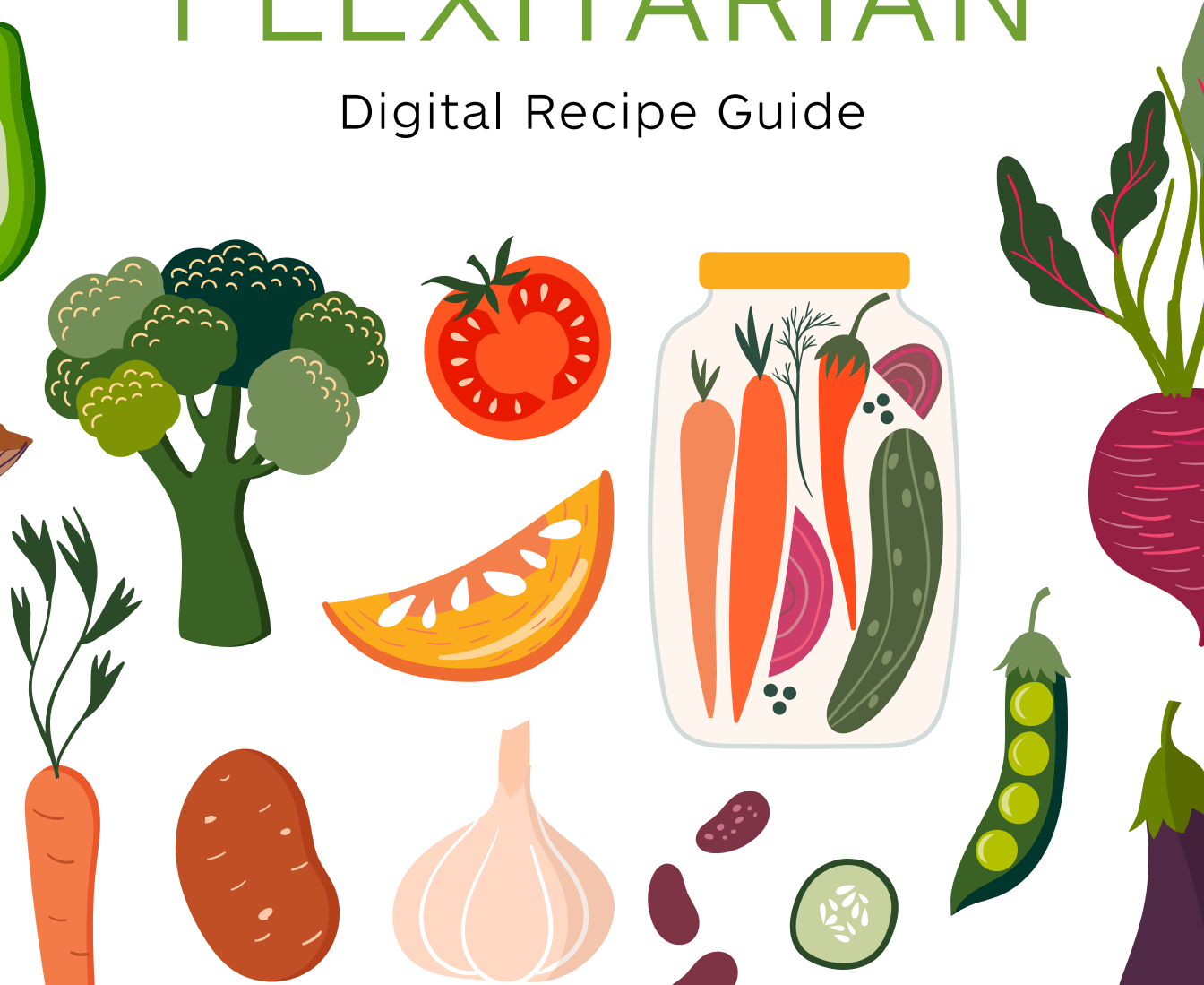




E P I C U R E™

# FLEXITARIAN

Digital Recipe Guide



# The Flexitarian Diet

## Better For Your Health

Congratulations on purchasing your Flexitarian Collection and taking the first step in becoming a flexitarian! A flexitarian is a person whose diet is mostly vegetarian but sometimes includes meat, fish, or poultry. The recipes below are 100% vegan—meat-free and dairy-free—so flex accordingly and follow the recipes on the pack when you want to eat meat. Or set a family challenge and commit to one week of pure plant-based eating. Follow the recipes and use the grocery list to get you started. Besides tasting great, these are dietitian-approved, and each meal is Perfectly Balanced—a guarantee you're getting enough protein and nutrients your body needs.

