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New vegan restaurant guide app launches in France

Vegan restaurant guide vanilla bean has teamed up with French animal-rights organisation L214 Éthique & Animaux to launch their app in France on Tuesday, September 11, 2018. The free vanilla bean app will be available on Apple's App Store and Google Play in France. It helps people find over 1,000 vegan-friendly restaurants in notoriously meat-loving France—plus 30,000 more in Germany, the UK, the USA, and beyond.

Regensburg, Germany; Lyon, France, 9/11/18 — Award-winning vegan restaurant guide vanilla bean is joining forces with the animal-rights nonprofit [L214 Éthique & Animaux](#) to launch a vegan restaurant guide app in France. The app lists over 1,000 vegan-friendly restaurants and cafés in France, tens of thousands more abroad. L214 runs its own successful vegan restaurant guide, [VegOresto](#); however, until now, [VegOresto](#) has only been available as a desktop-version website. The joint launch comes amid a decline in meat consumption in a country known for dishes like bœuf bourguignon and foie gras.

“More and more people in France are bucking tradition and ditching meat and dairy over concerns for their health, the environment, and animal welfare. vanilla bean is a tool for these conscious consumers to help them find delicious plant-based meals wherever they are”, says vanilla bean co-founder and CEO Fabian Kreipl.

Thirty percent of French consumers are now aiming to reduce their meat consumption, according to a [recent study by research institute Xerfi](#). Furthermore, the study shows that sales of plant-based protein in France have exploded since 2016. This month, research centre [Crédoc](#) reported that [meat consumption declined by 12% over the past ten years](#), due to environmental concerns as well as rising prices.

“Much of this development in France towards a more compassionate and eco-friendly diet is due to the efforts of L214. We could not be more proud to partner with them”, says Kreipl.

The vanilla bean app is not just aimed at vegans or meat-reducers. It also shows which restaurants offer gluten-free or raw-food options and whether they use local, organic, or fair-trade ingredients.

The app is available on all platforms.

About vanilla bean

vanilla bean is the app created by the startup Grünzeug GmbH in Regensburg, Germany. The founder team consists of app specialists Christian Hengl, Fabian Kreipl, Tobias Krefß, and Bastian Schumacher. Grünzeug's dream is to make a sustainable lifestyle as easy and convenient as conventional one, regardless of where you are (www.vanilla-bean.com).

About L214

The animal protection organisation L214 was founded in 2004 under the name Stop Gavage. They shine a light on the reality of practices behind the walls of farms and slaughterhouses (www.l214.com).

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App Store links:

itunes.apple.com/app/vanilla-bean/id1002445403?mt=8

play.google.com/store/apps/details?id=de.grunzeug.vanillabean

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