
A FREE GUIDE FROM UVEGAN.ORG

A Vegan Week.

Seven days of breakfasts, lunches, dinners, snacks, and treats good enough to win over the skeptic at your table. The exact products to grab and the handful of easy recipes to cook.



BREAKFAST · LUNCH · DINNER · SNACKS · DESSERTS · 9 RECIPES

One good week of food

This is not a diet and it is not a detox. It is one good week of food, built from the meals most likely to make a non-vegan ask for the recipe. Most of it is assembled from excellent store-bought staples, with a few simple recipes flagged for the nights you want to cook.

- 1** **Shop the staples first.** A short list of products does most of the heavy lifting: a plant egg that scrambles, chicken pieces that sear, beefless meatballs, oat milk, and a few breakfast favorites. They live in the next two pages.
- 2** **Follow the week, or cherry-pick.** The seven-day plan leans on planned leftovers, so you cook a real dinner maybe three times and eat well the other four. Hate something? Swap in any meal from the same section.
- 3** **Lead with the crowd-pleasers.** Serving a skeptic? Start with spaghetti and beefless meatballs, the coconut curry, or a Daring chicken bowl. Nobody misses the meat, and that is the whole point.

THE SKEPTIC STRATEGY: LEAD WITH THESE

Spaghetti and beefless meatballs

Marinara hides everything. Nobody at the table can tell.

Sweet potato coconut curry

Creamy, cozy, and meat was never the point of a good curry.

A Daring chicken bowl

Seared golden pieces that pull apart like the real thing.

Calorie needs and tastes vary, so treat this as a starting rotation, not a rulebook. None of these products are sponsored; they are just what we would actually buy. The one true supplement on any plant-based plate is B12, so take it or eat reliably fortified foods.

THE PLAN

Your week at a glance

Built around planned leftovers, so a real dinner on Monday becomes Tuesday's lunch. Cook three or four times, eat well all seven days.

DAY	BREAKFAST	LUNCH	DINNER	SNACK
Mon	JUST Egg scramble on avocado toast	Daring chicken Caesar wrap	Spaghetti with beefless meatballs <i>Make a double batch of sauce</i>	Apple slices and peanut butter
Tue	Overnight oats, blueberry and peanut butter	Leftover spaghetti and meatballs	Sweet potato coconut curry with rice <i>Cook extra for tomorrow</i>	Dark chocolate square and an orange
Wed	Kashi GO or 3 Wishes cereal with Oatly	Daring chicken grain bowl	Leftover sweet potato curry <i>Even better the next day</i>	Celery sticks and peanut butter
Thu	KOS blueberry protein smoothie	Hummus and veggie wrap	Sheet-pan roasted veggies and Daring chicken <i>One tray, almost no cleanup</i>	Trail mix and a vegan cookie
Fri	Chia pudding with granola and fruit	Roasted veggie and grain bowl	Purple Carrot night, or pizza night <i>The easy button for a busy Friday</i>	Vegan ice cream
Sat	JUST Egg scramble and avocado toast	Big snack-plate lunch	Spaghetti and meatballs, encore <i>Or a Purple Carrot wow meal</i>	Dark chocolate and berries
Sun	Catalina Crunch cereal with Oatly	Build-your-own grain bowl	Cook-ahead: double the curry or sauce <i>Set up next week to run itself</i>	Chia pudding or a cookie

The italic notes under each dinner are the planned-overs. Make the double batch once and future-you stops cooking. Everything here is detailed by meal on the pages that follow.

BREAKFAST

Breakfast

The easiest place to start, because most of it is grab-and-go. Pour better cereal, blend a smoothie, or make a jar of oats the night before and breakfast handles itself all week.

THE STAPLES THAT DO THE WORK



JUST EGG

Plant-Based Egg

Pours from the bottle and scrambles soft and golden. The single most convincing breakfast swap on the shelf, made from mung bean.

Find it: Walmart, Target, Kroger, most major grocers



OATLY

Original Oat Milk

Creamy, neutral, and barista-friendly. The oat milk that made everyone stop missing dairy on their cereal and in their coffee.

Find it: Target, Walmart, Whole Foods, most grocers



KOS

Organic Plant Protein, Blueberry Muffin

A pea and seed protein blend that actually tastes like dessert. Built for the morning smoothie on Thursday.

Find it: Amazon, kos.com, Sprouts



KASHI

GO Protein and Fiber Cereal

Up to 12g protein and 12g fiber a bowl from whole grains. Look for the plant-based flavors, since the honey-toasted Original is not vegan.