## RECIPES

BUTTER CHICKEN CAULIFLOWER SANDWICH

SMOKEHOUSE LENTIL SLOPPY JOES

BANH MI INSPIRED BBQ VEGGIE BOWL

GENERAL TAO'S TOFU

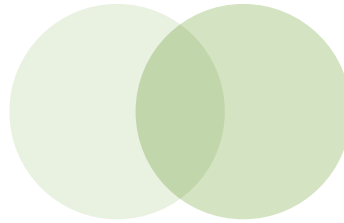
TEX-MEX STUFFED CAESAR SPEARS

# WHAT IS FLEXITARIAN?

## FLEXIBLE VEGETARIAN

The Flexitarian Diet is a style of eating that encourages mostly plant-based foods while allowing meat and other animal products in moderation. Without firm rules it's more flexible than fully vegetarian or vegan diets.

**MEAT REDUCER** You can reduce meat to whatever degree you're comfortable with.



- Meat Consumer
- Meat Reducer
- Meat Avoider

## WHERE DO I START?

Start simple. Try to go meatless more often, even once a week—many people already fit into this category. Are you already Flexing?

Beginner



Advanced



Expert



DINNERS PER WEEK

## GO 50/50

Swap out half the meat/poultry at meals with plant-based proteins.

## WHAT ARE PLANT-BASED PROTEINS?

Pea protein, tofu, lentils and beans are healthy, economical and environmentally-friendly sources of plant-based protein.



Pea Protein



Tofu



Lentils



Beans



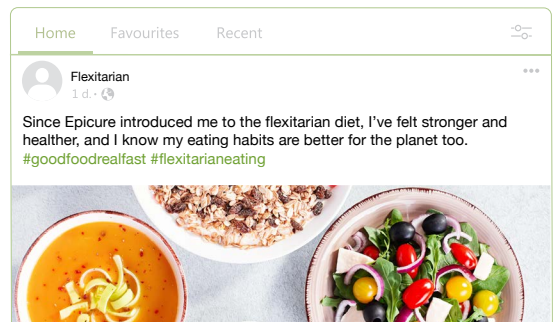
Nuts



Seeds

## SHARE

Share how you're flexing and tag your photos [#goodfoodrealfast](#).



# GROCERY LIST

## PROTEIN

- 3 blocks (350 g each) extra-firm tofu**
  - 2 blocks (Banh Mi Inspired BBQ Veggie Bowl)
  - 1 block (General Tao's Tofu)
- 2 cans (19 oz/540 ml each) lentils** (Smokehouse Lentil Sloppy Joes)

## DAIRY

- ½ cup soy milk**, or other non-dairy milk (Butter Chicken Cauliflower Sandwich)

## PRODUCE

- 10 brown cremini mushrooms** (Smokehouse Lentil Sloppy Joes)
- 10 cherry tomatoes** (Tex-Mex Stuffed Caesar Spears)
- 2 medium-sized carrots** (Banh Mi Inspired BBQ Veggie Bowl)
- 2 heads romaine hearts** (Tex-Mex Stuffed Caesar Spears)
- 1 large head cauliflower**, about 7" (Butter Chicken Cauliflower Sandwich) | *Swap: 2 small heads*
- 1 clove garlic** (Tex-Mex Stuffed Caesar Spears)
- ½ large avocado** (Tex-Mex Stuffed Caesar Spears)
- ½ English cucumber** (Banh Mi Inspired BBQ Veggie Bowl)
- ½ small red onion** (Banh Mi Inspired BBQ Veggie Bowl)
- 8 cups mixed leafy greens** (Banh Mi Inspired BBQ Veggie Bowl) | *Try: lettuce, kale, or arugula*
- 3 cups shredded coleslaw mix** (Smokehouse Lentil Sloppy Joes)
- 2 cups baby spinach** (General Tao's Tofu)
- 2 cups corn niblets** (Tex-Mex Stuffed Caesar Spears)
- 2 cups frozen edamame** (General Tao's Tofu)
- 2 cups snow peas** (General Tao's Tofu) | *Swap: sugar snap peas*
- 1 tbsp lemon juice** (Tex-Mex Stuffed Caesar Spears)
- 1 tbsp lime juice** (Butter Chicken Cauliflower Sandwich)

