

Gregorys Coffee Prioritizing Healthy Plant-Based Options

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Coffee chains around the world are slowly introducing plant-based options, but very few at that. Many will have a breakfast sandwich with plant-based meats but then with dairy cheese. It seems like vegans have a tricky time finding a quick breakfast to grab. However, Gregorys Coffee chain is passionate about healthy plant-based options and is even being called a “Plant-Based Mecca”

Gregorys Coffee was founded by Gregory Zamfotis in 2006, and they now have 38 locations across the tri-state area and Washington, D.C. The chain offers anything you could find at a normal hip coffee shop, but they have quite the menu for vegan customers as well. Gregory Zamfotis himself went vegan in 2017 and has gradually been changing his menu to offer more plant-based options.

“My son is allergic to dairy,” he told Brian Kateman with Forbes, “and then I started watching documentaries like Forks Over Knives.”

He told Kateman that in addition to health and nutrition, he discovered that animal welfare and environmental issues were a big concern to him as well as many of his customers. He knew that he wanted to serve food that suited their values as well.

Gregorys Coffee now offers delicious plant-based breakfast that has favorite products like JUST Egg, Beyond sausage, Daiya, GOOD PLANeT, and a new bacon product called Ozo.

“Gregorys is one of the first at this scale to have a plant-based bacon on the menu—I’m excited about this new offering,” Zamfotis said.

The plant-based food market is booming, and research suggests it could make up 7.7 percent of the global protein market by 2030. With a value of \$29.4 billion in 2020, experts suggest that the plant-based foods market could have a value of over \$162 billion by the end of the decade. Choosing to eat vegan and live a vegan lifestyle does not harm animals, is better for your health, and is better for the environment!

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