Find it: Walmart, Target, Kroger



THREE WISHES

Grain-Free Protein Cereal

Grain-free, chickpea-based, and genuinely crunchy. A higher-protein, lower-sugar bowl that holds up in oat milk.

Find it: Target, Whole Foods, Amazon



CATALINA CRUNCH

Keto-Friendly Protein Cereal

Tastes like the sweet childhood cereals it is named after, with the sugar swapped out for fiber and protein.

Find it: Target, Walmart, Amazon



BREAKFAST

Overnight Oats, Blueberry and Peanut Butter

5 min, plus overnight · Serves 1 (scale up to 3 jars)

The original meal-prep hack. Stir it together before bed, wake up to breakfast already made. Build three jars at once on Sunday and the back half of your week runs itself.

YOU NEED

- 1/2 cup rolled oats
- 1/2 cup Oatly Original oat milk
- 1 tbsp chia seeds
- 1 tbsp peanut butter
- Handful of blueberries
- Drizzle of maple syrup

MAKE IT

1. Add the oats, oat milk, and chia to a jar and stir well.
2. Swirl in the peanut butter and a little maple syrup.
3. Top with blueberries, lid on, and refrigerate overnight.
4. Eat cold in the morning, or add a splash more oat milk if you like it loose.

TIP

Triple everything in three jars at once. They keep for three days, so that is Monday through Wednesday sorted.



BREAKFAST

Chia Pudding with Granola and Fruit

5 min, plus 2 hours · Serves 2

Chia seeds turn any plant milk into a thick, spoonable pudding while you do nothing. Layer it with granola and fruit and it looks like something you would pay for at a cafe.

YOU NEED

- 3 tbsp chia seeds
- 1 cup Oatly Original oat milk
- 1 tsp maple syrup
- 1/2 tsp vanilla
- Granola, berries, and sliced banana to layer

MAKE IT

1. Whisk the chia, oat milk, maple, and vanilla in a jar.
2. Wait 5 minutes, then whisk again to break up any clumps.
3. Chill at least 2 hours or overnight, until thick.
4. Layer with granola and fruit just before eating so the granola stays crunchy.

TIP

Keep the granola separate until serving. Mixed in early, it goes soft.



BREAKFAST

KOS Blueberry Protein Smoothie

5 min · Serves 1

Breakfast you drink on the way out the door, with a real hit of protein behind it. KOS Blueberry Muffin protein leans into the flavor, so this tastes more like a treat than a supplement.

YOU NEED

- 1 scoop KOS Blueberry Muffin protein
- 1 frozen banana
- 1/2 cup frozen blueberries
- 1 cup Oatly Original oat milk
- 1 tbsp peanut butter or 1/4 avocado for staying power

MAKE IT

1. Add everything to the blender, liquid first.
2. Blend until completely smooth, about 45 seconds.
3. Add a splash more oat milk if it is too thick to drink.
4. Pour and go.

TIP

Freeze ripe bananas in chunks so you always have a smoothie base ready.



BREAKFAST

JUST Egg Scramble on Avocado Toast

10 min · Serves 1

The breakfast that quietly converts people. JUST Egg pours from the bottle and scrambles soft and golden in the pan, piled on good toast with smashed avocado. It is the one that makes a skeptic go quiet.

YOU NEED

- 2 slices good bread
- 1/4 cup JUST Egg
- 1/2 ripe avocado
- Salt, pepper, chili flakes
- Lemon and fresh herbs, optional

MAKE IT

1. Toast the bread. Smash the avocado with a squeeze of lemon, salt, and pepper.
2. Warm a nonstick pan with a little oil over medium heat.
3. Pour in the JUST Egg and stir gently as it sets into soft curds, about 2 minutes.
4. Pile the avocado and scramble onto the toast and finish with chili flakes.

TIP

Add a handful of spinach to the pan as the egg sets for an

LUNCH

Lunch

Lunch is where planned leftovers earn their keep. Last night's dinner becomes today's bowl or wrap, and the one product that makes lunch feel like a treat is plant chicken that actually sears.

THE ONE PRODUCT THAT CARRIES LUNCH



DARING

Original Plant Chicken Pieces

Built for the pan, not the microwave. Sears golden and pulls apart like chicken breast, which is exactly why it carries the bowls and wraps all week.

Find it: Walmart, Target, Whole Foods

THE LUNCH STRATEGY

Cook once, eat twice

The fastest lunch is last night's dinner. Every dinner in this guide makes enough for tomorrow: the spaghetti, the curry, and the sheet-pan veggies all turn into a bowl or a wrap with zero new cooking. When you do want something fresh, sear a half-bag of Daring and build the bowl below.