## PANTRY STAPLES

- Oil:**
  - 3 tbsp, preferably olive (Tex-Mex Stuffed Caesar Spears)
  - 2 tbsp (Banh Mi Inspired BBQ Veggie Bowl)
  - 2 tbsp (Butter Chicken Cauliflower Sandwich)
  - 1 tbsp (Smokehouse Lentil Sloppy Joes)
  - 1 tbsp (General Tao's Tofu)
- 1 can (5.5 oz/156 ml) tomato paste** (Smokehouse Lentil Sloppy Joes)
- 1 cup white vinegar** (Banh Mi Inspired BBQ Veggie Bowl)
- ¾ cup all-purpose flour** (Butter Chicken Cauliflower Sandwich) | *Swap: gluten-free flour*
- ½ cup vegan mayonnaise**
  - ¼ cup (Butter Chicken Cauliflower Sandwich)
  - ¼ cup (Smokehouse Lentil Sloppy Joes)
- 2 tbsp brown sugar** (Smokehouse Lentil Sloppy Joes)
- 2 tbsp corn starch** (Banh Mi Inspired BBQ Veggie Bowl)
- 2 tbsp ketchup** (General Tao's Tofu)
- 2 tbsp soy sauce**, preferably low sodium (General Tao's Tofu)
- 2 tsp + 1 tbsp cider vinegar** (Smokehouse Lentil Sloppy Joes)
- ½ tbsp maple syrup**, optional (Smokehouse Lentil Sloppy Joes)
- 1 tsp Dijon mustard** (Tex-Mex Stuffed Caesar Spears)

## BAKERY

- 10 buns**
  - 6 burger style (Smokehouse Lentil Sloppy Joes)
  - 4 (Butter Chicken Cauliflower Sandwich)
- 3 cups tortilla chips** (Tex-Mex Stuffed Caesar Spears)

## PERFECTLY BALANCE YOUR PLATE AT EVERY MEAL.

This week, add canned beans, a baguette or extra buns, and rice noodles.



# Butter Chicken Cauliflower Sandwich

**TIP:** Sprinkle cauliflower steaks with **Butter Chicken Seasoning** and grill outdoors!



TOTAL TIME: 30 min



4 SERVINGS



\$3.36 CA/\$2.86 US PER SERVING

**MAKE IT A PERFECTLY BALANCED PLATE:** Serve with  $\frac{1}{2}$  cup **Simply Better Baked Beans** or beans of your choice.

## INGREDIENTS

- 1 large head cauliflower, about 7"
- 1 pkg **Butter Chicken Seasoning**, divided
- $\frac{1}{4}$  cup vegan mayonnaise
- 1 tbsp lime juice
- $\frac{3}{4}$  cup all-purpose flour or gluten-free flour
- 1 cup water
- $\frac{1}{2}$  cup soy milk or other non-dairy milk, your choice
- 2 tbsp oil, divided
- 4 buns, toasted

**Toppings** (optional): sliced tomatoes, pickles, red onion rings, lettuce

## NUTRITIONAL INFO

**Per serving:** Calories 440, Fat 21 g (Saturated 2.5 g, Trans 0 g), Cholesterol 0 mg, Sodium 430 mg, Carbohydrate 55 g (Fibre 10 g, Sugars 9 g), Protein 12 g.

