



## Saving the climate with delicious food: Award-winning restaurant app vanilla bean comes to Britain.

**Munich, 14.09.16** – Plant-based food has become one of the biggest trends in the food industry. Due to massive savings in CO<sub>2</sub> and water consumption, an increasingly important trend. However, when one is on the go, it is not easy to find reliable places to eat with tasty vegan offerings. Combined with the rapidly increasing number of people with food intolerances, the search for a suitable restaurant is becoming more and more difficult. The free-to-use app vanilla bean ([www.vanilla-bean.com](http://www.vanilla-bean.com)) is about to solve that problem. Featured by Apple in Best New Apps, it is the first restaurant guide that specialises in the specific needs of eco- and health-conscious users.

More than 500'000 Britons follow a vegan diet. Half of them are aged between 15 and 34. This Wednesday, the start-up company, Grünzeug hopes to make their life and everybody interested in a vegan and healthy diet easier with the launch of vanilla bean. The restaurant guide covers more than 1'800 restaurants in England, Ireland, Northern Ireland, Scotland and Wales, featuring the widest selection of vegan restaurants throughout the British Isles. The colourful restaurant indicators (e. g. gluten-free, organic, raw) finally makes the discovery of restaurants easy for people who follow special diets or suffer from intolerances. For example, it is possible to filter only for restaurants that also have gluten-free options and use organic ingredients. In addition, every restaurant has at least one lactose-free offering.

vanilla bean has received a number of awards and is also available in Germany, Austria, Switzerland and Luxembourg. The app was designed to appeal to vegans, vegetarians and meat reducers.

Co-founder Fabian Kreipl explains the motivation behind vanilla bean: "Many of our biggest global issues can be prevented when eating plant-based more often. Sounds crazy? It is not. The biggest issues of our time are not Donald Trump or Brexit. The more important issues do not get the attention they deserve. We change our climate at a rate that has never happened

before. The last consecutive three months were the hottest ever recorded. We have a huge water crisis and a rate of animal extinction that is only comparable to the big mass extinctions in the history of the planet. Much of this has to do with our ways of consumption. The good news is that eating plant-based food more often helps the environment. This helps you to not only stay in shape, but also save CO<sub>2</sub>, water and landmass that would otherwise be used for livestock; not to mention all the animals that are spared by that. Try it out for yourself. You can start by having a vegan day once a week. It's a process and every step counts. We are here to facilitate the process for everybody interested in changing their impact on the world."

vanilla bean is available as a free download on the UK App Store and on Google Play starting today. The launch is accompanied by a video campaign that shows the advantages of a plant-based diet in an entertaining way. You can find the video here: <https://youtu.be/ugFxmxiCiMM>

### **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 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."

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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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