LUNCH

Daring Chicken Grain Bowl

15 min · Serves 1

The lunch that makes leftovers feel intentional. Sear the chicken pieces fresh, build the bowl from whatever grains and roasted veg you already have, and a quick sauce ties it all together.

YOU NEED

- 1/2 bag Daring Original plant chicken pieces
- Cooked rice or quinoa
- Leftover roasted vegetables or fresh greens
- Avocado, cucumber, pickled onion
- Tahini-lemon or peanut sauce

MAKE IT

1. Sear the Daring pieces in a hot, lightly oiled pan until golden, about 6 minutes.
2. Warm the grains and pile them in a bowl.
3. Add the vegetables, avocado, and chicken.
4. Spoon over the sauce and finish with a squeeze of lemon.

TIP

DINNER

Dinner

The headline meals. If you only cook three things this week, make it these. Each one is the dish a non-vegan forgets was ever supposed to have meat in it.

THE DINNER STAPLES



IMPOSSIBLE OR GARDEIN
Beefless Meatballs

Fully cooked, browns like beef, and holds its shape in marinara. The heart of the spaghetti that wins the argument. Trader Joe's makes a great budget version too.

Find it: Target, Walmart, Kroger



PURPLE CARROT
Plant-Based Meal Kits

Every meal on the menu is vegan, from microwave-ready bowls to chef-style dinners. The backup plan for the night you do not want to think, and a low-stakes way to try dishes you would never cook yourself.

Find it: purplecarrot.com (delivered)

The plan when there is no plan: Purple Carrot delivers an all-vegan box, and a frozen pizza with veggies piled on never hurt anyone. The goal this week is momentum, not perfection.



DINNER · CROWD-PLEASER

Spaghetti with Beefless Meatballs

25 min · Serves 4

The meal that wins the argument. Beefless meatballs brown in the pan and soak up marinara exactly like the real thing, so the plate that lands on the table is the one everyone already loves. Make a double batch of sauce and lunch is handled tomorrow.

YOU NEED

- 1 lb spaghetti
- 1 bag frozen beefless meatballs (Impossible, Gardein, or Trader Joe's)
- 1 jar good marinara (24 oz)
- 3 cloves garlic, sliced
- 2 tbsp olive oil
- Salt, chili flakes, fresh basil
- Vegan parmesan to finish

MAKE IT

1. Boil the spaghetti in well-salted water until just shy of tender.
2. While it cooks, warm the olive oil and garlic in a wide pan, then add the meatballs and brown them on all sides, about 6 minutes.
3. Pour in the marinara, drop the heat, and let everything simmer until the meatballs are heated through.
4. Toss the drained pasta with a splash of pasta water and the sauce. Finish with basil, chili flakes, and vegan parmesan.

TIP

No meatballs in the freezer? Brown a pack of plant-based ground (Beyond or Impossible) into the sauce instead. Same result, even faster.



DINNER

Sweet Potato Coconut Curry

35 min · Serves 4

Creamy, a little sweet, a little spicy, and somehow tastes like you worked much harder than you did. It is one pot, it freezes, and it is even better as leftovers, which makes it the workhorse of the whole week.

YOU NEED

- 2 sweet potatoes, peeled and cubed
- 1 can chickpeas, drained
- 1 can full-fat coconut milk
- 1 can diced tomatoes
- 1 onion, 3 cloves garlic, thumb of ginger
- 2 tbsp red or yellow curry paste
- Spinach, lime, cilantro, rice to serve

MAKE IT

1. Soften the chopped onion, garlic, and ginger in a little oil, then stir in the curry paste for a minute until fragrant.
2. Add the sweet potato, chickpeas, tomatoes, and coconut milk. Bring to a gentle simmer.
3. Cook 20 to 25 minutes, until the sweet potato is fork-tender and the sauce has thickened.
4. Stir in a few handfuls of spinach to wilt, finish with lime and cilantro, and serve over rice.

TIP



DINNER

Sheet-Pan Roasted Veggies and Daring Chicken

35 min · Serves 4

The one-tray dinner that becomes three lunches. Roast whatever vegetables are in the drawer alongside seared plant chicken, pile it over grains, and drizzle with tahini. Almost no cleanup, almost no skill required.

YOU NEED

- Broccoli, bell peppers, red onion, and sweet potato, chopped
- 1 can chickpeas, drained and patted dry
- 1 bag Daring Original plant chicken pieces
- Olive oil, smoked paprika, garlic powder, salt
- Cooked rice or quinoa, plus tahini-lemon sauce to serve

MAKE IT

1. Heat the oven to 425F. Toss the vegetables and chickpeas with oil and the spices on a large sheet pan.
2. Roast 20 minutes, stirring once.
3. Sear the Daring pieces in a hot pan until golden and crisp at the edges, about 6 minutes.
4. Serve everything over grains with a generous drizzle of tahini-lemon sauce.