## INSTRUCTIONS

1. Remove leaves from cauliflower. Trim stem, leaving the core intact. Using a large knife, cut cauliflower vertically, into four 1" thick slices. Save remaining florets for use at a later date. Place slices in **Round Steamer** or **Multipurpose Steamer**; cover and microwave on high 1–2 min or until just tender-crisp. Remove from steamer and pat dry.
2. In a small bowl, measure out 1 tsp seasoning; combine with mayonnaise and lime juice. Set aside.
3. In a shallow bowl or pie plate large enough to fit the cauliflower slices, whisk together remaining seasoning, flour, water, and milk. Using your hands, dredge the cauliflower slices in the mixture, making sure to coat all sides and the crevices.
4. In a large non-stick pan, heat 1 tbsp oil over medium-high heat. Add two cauliflower slices; cook 6–8 min, turning once, until golden-brown. Remove from pan. Heat remaining 1 tbsp oil and repeat process with remaining cauliflower slices.
5. To assemble, spread sauce on both sides of buns, add cauliflower on bottom bun, then add your favourite toppings and cover.

# Smokehouse Lentil Sloppy Joes



TOTAL TIME: 20 min



6 SERVINGS



\$2.36 CA/\$2.00 US PER SERVING

**MAKE IT A PERFECTLY BALANCED PLATE:** This is a perfectly balanced plate.

## INGREDIENTS

10 brown cremini mushrooms  
1 tbsp oil  
1 pkg **Pulled Pork Seasoning**, divided  
1 can (5.5 oz/156 ml) tomato paste  
2 tbsp brown sugar, packed  
2 tsp +1 tbsp cider vinegar  
2 cups water  
2 cans (19 oz/540 ml each) lentils  
¼ cup vegan mayonnaise  
½ tbsp maple syrup, optional  
3 cups shredded coleslaw mix  
6 burger buns, toasted

## NUTRITIONAL INFO

**Per serving:** Calories 440, Fat 12 g (Saturated 1.5 g, Trans 0 g), Cholesterol 0 mg, Sodium 600 mg, Carbohydrate 69 g (Fibre 20 g, Sugars 14 g), Protein 20 g.

## INSTRUCTIONS

1. Roughly dice mushrooms. Heat oil in a large fry pan over medium-high heat. Add mushrooms; stirring occasionally, cook 4 min or until they soften and shrink.
2. Reduce heat to medium. Measure out ¼ cup seasoning; add to pan. Stir in tomato paste, sugar, and 2 tsp vinegar. Add water; stir to combine.
3. Drain and rinse lentils, then add to pan. Simmer, uncovered, stirring occasionally, 5 min.
4. Meanwhile, make coleslaw. In a large bowl, whisk together remaining seasoning (about 2 tbsp), mayonnaise, 1 tbsp vinegar, and maple syrup, if using. Add coleslaw mix, stirring to combine.
5. Spoon lentil mixture over bottom buns. Top with coleslaw, then cover with the top bun.

# Banh Mi Inspired BBQ Veggie Bowl



**TIP:** If you have time, layer paper towel around your blocks of tofu. Place heavy items—cutting board, cookbooks, or bowls—on top to weigh down tofu and remove extra liquid. Let sit 20 min. Alternatively, look for already pressed tofu (it will be vacuumed packed, with no liquid in it) at the grocery store.



TOTAL TIME: 20 min



4 SERVINGS



\$2.14 CA/\$1.82 US PER SERVING

**MAKE IT A PERFECTLY BALANCED PLATE:** Serve with a thick slice of baguette.

## INGREDIENTS

½ small red onion  
1¼ cups boiling water  
1 cup white vinegar  
2 blocks (350 g each) extra-firm tofu  
**Sea Salt** and **Black Pepper**, to taste  
2 tbsp corn starch  
2 tbsp oil  
½ English cucumber  
8 cups mixed leafy greens such as lettuce, kale, or arugula  
½ cup prepared **Smokin' BBQ Sauce**  
**Toppings** (optional): cilantro, extra **Smokin' BBQ Sauce**

## NUTRITIONAL INFO

**Per serving:** Calories 300, Fat 16 g (Saturated 0.5 g, Trans 0 g), Cholesterol 0 mg, Sodium 260 mg, Carbohydrate 23 g (Fibre 6 g, Sugars 9 g), Protein 18 g.

