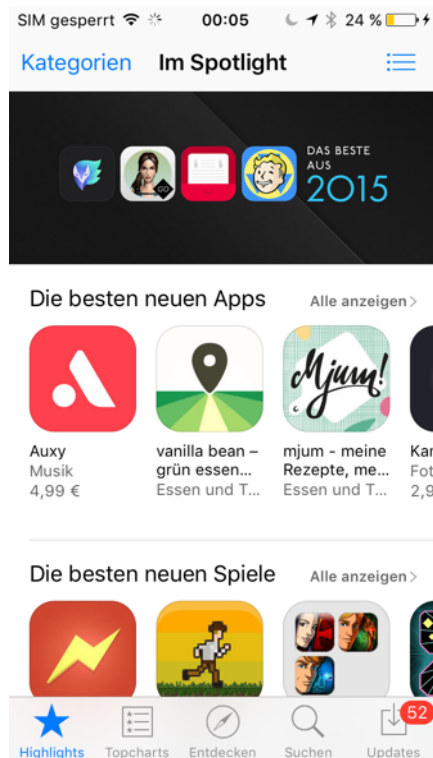


A small vegan app goes big at Apple and Co

Munich, 15.12.2015 - The app vanilla bean—a restaurant guide—is presented by Apple and takes second place as one of the best new apps in Germany. Since the existence of the App Store in Germany only around 0,2 % of approximately 1,5 million apps have achieved this. Now there is a vegan one among them.



The app

vanilla bean (www.vanilla-bean.com) is the biggest vegan and eco-friendly restaurant guide in German-speaking countries and is now also available in Great Britain and Ireland. With 5 stars in the App Store and 4,7 on Google Play it is one of the best-rated apps. Amongst the prominent users are Robert Lewandowski and his wife, the striker from Bayern Munich, who both follow a gluten-free and lactose-free diet. vanilla bean has won, amongst others, a Jury Award of the Show Your App Awards 2016, which is given by the technology press and the German news channel n-tv.

The team

vanilla bean is the app of the startup Grünzeug GmbH from Munich and Regensburg. The founding team consists of the app specialists Christian Hengl, Fabian Kreipl, Tobias Krefß,

Bastian Schumacher and Thomas Leidner, owner of the first vegan cat café in Germany, "Katzentempel".

The Grünzeug's mission: "In order to solve the environmental crisis, we believe that our ways of consumption and production have to change fundamentally. Grünzeug exists to help make this change, so that an eco-friendly society can arise. We do this by connecting green businesses with green consumers. Our goal is to build the best service for both of them, inspire conventional businesses to become greener and also show the world how easy and enjoyable a sustainable lifestyle is. Only with choice can a revolution happen."

Press contact:

Fabian Kreipl, Co-founder

Mobile: +49 171 68 28 563

Email: fabian.kreipl@vanilla-bean.com

<https://www.vanilla-bean.com>

App Store links:

<https://itunes.apple.com/app/vanilla-bean/id1002445403?mt=8>

<https://play.google.com/store/apps/details?id=de.grunzeug.vanillabean>

Social media:

<https://www.facebook.com/vanillabeanapp>

<https://twitter.com/vanillabeanapp>

<https://www.instagram.com/vanillabeanapp>