- Fill each squash half with some of the mixture, then brush with vegan butter and maple syrup.
- Cover with foil and bake for 35 to 40 minutes.



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WHERE TO SHOP

If you need a little more help whipping up a great-tasting “ThanksVegan” feast, many popular stores around the country—including Atlantic Superstore, Fortinos, Independent City Market, Loblaws, Loblaws CityMarket, No Frills, Real Canadian Superstore, Safeway, Save-On-Foods, Sobeys, Urban Fare, Valu-mart, Your Independent Grocer, and Zehrs—may offer ready-to-roast vegan turkeys and other animal-free options. Check with your local grocer to see what vegan holiday options they’re offering this year.

Unlike meat, eggs, and dairy, which can be very expensive—especially when you factor in the healthcare costs that can result from eating fatty, cholesterol-laden animal-based foods—versatile vegan foods like beans, rice, tofu, nondairy milk, pasta, greens, and lentils tend to be relatively inexpensive. A special ThanksVegan spread can add up if you make hefty portions of fancy foods, but in general, vegan foods are wallet-friendly.



BE THANKFUL FOR VEGAN FOODS

This ThanksVegan, take a moment to give thanks for all the great-tasting vegan options available today. There's no reason for us to take the life of a turkey—or a pig or any other animal—to celebrate the blessings in our own life. We can stuff ourselves with tasty vegan foods.

Turkeys, pigs, and other animals feel pain, grief, love, and joy, just as humans do. They have personalities and interests, and they value their own lives. Think of them as *who*, not *what*. Consider the following fascinating facts about animals who are often eaten during the holiday season.

Turkeys

When turkeys aren't being imprisoned on filthy farms, they spend their days taking dust baths, raising families, building nests, and roosting in trees. A former poultry scientist once described them as “smart animals with personality and character, and keen awareness of their surroundings.”

People who care for turkeys at sanctuaries call them “natural detectives” because they're naturally curious, always checking out new sights and smells and greeting visitors with trilling.

These gentle, social birds enjoy having their feathers stroked and like to gobble along to music. They're spirited explorers who can live up to 10 years when they're not killed for food.

Turkeys are born with full-colour vision. Male turkeys, or “toms,” are bigger and have more colourful plumage than female turkeys, or “hens.” The males attract females with their wattles (colourful flaps of skin on their necks) and tufts of bristles, or “beards,” that hang from their chests.

In nature, baby turkeys stay with their mothers for up to five months. Mother turkeys courageously defend their families against predators.

Unfortunately, humans are often turkeys' biggest predators. But in 2018, a baby turkey named Mayflower was rescued from a meat auction before he could be slaughtered and served as a holiday centrepiece. A sanctuary gave him a loving home, and he made friends with two chickens, who took him under their wings. He'll never be anyone's Thanksgiving dinner!



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Pigs

Like turkeys, pigs are smart, social animals who should be left off the holiday table. In their natural surroundings, they spend hours playing, sunbathing, and exploring. People who run sanctuaries for farmed animals report that pigs enjoy listening to music, playing with soccer balls, and getting massages, and they are also known to dream, just like we do.

Newborn piglets learn to run to their mothers' voices and to recognize their own names. Mother pigs “sing” to their young while nursing. Pigs are clean animals and don't “sweat like pigs”—they're actually unable to sweat. They enjoy wading in the water or wallowing in the mud to keep cool.

No animal should be a holiday centrepiece. By celebrating ThanksVegan, you'll be showing not only that you're opposed to cruelty to animals but also that you're grateful for all the vegan foods that are available now.

**TURKEYS,
PIGS,
AND OTHER
ANIMALS
FEEL PAIN,
GRIEF, LOVE,
AND JOY,
JUST AS
HUMANS DO.**



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Common Questions You Might Encounter Around ThanksVegan

What's the difference between a vegetarian and a vegan?

Vegetarians don't eat animal flesh, whereas vegans don't consume *anything* that comes from an animal, including eggs, dairy, and honey. Going vegan is the best way to prevent animals from suffering for our food—each vegan saves nearly 200 animals a year. Vegans also save animals by avoiding products from companies that conduct or pay for cruel tests on animals, refusing to wear clothing made of animal-derived materials, and staying away from entertainment that exploits animals.

What's "speciesism"?

Speciesism is the idea that humans are superior to all other animals and that some animals deserve more consideration than others. It's a toxic mindset that makes otherwise kind and reasonable people act completely illogically—like a family whose members cherish their companion parrot but gather around the table to eat a turkey. That's why PETA encourages everyone to enjoy vegan foods at ThanksVegan and all year round.

Is eating vegan healthy?

Eating vegan is extremely healthy! Wholesome plant-based foods contain no cholesterol, are often low in saturated fat, and are full of protein, iron, calcium, and other nutrients. On average, vegans have a lower rate of obesity and are less likely to suffer from heart disease, cancer, and strokes.

How should I handle people who are rude to me or act offended that I don't eat animals?

If your family doesn't understand why you won't eat animal-derived foods, talk to them before ThanksVegan and let them know that this is very important to you. Offer to cook with them and show them how easy it is to swap nonvegan ingredients for vegan ones.

Lead by example, stick to your convictions, and stay positive. Someone who asks a seemingly rude question may actually be asking it sincerely. Try to answer questions directly. Some people really do wonder if cows will explode if they aren't milked by humans. (The answer, of course, is no—cows only need to be milked because humans steal their calves from them.)

Others at the table can also benefit from your response and may start to feel comfortable asking you questions about going vegan or about animal rights—which ultimately helps even more animals.

What do I do if I have to watch people eat animals?

Not everyone celebrates ThanksVegan (yet). Try to meet people where they're at. We know that our loved ones are good people, so it can be uncomfortable to see them eating dishes that animals were abused for. Remember that most of us weren't born and raised vegan. You've likely eaten animals at Thanksgiving, too, in the past. Were you heartless? No. Listening to your heart caused you to go vegan.

One day, after seeing how kind you are, others may find that going vegan better aligns with their values, too. Your compassionate attitude and your delicious ThanksVegan meal will speak volumes.

HERE'S WISHING YOU A HAPPY AND HUMANE **THANKS**  **VEGAN!**

PETA