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## 2008 Veggie Awards Announced by America's Premier Vegetarian Lifestyle Magazine



The wait is finally over. VegNews, America's premier vegetarian lifestyle magazine, just announced the winners of the 2008 Veggie Awards, the most coveted honor in the vegetarian industry. Published in the November+December edition, the Veggie Awards are the largest survey of its kind in the world, with 30,000 readers voting for their favorite vegetarian people, places, and products in 33 categories. Also featured are 21 editors' picks, where the magazine's editorial staff recognizes the movers and shakers of the veg world.

Cookies, handbags, face creams, faux meats, ice cream—most everything today is practically guaranteed to have a vegan version, or twelve. Add to that the restaurants, B&Bs, bakeries, speakers, and celebs who together have created a culture of green 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 2008 Veggie Award winners (readers' picks):

**Best Veg Restaurant:** Millennium (San Francisco)

**Best Faux Meat:** Morningstar Farms

**Best Vegan Bakery:** BabyCakes NYC

**Best Non-Dairy Milk:** Silk Soymilk

**Best Vegan Cheese:** Follow Your Heart

**Best Online Store:** Vegan Essentials

**Best Veg-Friendly City:** New York

### Following is a sampling of what VN editors uncovered:

**Company of the Year:** Chicago Soydairy

**Restaurant of the Year:** The Veggie Grill (Southern California)

**Product of the Year:** Dr. Cow Nut Cheese

**Cookbook of the Year:** *Great Chefs Cook Vegan*

**Person of the Year:** Rory Freedman

**Dessert Epicenter of the Planet:** New York City

**Euro Import of the Year:** Maoz Vegetarian

"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 hit newsstands November 1 and is available on the magazine's website, [vegnews.com](http://vegnews.com).

VegNews, America's premier vegetarian lifestyle magazine, has a readership of 195,000 and is read in 38 countries. Named "Best Lifestyle Magazine" in 2008, "Best Niche Magazine" in 2007, and one of *Chicago Tribune's* "Best 50 Magazines" in 2006, the publication has won numerous awards in its eight-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.

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