



Plant Matter Kitchen: A Values-Driven Business

Vegan Eatery Dedicated to Environmental & Economic Sustainability

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London, ON—For Wortley Village’s vegan restaurant Plant Matter Kitchen, giving back is part of the mission statement, making the eatery **part of a growing trend that sees corporations adopting socially responsible practices**. Whether it is **adopting environmentally sustainable protocols**, powering the eatery with **green energy from Bullfrog Power**, or **building a stronger local economy** through purchasing local whenever possible—Plant Matter Kitchen is committed to an **ethics-driven model of culture and business** that is increasingly becoming the norm.

“Wellness is a holistic endeavour: healthy living isn’t just about consuming the right foods, it’s about supporting the community and about giving back. It’s about **values-driven actions and making doing good part of the business and the culture,**” says Glenn Whitehead, co-founder of Plant Matter Kitchen.

From an economic perspective, trends indicate that consumers are looking to support businesses that offer **values-driven ethics, products, and services** that are aligned with their own.

Whitehead says that he personally chooses to support businesses that share his values of **ethical treatment of the environment, of animals, of employees, and of local communities**, and knew that when it came to opening the eatery, putting those values into practise would create a better business.

“Our customers want to come to the restaurant and know that with their purchase they are not just buying a smoothie and feeding themselves,” says Whitehead, **“they are supporting the environment, the community, and the movement toward sustainability.”**

Learn more about **Plant Matter Kitchen’s values-driven business** and how the eatery is giving so much back to the community of London, Ontario. **Contact us to set up a meeting:**

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