THE REDUCETARIAN COOKBOOK

125 Easy, Healthy, and Delicious Plant-Based Recipes for Omnivores, Vegans, and Everyone In-Between

Foreword by DEEPAK CHOPRA M.D. *New York Times* Bestselling Author

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Recipes by PAT CROCKER Photographs by ASHLEIGH AMOROSO
At this moment we are witnessing a seismic shift in how people are fueling their bodies. It can be sensed from the headlines. Last year, reality television personality Kylie Jenner announced via social media platform Snapchat that she has adopted a vegan diet, and joined celebrities like Miley Cyrus, Beyoncé and Ellen DeGeneres, and notable politicians like Corey Booker and Al Gore, in touting the benefits of cutting back on animal products. Even athletes are jumping on the plant-based bandwagon. Football quarterback Tom Brady recently teamed up with vegan food suppliers Purple Carrot to launch a new meal delivery service designed to help active individuals stay at their peak; Novak Djokovic debuted the vegan restaurant Eqvita in Monte Carlo, where the tennis star lives full-time.

On another front, an extensive study finds that reducing meat consumption would improve human health, decrease greenhouse gas emissions, and lower healthcare costs significantly. Perhaps then it’s no surprise that more and more people are becoming vegetarian.

As I detail in my book What Are You Hungry For?, I got swept up in the groundswell about a decade ago. Despite the fact that I had medical training, motivation, reasonably good habits, and access to any food that I wanted, I had become a statistic, joining the two-thirds of people who are either overweight or obese. Rather than going on a deprivation diet—which countless studies show to be futile—I decided to pursue “awareness eating,” implementing incremental steps that made me feel good and were good for my body and mind. In addition to cutting back on processed foods, white sugar, and salt, I significantly increased the amount of fresh fruits, vegetables, and whole grains in my diet. In essence, I embraced a “reducetarian” lifestyle—eating fewer animal products including red meat, poultry, seafood, eggs, and dairy.

The benefits were nearly instantaneous: I quickly dropped nineteen pounds. My body felt light and energized. My mind felt sharper than ever before.

That is why I am so grateful that The Reducetarian Cookbook exists. Rather than repeating the same advice about healthy eating that has existed for decades, Brian Kateman’s book provides you with the no-nonsense tools necessary to transform your good intentions into actionable results. It focuses on progress, not on perfection, and will help you discover the small, but significant lifestyle changes that activate the body’s innate ability to thrive. These teachings focus not on restriction, but on choice—a necessary ingredient for finding joy in any moment in time. And, of course, along the way you’ll encounter countless healthy and delicious plant-based recipes that are good for you and good for the planet.

May your reducetarian journey be filled with compassion and light,
Welcome to The Reducetarian Cookbook!

This book—with its unapologetic practicality and simplicity—is what I wish I’d had when I started my reducetarian journey several years ago. Its mission is simple: to show you how realistic, affordable, varied, and most importantly—delicious, plant-based meals can be.

The Reducetarian Cookbook is an all-access pass to an epic tour of the plant-based culinary world—with bestselling cookbook author Pat Crocker, awe-inspiring photographer Ashleigh Amoroso, and myself as your personal guides. Along the way, you’ll discover cooking tips, fun facts, kitchen time savers, stunning photos, and, of course, easy recipes for 125 mouthwatering meals that are perfect for vegans and omnivores alike.

But before we get to the recipes, I want to share how the reducetarian movement got started as well as its main principles and philosophies.

MY JOURNEY

I grew up in Staten Island, one of the five boroughs of New York City. Sometimes referred to as the “forgotten borough,” Staten Island isn’t known for being the hippest of places. But there I had access to sandy beaches, rolling hills, and lush forests—all of which were beautiful and rich in urban biodiversity like raccoons and robins. As a young child, I fell in love with the natural world and grew eager to protect it.

