

1. Introduction

1.1 Background

Over the past decade, a growing number of Americans have adopted new eating habits to reflect a healthier, more ethical lifestyle. People have turned to vegan or vegetarian diets that eliminate meats, dairy, and other animal products from everyday consumption. Some fast-food companies have responded to this demand by providing plant-based alternatives; a good example is Burger King's 'Impossible Whopper,' a hamburger made with a soy protein meat substitute by the company Impossible Foods. Even with home name fast-food brands introducing plant-based alternatives, most restaurants in America are still very limited in their vegetarian/vegan menu options – and most struggle to prevent cross-contamination with other foods. This gave way to a rise in restaurants that only offer vegetarian/vegan meals, allowing consumers to enjoy a wide variety of alternative menu options without worrying if there are animal products in their food.

1.2 Problem

More and more Americans are seeking out restaurants who offer menu items that meet their dietary restrictions. This project aims to identify available vegetarian/vegan restaurants in selected major cities within the United States.

1.2 Interest

Those who are vegetarian, or vegan may be interested in eating options in the cities they are living in or visiting.