



## vanilla bean takes first place at the Swiss Vegan Awards in the categories "Startup" and "Medium"

**Munich, 06.06.16** – This year the Best of the Best of the vegan industry were awarded. The Swiss Vegan Award was presented for the first time by a high-ranked jury of experts at the vegan festival "vegana". The free-to-download iPhone and Android app vanilla bean was able to rejoice over receiving not one, but two first place nominations. Thomas Leidner, who represented the team, received the two sought after certificates. "Our goal with vanilla bean is to integrate veganism into the very centre of society. Both certificates are a wonderful reassurance for the work we have been doing", says the co-founder.



## **The app**

vanilla bean ([www.vanilla-bean.com](http://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 Kreß, 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."

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**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>

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