By my freshman year at The College of Staten Island, I was “that guy” on campus—a card-carrying environmentalist. I urged fellow students and the faculty to join me in saving the planet. “Take shorter showers, recycle, compost, bike, and use a refillable canteen,” I told everyone.

And yet, I never really thought about my food choices and their impacts on my health or the planet. Perhaps like you or someone you know, I grew up on a Standard American Diet (SAD), which is high in animal products and other processed foods. For breakfast, I usually had bacon, eggs, and cheese on a buttered bagel. For lunch, I’d have chicken wings, grilled cheese, fish sticks, or pizza with pepperoni. And for dinner, I typically ate spaghetti and meatballs, a steak, fried chicken cutlets, or a hamburger with French fries. Like my friends and family who had similar diets, I rarely ate fruits, vegetables, whole grains, or legumes (e.g., beans, nuts, and lentils). If I had ever encountered quinoa, I certainly didn’t know how to pronounce it. SAD indeed.

Then during a single airplane flight that all started to change. While traveling from Staten Island to Montana to present undergraduate research on the environmental impacts of climate change, a classmate handed me a book called The Ethics of What We Eat: Why Our Food Choices Matter by Peter Singer and Jim Manson. It was an awkward moment because I was eating a cheeseburger at the time—but I persisted and read it cover to cover. Over those few hours, I learned in vivid detail how the rise in factory farming has led to cheap foods whose cost savings occur at the expense of human health, animals, and the environment. I continued to research the topic and it became clear...
to me that eating fewer animal products has numerous and profound benefits for human health and the environment. I soon decided to become a vegetarian (aspiring to be vegan) eschewing red meat, poultry and seafood—as well as cutting back on eggs and dairy. I didn’t know of any vegetarians (besides Bill Clinton and that Brachiosaurus in Jurassic Park) let alone what they ate. But I thought, “How hard could it be?” It was challenging (in part because this book didn’t exist yet!), but only at first. I quickly realized that like most people’s, my food choices had been based primarily on price, convenience, and taste—not necessarily on what was good for my body or for the planet. After some trial and a lot of error, I discovered that plant-based meals could be inexpensive, easy to find or prepare, and delicious.

Occasionally, I found myself “falling off the plant-based bandwagon,” eating small amounts of animal products in particularly unique and complex social situations. I remember during one Thanksgiving dinner—under unrelenting pressure from my family—I placed a small piece of a drumstick next to a cornucopia of veggies on my plate. Seizing an opportunity to poke fun at her little brother, my sister inserted in jest, “I thought you were a vegetarian, Brian?” I had thought I was one, too! Had I foolishly traded in my badge of honor for a single piece of turkey?

Battling what could only be described as an identity crisis, I swore off the vegetarian label in search of one that accurately described my dietary choices. Along the way I discovered terms like cheating vegetarian and lazy vegan—both utterly negative and self-defeating, as they focused on my shortcomings rather than on my successes. More neutral terms like semi-vegetarian, mostly-vegetarian, and flexitarian (a person who primarily eats plant-based foods but occasionally includes animal products in his or her diet) captured my eating habits at the time—but they were also static and exclusive to people who already followed a plant-based diet. I wasn’t sold on any of them.

Then on a hot, 2014 summer afternoon in Manhattan, my friend Tyler Alterman and I met for our weekly lunch. As we ate in a cozy, dimly lit café near my office at Columbia University, I explained my conundrum. In turn, Tyler shared that he had also been cutting down on animal products and was having similar difficulties explaining his efforts to others. It was then that we both realized there was a need for a positive and inclusive term for people like us, people who are committed to reducing the amount of animal products in their diets and who would inspire others to do the same. After many brainstorming sessions, we finally came up with the term reducetarian. This is how the reducetarian movement was born.

Anyone can take part and benefit from the reducetarian lifestyle. Whether you’re vegan, vegetarian, flexitarian, semi-vegetarian, or none of these, the recipes in this book will make it easy for you to eat fewer animal products, positively impact your health, and contribute to a more sustainable and compassionate world.