TIP

Roast double the vegetables.

SNACKS

Snacks

Nothing to cook here. The best plant-based snacks are the simplest: fruit and nut butter, crunchy vegetables, a square of good chocolate. Keep these on hand and the 3 p.m. slump takes care of itself.



SNACKS

The Five-Minute Snack Board

5 min · Serves 1

Not really a recipe, more a reminder that the best plant-based snacks need zero cooking. Sweet, salty, crunchy, and satisfying, with a hit of protein from the peanut butter.

YOU NEED

- 1 apple, sliced
- Celery sticks
- 2 tbsp natural peanut butter
- Small handful of almonds or trail mix
- 1 square of dark chocolate

MAKE IT

1. Slice the apple and cut the celery into sticks.
2. Spoon the peanut butter into the middle for dipping.
3. Scatter the almonds or trail mix alongside.
4. Finish with the dark chocolate. That is the whole job.

TIP

Pre-slice apples and store them in lemon water so a snack is always ten seconds away.

Keep it stocked: fruit, nut butter, crunchy veg, trail mix, and a bar of dark chocolate. Stock those five and you never reach for anything you would regret at 3 p.m.

DESSERTS AND TREATS

Desserts and Treats

The part that surprises people most: plant-based dessert is genuinely excellent now. Pints that taste like the real thing, cookies nobody can clock as vegan, and dark chocolate that was basically always on your side.

THE TREATS THAT SURPRISE PEOPLE



OATLY, NADAMOO, OR BEN & JERRY'S

Non-Dairy Pints

Oat and coconut bases have closed the gap completely. Ben & Jerry's Non-Dairy and NadaMoo are scoop-shop creamy, with none of the dairy.

Find it: Target, Walmart, most grocers



PARTAKE, TATE'S, OR OREO

Cookies Nobody Can Clock

Some of the best cookies on the shelf happen to be vegan. Partake and Tate's bake-shop crisp, and the classic Oreo was quietly plant-based all along.

Find it: Target, Walmart, Whole Foods



HU, TONY'S, OR ENDANGERED SPECIES

Dark Chocolate, 70% and up

The treat that was basically always on your side. At 70% cacao and above it is dairy-free by default, rich in antioxidants, and the easiest swap in the book.

Find it: Target, Whole Foods, most grocers

The easiest win in the book: most dark chocolate at 70% cacao and up is already dairy-free. Check the label, and dessert is handled before you even leave the candy aisle.

WHEN YOU WANT MORE

Five recipe sites worth a bookmark

When this week runs out, these are the free recipe sites we send people to. Each one is reliable, beginner-friendly, and built on everyday groceries. Start with the staple dish noted under each.

**BEST FOR FEWEST
INGREDIENTS**

Minimalist Baker

minimalistbaker.com

Almost everything is 10 ingredients, one bowl, or 30 minutes. The first place to send anyone who says vegan cooking is complicated.

Try the 1-pot recipes and the easy weeknight dinners.

**BEST FOR FAMILY
FAVORITES**

Nora Cooks

noracooks.com

Approachable, comforting, made with everyday groceries. The recipes that get a whole household, kids included, on board.

Start at the Easy Vegan Recipes hub, 30 minutes or less.

**BEST FOR IMPRESSING
A SKEPTIC**

Rainbow Plant Life

rainbowplantlife.com

Bold, flavor-forward cooking from Nisha Vora. When you want a dish that makes a non-vegan rethink the whole thing, look here.

The vegan dinners and the meal-prep guides.

**BEST FOR TOTAL
BEGINNERS**

It Doesn't Taste Like Chicken

itdoesnttastelikechicken.com

Sam Turnbull writes for the person who has never cooked tofu. Clear, friendly, and forgiving recipes with photos for every step.

The vegan recipes for beginners collection.

**BEST FOR THE
HEALTH-MINDED**

Forks Over Knives

forksoverknives.com

Whole-food, often oil-free recipes for the reader who came for the health angle. Backed by the documentary that started many journeys.

The free recipes section, sorted by meal.

Recipes are theirs, not ours, and ingredients change, so always read the label on a packaged product to confirm it is still vegan.

Pick one meal. Cook it *this week.*

You do not have to flip your whole life to eat a little more plant-based. Start with the spaghetti, or the curry, or just better cereal tomorrow morning. When you want the next step, the science, the shopping lists, and the rest of the kitchen are waiting at uвеgan.org.



uвеgan.org