## INSTRUCTIONS

1. Trim carrots. Using a peeler, remove skin, then peel carrots into thin ribbons. Thinly slice onion. Place carrots and onion in **4-Cup Prep Bowl** or individual glass jars.
2. In a glass measuring cup with spout, combine boiling water and vinegar. Pour over carrots and onion, completely covering with liquid. Transfer to the fridge to chill. If you have time, let chill at least 30 min or prep 1-2 days before using.
3. Drain tofu. With a paper towel or clean kitchen towel, gently press out as much liquid as you can. Slice each block into ½" cubes. Toss with salt, pepper, and corn starch.
4. In a large non-stick or cast-iron pan, heat oil over medium-high heat. Add tofu; fry, stirring and flipping occasionally, until golden and crisp on all sides, 7-8 min. If your pan is small, do this in two batches.
5. Julienne cucumber. Divide cucumber and leafy greens between four bowls.
6. Remove tofu from heat. Add BBQ sauce; stir to coat. Arrange tofu and quick pickled veggies in bowls. Add toppings, if desired.

# General Tao's Tofu

**TIP:** This dish isn't particularly saucy—if you prefer a saucier stir-fry, simply add a bit more water or vegetable broth, 1 tbsp at a time, to the sauce once you've added it to the **Wok**.



TOTAL TIME: 20 min



4 SERVINGS



\$3.46 CA/\$2.94 US PER SERVING

**MAKE IT A PERFECTLY BALANCED PLATE:** Serve with 1 cup cooked rice noodles.

## INGREDIENTS

1 pkg **General Tao Seasoning**  
¼ cup water  
2 tbsp each ketchup and low-sodium soy sauce  
1 block (350 g) extra-firm tofu  
1 tbsp oil, divided  
**Sea Salt** and **Black Pepper**, to taste  
2 cups frozen edamame, thawed  
2 cups snow peas or sugar snap peas  
2 cups baby spinach

## NUTRITIONAL INFO

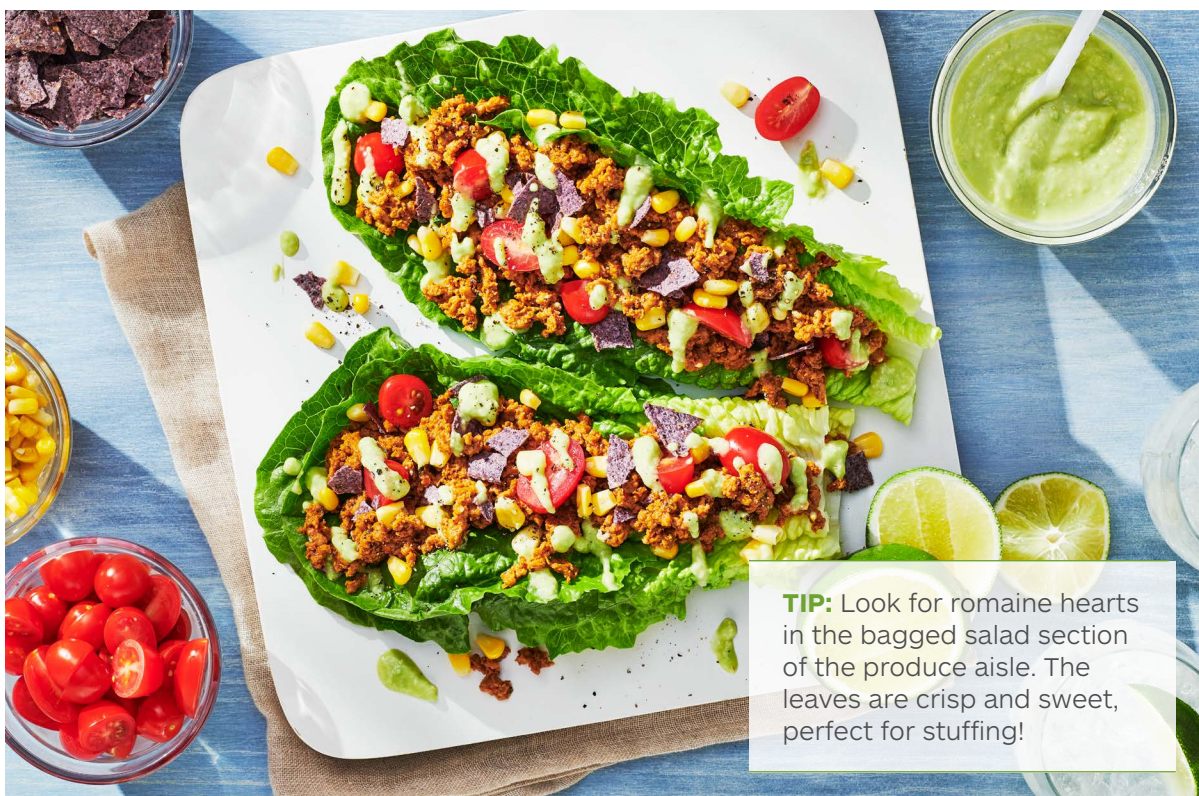
**Per serving:** Calories 260, Fat 11 g (Saturated 0.3 g, Trans 0 g), Cholesterol 0 mg, Sodium 400 mg, Carbohydrate 25 g (Fibre 7 g, Sugars 11 g), Protein 18 g.