BRIAN KATEMAN
INTRODUCTION

by Pat Crocker

Working with Brian on this brilliant, honest collection of vegan recipes was thrilling—many versions of mac ’n cheese passed our lips before being deemed worthy of the title—and at the same time, deeply satisfying. I’m proud to say The Reducetarian Cookbook is a beautifully illustrated collection of current, simple, and delicious recipes, stories, and tasty tidbits.

This book is designed to be a fun and easy compilation of vegan recipes for dishes that everyone will love and everyone can make. Think of these beginner recipes as “no-fuss,” requiring a minimal number of ingredients and steps. You can prepare any of these dishes quickly and with ease around your busy schedule.

From time to time, you may encounter an ingredient or process that may be new to you. If you haven’t cooked with tempeh, miso, or legumes, don’t panic! I’ll explore these new foods with you gradually. And all the recipes are highly adaptable, such that you can tweak them to save time or to delight the wide-ranging taste buds of your family and friends. For instance, opt to purchase peanut sauce instead of making it from scratch, or swap in a different sauce altogether if you or one of your guests has a peanut allergy. In each recipe, I’ll give you specific ideas to make it work for you!

By providing a continuum of basic recipes The Reducetarian Cookbook is more than a cookbook—it is a solid introduction to vegan cooking. It will seem as if you have your own, personal cooking instructor by your side in the kitchen, explaining and de-mystifying vegan cooking, and making it fun at the same time. You’ll notice along the way that many of the recipes are designed to tackle a “carnivore moment,” bring-ing out similar flavors of your favorite meaty meals in plant-based form—like cauliflower steak instead of beef steak, for example. Other recipes rely on more traditional “swaps,” such as rice and bean burrito instead of a chicken burrito, or a veggie curry instead of a lamb curry. Yes, you’ll encounter “coasty” delights like acai bowls and tofu scrambles, but staples like French toast and pancakes predominate.

Cooking is both a liberating and libertarian activity. You make the decisions about what ingredients are used (organic, chemical-free, gluten-free, sugar-free...) and which components you buy or make from scratch. And pay attention to the You’ve Got Options section included with many of the recipes—this feature allows you to make the recipe your own by swapping or adding new ingredients, or by switching up how the recipe is served.

Cooking may seem like magic, but if you can read, you can cook. The magic comes from being engaged with the process, imagining new combinations of flavor, and finding different ways to serve and enjoy the plant-based foods you love. Don’t be afraid to mark up the book with the genius of how you made each recipe to suit your unique taste.

Ultimately, the mission of this book is to celebrate cooking, to honor your health and planet by using plant-based foods that heal and energize, to have fun, and to learn a little bit more about the amazing vegan choices available to all, one meal at a time.

So, what are you waiting for? Get into the kitchen and cook for yourself and for or with those you love.

Pat Crocker
Lentil Sliders

MAKES 8 SLIDERS, 6 REGULAR SIZE PATTIES

1 cup dried brown or green lentils, see options
2 ½ cups vegetable broth or water, divided
3 tablespoons extra-virgin coconut oil, divided
1 onion, chopped
2 cloves garlic, chopped
1 small carrot, chopped
1 teaspoon powdered curry spice blend, store-bought or Try it! recipe (follows in book)
1 cup finely chopped walnuts
½ teaspoon sea salt
1 or 2 tablespoons prepared Dijon mustard
8 small buns
CONDIMENTS, optional
mustard, ketchup, mayonnaise, relish, sliced onion, sliced tomato

PAT’S TIP: Let’s face it: these patties may be crumbly, making it practical to eat them with a fork—but they are so delicious, and we love them!

1. Preheat oven to 375°F. Line a baking sheet with parchment paper.

2. Combine lentils and 2 cups broth in a saucepan. Bring to a boil over medium-high heat. Cover, reduce heat, and simmer for 25 minutes or until lentils are tender (you need them to be soft, not mushy!). Remove from the heat, remove the lid, and stir. Set aside to cool completely. Drain.

