

VegNews

FOR IMMEDIATE RELEASE:
November 3, 2010
San Francisco, CA

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Winners of World's Largest Survey of Vegetarian People, Places, and Products Announced



The wait is finally over. VegNews, America's premier vegetarian lifestyle magazine, has just announced the winners of the 2010 Veggie Awards, the most coveted honor in the vegetarian industry. Published in the November+December holiday edition, the Veggie Awards are the largest survey of its kind in the world, with 46,000 readers voting for their favorite vegetarian people, places, and products in 44 categories. Also featured are 19 editors' picks, where the magazine's editorial staff recognize the movers and shakers of the veg world.

Cookies, handbags, 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, athletes, 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 2010 Veggie Award winners (readers' picks):

Best Veg Restaurant: Loving Hut
Best Veg Meat Company: Amy's Kitchen
Best Vegan Bakery: BabyCakes NYC
Best Non-Dairy Milk: Almond Breeze
Best Vegan Cheese: Daiya
Best Online Store: Vegan Essentials
Best Veg-Friendly City: New York

Following is a sampling of what VN editors uncovered:

Person of the Year: Bob Harper
Company of the Year: Vaute Couture
Restaurant of the Year: Gracias Madres (San Francisco)
Product of the Year: Gardein
Cookbook of the Year: Viva Vegan!
Media Maven of the Year: Jane Velez-Mitchell
Daddy Warbucks Award: Bob Barker

"These companies and personalities are leaders in the vegetarian industry and continue to push the standard for 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 is available on the magazine's website, VegNews.com.

VegNews, America's premier vegetarian lifestyle magazine, has a readership of 210,000 and is read in 38 countries. Named "Best Lifestyle Magazine" in 2010, 2009, and 2008, "Best Website" in 2009, and one of *Chicago Tribune's* "Best 50 Magazines," the publication has won numerous awards in its 10-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.