

FOR IMMEDIATE RELEASE

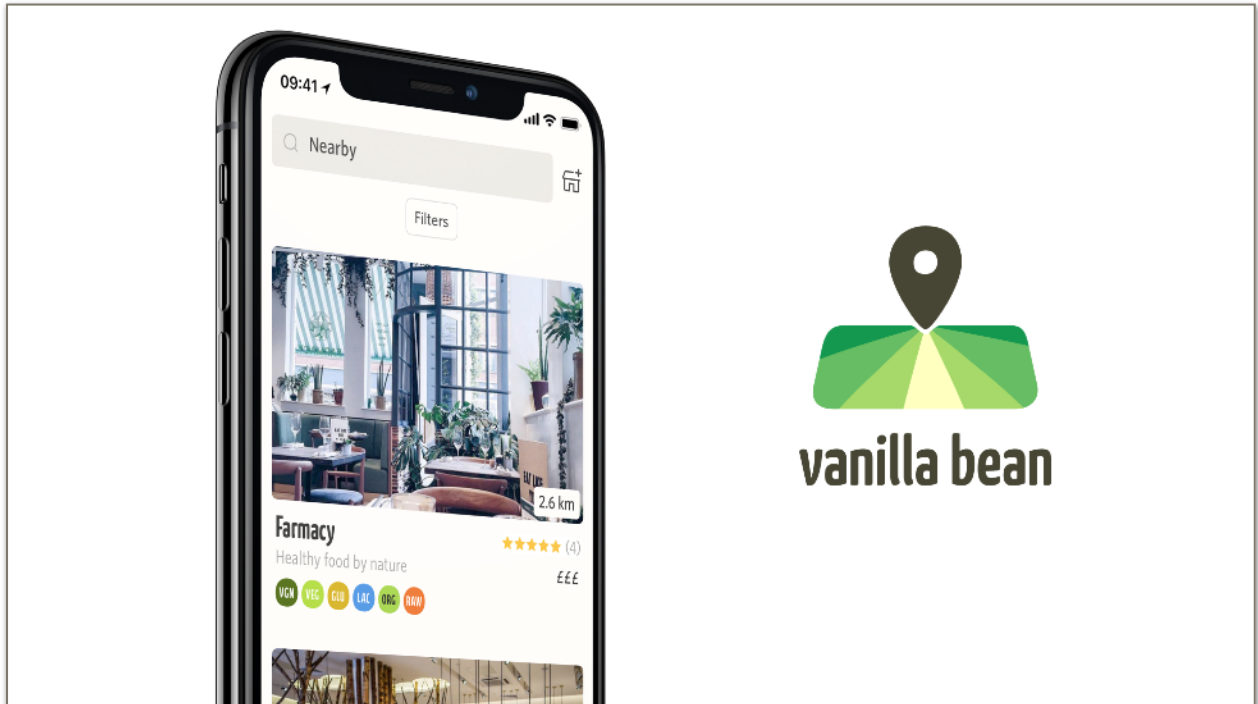
A delicious way of saving the climate: award-winning sustainable dining app vanilla bean comes to U.S.

Regensburg, Germany, 1/24/18 — Plant-based cuisine is being hailed as one of the top food trends of 2018. Sales of vegan foods (such as meat, dairy, and egg alternatives) in the U.S. topped \$3.1 billion last year—an increase of 8.1 percent, according to research by Nielsen.

Americans are increasingly choosing meat-free options. Some cite health reasons, especially following the success of Netflix' latest documentary, "What the Health". Others raise concerns about animal welfare and the massive carbon footprint of industrial livestock farming. Combined with the rapidly growing number of people with food intolerances, the search for suitable restaurants is becoming more and more difficult.

The free-to-download app vanilla bean (vanilla-bean.com) is about to solve that problem. The plant-based restaurant guide is aimed at conscious consumers who seek climate-friendly and healthy dining options. The app allows users to filter for restaurants that use organic, local, and fair-trade ingredients. In addition, it provides information on which restaurants offer gluten-free and lactose-free options.

Launch video



Watch video: https://youtu.be/OQNUj_AcEnw

Listing over 23,000 vegan-friendly restaurants—16,000 in the U.S. alone—it is the biggest database of its kind in the States, UK, Ireland, Germany, Austria, Switzerland, and France.

CEO and Co-founder Fabian Kreipl: “We want to show people that eating plant-based on the go is not only possible but easy and delicious. People might be surprised that you can find fantastic vegan-friendly restaurants anywhere, be it in meat-loving Texas or the great cheese state of Wisconsin.”

vanilla bean has partnered with regional vegan dining guides in Washington D.C., San Diego, Philadelphia, Memphis, and New Orleans for local expert knowledge. Plus, users can expect to benefit not only from community reviews, but also top restaurant recommendations by non-profits like Veganuary, Paul McCartney’s Meat Free Monday, Compassion Over Killing, and others.

The app is available on all platforms.

The app

vanilla bean is a service created in Regensburg, Germany and Birmingham, UK. The founder team consists of the app specialists Christian Hengl, Fabian Kreipl, Tobias Krefß, and Bastian Schumacher.

vanilla bean's mission: "To solve the environmental crisis, we believe that our ways of consumption and production have to fundamentally change. vanilla bean 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."

vanilla bean has been featured by Apple under Best New Apps and New Apps We Love and has been voted best restaurant guide app—as well as one of the best 70 smartphone apps overall—by the biggest German apps publication (Apps-Magazin).

Press contact:

Fabian Kreipl, CEO and Co-founder

Mobile: +49 171 68 28 563

Skype: kabafin.peril

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>