3. Heat 2 tablespoons oil in a skillet over medium-high heat. Add onion and cook, stirring frequently for 5 minutes. Add garlic, carrot, curry powder, and cook, stirring for 1 minute. Stir in ¼ cup of the remaining broth and bring to a boil. Reduce heat and simmer, stirring frequently for 10 minutes or until vegetables are tender, adding more broth if the mixture is too dry.

4. Use a vegetable masher or food processor (a blender will glom up) to purée the cooked lentils with the remaining oil. Scrape into a large bowl and add the cooked onion mixture, walnuts, and salt. Add 1 or both tablespoons mustard and mix well to form a soft, moist mixture. (This part is a bit tricky: the mixture has to be soft and moist enough to form patties, not too dry or it will split and break, yet not too wet or it won’t hold together.)

5. Divide the mixture into 6 portions (8 if making sliders) and press between the palms of your hands into round patties (not too thin). Arrange on prepared sheet and bake in preheated oven for 15 minutes.

YOU’VE GOT OPTIONS

You can buy cooked lentils in a can and they are fine, but look, cooking lentils is not a big deal. If you do use canned, promise me that you’ll use those leftover lentils in a burrito or a wrap!
CHOCOLATE CHIA SMOOTHIE

MAKES 1 DRINK, EASILY DOUBLED

½ cup coconut milk
1 tablespoon chia seeds
½ banana
6 almonds
1 tablespoon cocoa or carob powder

1. Combine milk and chia seeds in the jug of a blender. Blend for 10 seconds and let stand for 5 minutes.

2. Add banana, almonds and cocoa (or carob) powder. Blend for 30 seconds or until smooth.
PAT’S TIP: Most of the smoky depth of flavor comes from the charred peppers and onions but you don’t want black, burnt vegetables. Even though you aren’t stirring the vegetables, watch them carefully while they cook undisturbed. If you have a porcelain-enamel nonstick skillet, use it. If using a cast iron skillet, reduce heat to medium-low in step 1 after adding onion and peppers and cook for less time.
### Shakshuka-Style Tempeh

**MAKES 4 TO 6 SERVINGS**

3 tablespoons extra-virgin coconut oil  
1 onion, thinly sliced  
1 red bell pepper, thinly sliced  
1 jalapeño pepper, thinly sliced, see options  
2 cloves garlic, thinly sliced  
1 package tempeh, thawed if frozen, cut into 1-inch cubes  
1 tablespoon smoked paprika, see options  
2 teaspoons whole or ground cumin seed, see options  
1 can (28 ounces) whole tomatoes and juices  
1 6 ounce jar marinated artichoke hearts, drained  

**GARNISH, optional**  
½ cup chopped fresh parsley or cilantro  
½ cup sliced, oil-cured black olives

1. Heat oil in a large, deep skillet over medium-high heat. Add onion, pepper, and jalapeño pepper and spread evenly over the skillet in one layer. Cook without stirring for about 6 minutes or until vegetables on the bottom are deeply browned and beginning to char in some places. (You will have to play around with the heat so that the vegetables aren’t burned, crisp, and inedible).

2. Stir vegetables then continue to cook without stirring for another 4 minutes or until soft. Add garlic, tempeh, paprika, and cumin, and cook, stirring constantly for 2 minutes. Add tomatoes with their juices and break up tomatoes using a wooden spoon. Reduce heat to medium-low and simmer for 10 minutes.

3. Add artichoke hearts and heat through.

**YOU’VE GOT OPTIONS**

- Shakshuka originated in North Africa, but has gained popularity throughout the Middle East, Western Europe, and North America. It typically incorporates hot fresh peppers such as jalapeño, chipotle, or serrano to taste. Or you can use hot chili pepper flakes to your own preference.

- Cumin can be replaced with 1 tablespoon Garam Masala spice blend (store-bought or Try it! recipe in book) in place of it.

