

VEGAN MAINSTREAM- MEDIA FACTSHEET

Company: Marketing Services For Vegan And Vegetarian Businesses

Location: La Jolla, CA

Managing Director and Founder: Stephanie Redcross

1. Vegan Mainstream (VM) is a newly formed business on a mission to bring vegan and vegetarian companies into mainstream culture through marketing solutions of all kinds, including public relations, email marketing, social media, integrated marketing campaigns, and lead generation.
2. Vegan Mainstream aims to fill a gap in the billion dollar veg/vegetarian U.S. marketplace by exclusively helping small and medium sized veg/vegan businesses not only market to vegan/vegetarians, but the mainstream.
3. Vegan Mainstream is headquartered in La Jolla, California. Its employees work in California and virtually throughout the United States from Connecticut to Seattle.
4. The company launched in October 2009 with one employee. It now has a team of 10 marketers and 15 writers.
5. Nearly 15,000 social media fans from all over the world follow Vegan Mainstream online.
6. Vegan Mainstream's clients range from renowned authors and skin care companies, to popular vegan chefs, bakeries, bloggers and a variety of other vegan/veg companies.
7. Vegan Mainstream was founded by Stephanie Redcross. As a 5 year vegan she has 11 years of experience working for both small businesses and Fortune 500 companies, including General Electric.
8. Vegan Mainstream was created to help vegan/vegetarian businesses expand their reach beyond existing vegans/vegetarians, but any person looking to lead a healthier lifestyle.
9. Vegan Mainstream offers free marketing proposals so small businesses/potential clients can understand how their company can reach a mainstream audience.
10. Vegan Mainstream was founded with the following notion:
 - 10.1. The word 'vegan' was invented over 65 years ago and while veganism was once considered extreme, going vegan or vegetarian is now becoming a greatly admired and a popular life choice. There's no doubt that 'less-meat-a-tarian' consumers are increasing – but whether vegan, vegetarian or non-vegan, more people than ever insist on buying animal cruelty-free products. Vegan Mainstream uses innovative marketing tools to spread awareness of your animal friendly business to both vegan and non-vegan consumers.



VEGAN/VEG FACTS FOR THE MEDIA

1. How big is the market?
 - 1.1. About 2% to 3% of the population in the world is vegan, accounting for approximately 168 million vegans worldwide. Vegan sales have continued to increase, hitting 2.8 billion in 2006 according to Mintel, a global market research firm. Mintel and natural products industry expert SPINS expect the organic food and drink market to gradually continue to increase sixty one percent between 2008-2012. This growth is giving an extra kick to the expanding business of organic produce and natural foods companies.
2. A 2006 Vegetarian Foods Market Assessment Report found that of 1000 adults over age 16, 12% were vegetarian or had someone in the household who was vegetarian. Of these respondents, 9.9% said they or someone in their house used to be a vegetarian.
3. In 2009, 3% of Americans were vegetarian and about 1% were vegan (Vegetarian Resource Group - "How Many Vegetarians Are There?")
4. <http://www.peta.org/living/alt1.asp> (PETA's list of companies considered "vegan" or "vegetarian.")
5. <http://www.ivu.org/articles/business/index.html> (Additional vegan/vegetarian company list)