## INSTRUCTIONS

1. In a bowl, whisk together seasoning, water, ketchup, and soy sauce. Set aside.
2. Using a paper towel or clean kitchen towel, gently squeeze as much liquid from the tofu as possible. Using a box grater, grate tofu over large holes. It's OK if some of the block crumbles.
3. In **Wok**, heat ½ tbsp oil over medium-high heat. Add half the grated tofu and season with salt and pepper. Stir-fry until crisp and golden, 5 min. Remove from wok and place in a bowl or on a plate. Heat remaining ½ tbsp oil and repeat process with remaining tofu. Once the second batch of tofu is golden, return first batch of tofu to wok.
4. Add edamame and snow peas. Stir-fry until snow peas are tender-crisp, 1 min.
5. Turn off the heat, add sauce, and stir gently to coat.
6. Divide between four bowls, top with spinach, and serve with rice noodles, if desired.



# Tex-Mex Stuffed Caesar Spears



**TIP:** Look for romaine hearts in the bagged salad section of the produce aisle. The leaves are crisp and sweet, perfect for stuffing!

 **TOTAL TIME:** 20 min  **4 SERVINGS**  **\$4.15 CA/\$3.53 US PER SERVING**

**MAKE IT A PERFECTLY BALANCED PLATE:** This is a perfectly balanced plate.

## INGREDIENTS

1 pkg **Easy Peasy Taco Mix**  
2 cups hot water  
½ large avocado  
5 tbsp water  
1 tbsp lemon juice  
1 clove garlic  
1 tsp Dijon mustard  
**Sea Salt** and **Black Pepper**, to taste  
3 tbsp olive oil  
½ pint cherry tomatoes, about 10  
3 cups tortilla chips  
2 heads romaine hearts  
2 cups corn niblets  
**Toppings** (optional): grated vegan cheese

## NUTRITIONAL INFO

**Per serving:** Calories 450, Fat 20 g (Saturated 3 g, Trans 0 g), Cholesterol 0 mg, Sodium 550 mg, Carbohydrate 43 g (Fibre 12 g, Sugars 8 g), Protein 26 g.

## INSTRUCTIONS

1. In a bowl, combine mix and hot water; set aside to hydrate, about 5 min.
2. Meanwhile, in a food processor or using an immersion blender, combine avocado, water, lemon juice, garlic, and mustard. Blend until smooth. Taste, then season with salt and pepper. Set aside.
3. In a large non-stick fry pan, heat oil over medium-high heat.
4. Add hydrated taco mix; cook, stirring often, until liquid has absorbed, about 5–7 min. Stir gently to avoid mashing.
5. Slice tomatoes in half; coarsely crush chips.
6. To assemble, divide lettuce leaves between four plates (about 6 leaves per plate). For each serving, stack a few leaves to make sturdy bases. Stuff with taco mix; top with tomatoes, chips, and corn. Drizzle with dressing.