- Smoked paprika (usually Spanish) adds another layer of flavor to this dish but you can swap it for sweet paprika.

**TO SERVE**

While the vegetables are still in the skillet, add parsley and/or olives if using and mix well. Transfer mixture to a serving dish or spoon into individual serving bowls.
BROCCOLI PESTO NOODLE BOWL

MAKES 4 SERVINGS

8 ounces soba or udon noodles
4 cups broccoli florets
1 cup frozen lima beans (or frozen green or wax beans, or ½ cup fresh or frozen edamame)
½ cup basil pesto, store-bought or Try it! (recipe in book)
GARNISH, optional
½ cup hummus, store-bought or Try it! (recipe in book)
½ cup chopped walnuts

1. Bring a large pot of water to a boil over high heat. Add noodles, bring back to a boil, and cook for 6 to 8 minutes or until al dente. Lift noodles from water using tongs and transfer to a colander. Rinse and set aside to drain.

2. Add broccoli to the hot noodle water and bring to a boil over high heat. Reduce heat and simmer for 4 minutes. Add lima beans and bring back to a boil. Cook for 2 minutes or until broccoli is fork tender. Drain.

TO SERVE
Toss noodles and pesto in a large bowl and divide evenly among 4 serving bowls. Spoon broccoli and lima beans over noodles in each bowl. Season with salt to taste. If desired spoon 2 tablespoons hummus on top and sprinkle with walnuts.
125 easy-to-prepare and delicious recipes that will help you reduce meat consumption and improve your health.

A reducetarian is someone who reduces their consumption of meat, eggs, and dairy. Eating even 10 percent fewer animal products can garner significant health benefits, from weight loss to a healthier heart. Adding more fruits, veggies, whole grains, and legumes to your diet is easy thanks to Brian Kateman, the Reducetarian Foundation co-founder and president. With the help of award-winning cookbook author Pat Crocker, Brian offers a wide array of culinary options, for every meal of the day, that will reduce the amount of meat, eggs, and dairy you eat. Improving your health has never been so easy or delicious.

Recipe sections include: Light Bites and Snacks, Breakfast Favorites, Dinner in a Bowl, Salads, Soups, Sides, Mains and Core Meals, and Dessert and Sweet Treats.

Recipes featured include: Tuscan Pizza • Spinach and Artichoke Dip • Lentil Sliders • Chocolate Chia Smoothie • Apple Walnut Pancakes • Broccoli Pesto Noodle Bowl • Asian Noodle Salad • Spiced Pumpkin Soup • Shakshuka-Style Tempeh • Portobello Poblano Pecan Fajitas • Linguini with Tomato Sauce • Mac ’n Cheese • French Vanilla Ice Cream • Lemon Meringue Mess • Spiced Oatmeal Cookies • Peanut Butter Chocolate Cream Pie, and more!

**BRIAN KATEMAN** is cofounder and president of the Reducetarian Foundation, a non-profit organization dedicated to reducing consumption of meat, eggs, and dairy to create a healthy, sustainable, and compassionate world. His writings have appeared in dozens of media outlets including *The Atlantic*, *Quartz*, *The Los Angeles Times*, *The San Francisco Chronicle*, *The Washington Post*, *Vox*, and *The New York Daily News*. He is an instructor in the Executive Education Program at the Earth Institute Center for Environmental Sustainability at Columbia University. He lives in New York City with his partner Isabel and rescue dog Tobey.

**PAT CROCKER** is the bestselling author of over twenty cookbooks including *The Vegetarian Cook’s Bible*, *The Vegan Cook’s Bible*, and *The Juicing Bible* (Firefly Books). Over 1 million copies of her books are in print.

**MARKETING AND PROMOTION**

Social media advertising targeting readers interested in better health and wellness • National publicity campaign targeting health and wellness media (digital, print, radio, and TV) • Influencer mailing • Book tour: NYC and LA (in conjunction with the Reducetarian Summit)

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