

Vgë Café

Press Kit

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PRESS RELEASE FOR IMMEDIATE RELEASE

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**Vgë Café Opens Mobile Vegan Taco Stand**

**100% vegan Taco stand offers citizens a healthy alternative**

BRYN MAWR, PA – October 22, 2015 - Vgë Café (pron. Vē-jē) is proud to announce the grand opening of it’s brand new, all vegan taco stand “Spicë.” (pron. Spī-sē) The mobile stand is a modern culinary pioneer in the realm of vegan food and offers a new platform for Vgë Cafe to continue its goal of helping people live healthier lives through a delicious and healthy alternative meal. The stand is a maneuver to combat the inaccessibility excuse to eating healthy. Neither food truck nor store front, the stand is in a category of its own, and is reminiscent of traditional taco stands in Mexican cities or a ubiquitous Hotdog stand in NYC.

The stand will feature a small selection of Vgë Café’s menu, serving vegan tacos for $2.00 each. The soft corn tacos include a delightful combination of yam, corn, peppers, kale, mushroom, and onion and are served in a ready-to-go box. The tacos include a selection of organic and vegan salsa’s and sauces for no extra charge, enabling the customer to customize the flavor.

The mobile stand will roam the streets of Ardmore and Manayunk Pennsylvania, using social media to reveal its daily location. Operating from the hours of 12pm – 12am, the stand offers an affordable lunch to late night meal on the go for the numerous locals and visitors seeking a healthy & delicious quick fix. Philadelphia has an abundant food truck presence and the Manayunk and Ardmore neighborhoods have monthly weekend-long festivities that the taco stand plans to attend.

Vgë Café has committed itself to excellence and authenticity for vegan recipes that are free of meats, eggs, or dairy. The recipes make use of whole grains rather than refined; using baking techniques to combat deep-frying; natural sweeteners like applesauce or agave replace refined sugars; and salads include a dark leave mix, richer in anti-oxidants than lettuces. And absolutely no canned vegetables!

**< Backgrounder >**

Upon receiving an alarmingly high cholesterol evaluation, Chef Fernando (originally from Brazil) decided to replace his diet with 100% vegan and vegetarian food. In 2012, after realizing the lack of nutritious and affordable vegan cuisine, he set out to deliver the public an exceptional alternative to fast and quick-casual dining with the founding of Vgë Café on Lancaster Avenue in Bryn Mawr, PA. His recipes seek to replace traditionally fatty and high cholesterol comfort food (like the Philly Cheesesteak) with a vegan substitute for a fraction of the calories and none of the guilt. Fernando, who has an MBA from Penn State and a Culinary degree from Cordon Blue, guarantees that everything he serves is 100-percent vegan, fewer than 500 calories, organic when possible, and made from scratch. Vgë Café also provides different methods of service including an in-store dining experience, delivery, and catering. The restaurant uses sustainable techniques for cooking and disposing.

**< Fact Sheet >**

1. Vgë Café is the only fast casual restaurant that is completely vegan in the Philadelphia area
2. The establishment uses efficient lighting and appliances, recyclable and compostable cups, packaging, bags and utensils, and used reclaimed wood for a custom finish on the ceiling.
3. According to the American Dietetic Association (ADA), people who follow a vegan or vegetarian diet tend to display lower blood cholesterol, lower blood pressure, less chance of getting colon and prostate cancer, and a decreased rate of Ischemic Heart Disease.
4. The menu offers gluten free and kosher options as well.
5. Research reveals that if a man avoids red meats, it improves the sex appeal of his body odor.
6. Chef Fernando was born in Brazil!
7. The menu offers many vegan-ized comfort foods such as Tacos, Gyros and Cheesesteaks

**< FAQ >**

1. What do the taco’s made of?
   1. Yam, corn, peppers, kale, mushroom, and onion
2. Does vegan food really give people more energy?
   1. Multiples studies have shown that people feel an increase in energy after adding vegan meals to their diet
3. How will I be able to find the stand if it is mobile?
   1. Social Media (Twitter, Facebook) will provide updates with the stand whereabouts
4. How much are the menu items?
   1. Many of the single items do not exceed $8.00 making the average meal around $10-$12
5. Can I trust Vgë Café?
   1. All menu items have been Plant Pure certified vegan!
6. What are the original store hours?
   1. Monday - Saturday: 11:30AM to 8:00PM - Sunday: 11:30 AM to 3:30PM
7. Can I franchise a restaurant?
   1. All franchise information can be found at the website www.vegcafe.com

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