



## **Press Release**

**Veganz launches Direct-to-Consumer-Online-Shop for direct sales of Veganz Product Boxes**

**(Berlin, 27 September 2022) Today Veganz Group AG, the only multicategory supplier for vegan foodstuffs in Europe, together with PURO shop s.r.o., a longstanding partner based in Prague, launches the online direct sale of Veganz product boxes at [shop.veganz.com](https://shop.veganz.com). Exclusively for the launch, the Veganz Advent calendar and a specially designed recipe box will be on sale.**

The climate-friendly Veganz recipe boxes contain bestsellers such as Veganz Soy Medallions, Sandwich Spread or Seitan Powder, but also innovative products such as Veganz Thnfish (vegan tuna) and Ohnig Vegan Honey, or the scrambled egg substitute which is currently being launched. In times of high inflation and rising food prices, the boxes will be cheaper than buying all of the products individually. Not only are we helping consumers save money, but we are also contributing to climate and environmental conservation with our products.

The Veganz Soy Medallions, shreds and granules can be used in many different ways. All you need to do is pour boiling water over them and they can then be prepared as desired. In addition, these soy alternatives are rich

in protein and, with 50g protein per 100g product, contain around 30g more protein than conventional minced meat. In the production, transport, and packaging of the soy medallions, for example, only 608g of CO<sub>2</sub> is emitted and 4 litres of water is used. In all four categories of the Veganz sustainability score, they achieve 3 stars - the maximum possible. Our packaging is also plastic-free and can be fully composted.

“Since 2019, food sales in online retail have almost doubled, rising from 1.6 billion euros to 3.9 billion,” says Jan Bredack, founder and CEO of Veganz group AG. “We are pleased that with the new sales channel D2C, we can use our strong brand and high brand awareness to provide our target group with quick and easy access to our products via social media platforms.”

For more information about Veganz and its products, click [here](#).

Images of the products available on request.

### **About Veganz Group AG**

Veganz ([vegan.de](https://www.vegan.de)) – Good for you, better for everyone – the brand for plant-based foods. Founded in 2011 in Berlin, Veganz became known as a European vegan supermarket chain. With a colourful and life-affirming company philosophy, Veganz managed to break into the vegan niche and establish the plant-based nutrition trend on the market. The current product portfolio comprises products for every meal of the day and is available in more than half of all European countries and more than 22,000 points of sale (POS) globally. In addition, the Veganz product portfolio is being continuously optimised to include high-quality, innovative items, and the sustainable value chain is constantly being improved. For this commitment, Veganz was voted Germany’s most innovative food brand in an exclusive 2021 ranking by German newspaper Handelsblatt.

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