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## **America's Premier Vegetarian Lifestyle Magazine Announces Winners of 2006 Veggie Awards**

VegNews' readers have spoken. The votes are in and have been counted, recounted, then counted once more. And unlike Florida (2000) or Ohio (2004), no politically appointed election officials had their biased hand in the results.

VegNews, America's premier vegetarian lifestyle magazine, is set to announce the winners of the 2006 Veggie Awards, the most coveted honor in the vegetarian industry. Published in their November+December edition, the Veggie Awards are the largest survey of its kind in the world, with more than 10,000 readers voting for their favorite vegetarian people, products and places in nearly 40 categories. Also featured are 14 editors' picks, where the magazine's editorial staff recognizes the movers and shakers of the veg world.

Doughnuts, handbags, face creams, cookbooks, makeup, faux meats, frozen treats... most everything today is practically guaranteed to have a vegan version, or twelve. Add to that the restaurants, B&Bs, bakeries, non-profits, speakers and celebs who together have created a culture of compassionate living, and it becomes clear that the vegetarian movement has transformed into a powerful force for social change both on and off the marketplace.

Here's a sneak preview at a few of the 2006 Veggie Award winners (readers' picks):

**Best Veg Restaurant:** Millennium (San Francisco)  
**Best Fast Food Restaurant:** Subway  
**Best Veggie Burger:** Boca  
**Best Vegan Bakery:** Sticky Fingers (Washington, DC)  
**Best Non-dairy Milk:** Silk  
**Best Vegan Cheese:** Tofutti  
**Best Online Store:** Vegan Essentials  
**Best Natural Food Store:** Whole Foods  
**Best Veg-friendly City:** San Francisco

And following is a sampling of what VN editors uncovered:

**Film of the Year:** Fast Food Nation  
**Book of the Year:** *Healthy at 100*  
**Company of the Year:** Vegan Treats Bakery (Philadelphia)

"These companies are leaders in the vegetarian industry and continue to develop high-quality products suitable for anyone interested in healthy, compassionate living. We are pleased to honor their accomplishments with a Veggie Award," says VegNews Magazine publisher Joseph Connelly.

The VegNews Veggie Awards recognize excellence in the vegetarian industry. VegNews' readers submit their ballots during the month of August, and winners are announced in the holiday edition of the magazine. The annual celebration of the best that veg living has to offer has become the most popular feature in the publication.

The issue hits newsstands November 1 and will be available from the magazine's website, <http://www.vegnews.com>. All Veggie Award winners can be viewed at: [http://www.vegnews.com/veggieawards\\_2006.html](http://www.vegnews.com/veggieawards_2006.html).

VegNews, America's premier vegetarian lifestyle magazine, has a readership of more than 150,000 and is read in 38 countries. Named one of *Chicago Tribune's* "Best 50 Magazines" in 2006, the publication has won numerous awards in its six-year history. Each issue is filled with the latest in vegetarian news, events, recipes, nutrition information, restaurant and product reviews, celebrity buzz and even vegetarian weddings. The "Veggie Award" edition is published annually and demonstrates the growth and sophistication of the vegetarian industry. The magazine is headquartered in San Francisco.

**Advance copies of the magazine, a complete list of winners, and images are all available to the press.**