

July 26, 2005

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Shing Tong
Vegetarian Haven
17 Baldwin St.
Toronto, ON M5T 1L1

info@vegetarianhaven.com
Fax 416-621-3636

Vegetarian Directory 2006

The information below is from our database. Please send us any corrections or additions.

Cost of listing last year: \$255 (paid)

Neighbourhood: Kensington/Baldwin/Chinatown

©Vegetarian Haven – Vv k o ç d
17 Baldwin St. www.vegetarianhaven.com,
416-621-3636

“Asian Fusion” cuisine. Impressive selection of over 100 flavourful vegan dishes. Inviting Summer patio, cozy dining room and friendly service. Experience dining that nurtures your body & soul.

Section: Cooking Courses

Vegetarian Haven Vegan Cooking – Vv
17 Baldwin St. www.vegetarianhaven.com,
416-621-3636

Current description for website edition:

www.vegetarianhaven.com
Asian Fusion cuisine. Over 100 flavourful vegan dishes. Inviting summer patio partly shaded by trees overlooking Baldwin Street. Cozy dining room and friendly service.

According to NOW Magazine review: “Best: charbroiled organic tofu burger topped with grilled bell pepper on whole wheat bun along side blue corn chips and piquant kimchee-style cabbage salsa; starters like tofu faux turkey drumsticks complete with sugar cane handles, or Fried Crispy tofu with sweet ‘n’ sour sauce; humongous meal-in-one Souper Bowl noodle soups with Chinese veggies and faux pastrami; cayenne-fired nutty tempeh strips sided with turmeric-tanged chow mein. Inviting summer patio partly shaded by trees overlooking Baldwin Street. Cozy dining

Key
® - full service restaurant
early - closes 7-8pm
late - past 10 pm most days
call - hours vary, call ahead
V - vegetarian
Vv - vegan
k - kid friendly
O - organic emphasis
o - some organic
L - licensed
sr - smoking room
c - wheelchair
ç - washroom access
d - TVA discount
For stores:
O - organic produce emphasis
o - some organic produce
◇ - In-store eatery

Discount offered: 10% (5% credit cards)

* Free basic listings are for businesses that offer TVA card holders an ongoing discount of at least 7% on a significant portion of their business (or 5% off everything).

Dear Shing Tong,

The latest edition of the popular Vegetarian Directory will be launched at the annual Vegetarian Food Fair on September 9-11, 2005 at Harbourfront Centre. This event attracts 15,000 people.

Printed annually since 1993, the Vegetarian Directory is a concise compilation of vegetarian-friendly restaurants, bakeries, caterers, food stores, organic produce suppliers, cooking classes, vacation spots, bookstores and organizations in the Toronto area. The Directory has been featured in the Toronto Star, Toronto Life, and Vitality Magazine. Please see the enclosed copy of last year’s Directory. **New this year:** we are adding maps and neighbourhood sections that will include restaurants, cafes and stores.

This publication is a great way to promote your business to vegetarians and the growing number of people cutting back on meat for ethical and health reasons.

Circulation: 40,000 copies (2000 more than last year) will be available from clear plastic dispensers in over 140 food stores, restaurants, bakeries, community centres, and non-profit organizations. We also distribute them through our office and information tables at community events. This past year we attended over 40 events, including the Whole Life Expo, the Yoga Show, Pride, and several corporate and university health fairs, reaching over 70,000 people. The directories are available free for the public to pick up.

Cost: Free basic listing (\$56 value) for most discount program participants*. See back of page for details. Deadline for applications and payments: **Mon Aug. 8.**

Web site edition: Everyone who purchases a listing in the printed Vegetarian Directory will receive a free linked listing in the web edition (normally \$24). You also have the option of adding a photo or logo and a longer description for an extra \$24. We reserve the right to add additional content to website listings. See www.veg.ca/directory. The site is updated every few weeks and receives over 30,000 unique visits per year.

Don’t miss out on this excellent opportunity to introduce your business to an extensive, vegetarian-friendly audience. Complete and mail or fax the form on the back of this page, or use the form on our website at <http://www.veg.ca/directory/apply.html>

If you have any questions, please do not hesitate to contact us at 416-544-8891, e-mail: directory@veg.ca

Sincerely,
Katie McIsaac and Stephen Leckie, Directory Coordinators

The Veggie Challenge

This year, we will be printing a separate brochure for the March 2006 Veggie Challenge round. By going vegetarian for one week, readers get a chance to win prizes. If you would like to offer a prize please fill out the Challenge section on the back of this page. The biggest prizes offered will get top billing. See www.veg.ca/challenge for more information. We currently have you down for offering a \$30 gift certificate for the upcoming September round. Thank you for contributing a \$30 gift certificate for the past March round.