SWEET SUCCESS: VEGANS TUCK INTO EGGS AND BUNNIES THIS EASTER

Wednesday 27 March, 2013

Photo-opportunity: Thursday 28 March at 2.30pm
The Vegan Society's headquarters: Donald Watson House, 21 Hylton Street, Hockley, Birmingham. B18 6HJ.
Vegan Society staff and volunteers tucking into (Easter) eggs and bunnies

This Easter vegans (vegetarians who do not eat eggs and dairy or other animal products) will be enjoying a wider range of seasonal treats than ever before. From Easter eggs, to chocolate Easter bunnies and beautiful papier maché Easter eggs made in Kashmir and filled with delicious vegan truffles – vegan treats are as delicious as they are cruelty-free.

The Vegan Society, the educational charity that promotes ways of living free from animal products, is keen to dispel the myth that vegans miss out on seasonal treats such as chocolates and that vegan children never enjoy an Easter egg or a chocolate Easter bunny.

BOOJA BOOJA produces a range of gloriously scrumptious, vegan, organic chocolate truffles in eight tempting flavours. At Easter time these delicious truffles can also be purchased packed in what must be amongst the most exclusive Easter egg packaging in the UK – hand-decorated papier maché eggs made especially for Booja Booja in Kashmir. The boxes become a lovely gift in themselves long after their contents have been quickly eaten! Booja Booja has won 57 awards in its 13 years of trading and produces a gourmet range of delicious chocolates.

MOO FREE offers a dairy free Easter egg made from award winning organic rice milk chocolate. The organic and dairy free Easter eggs are packed in cute Easter egg boxes featuring a cartoon character called Mikey Bunny. These Easter eggs are perfect for children or adults of any age who are allergic to dairy milk, are vegan or simply enjoy fun, quality chocolate.

MULU offers something a little different: an entirely raw chocolate range including a solid raw chocolate Easter egg. Made with Ecuadorian organic raw cocoa butter and sweetened with organic raw agave nectar Mulu's chocolate is suitable for dairy, soya and gluten allergies as well as for vegans and all chocolate lovers. Mulu's raw chocolate is just as delicious as traditional chocolate and is sure to please old and young alike.

"Vegan Easter Eggs, chocolate bunnies, delicious truffles and even raw chocolate are all readily available in supermarkets, independent health food stores and by mail order. There are plain chocolate and milk chocolate alternatives, products perfect for children and those that would make a fabulous, cruelty-free Easter gift for adults too," says Jasmijn de Boo, CEO of The Vegan Society. "Some of these products are award winners in their sector and not just for 'free from' products. You don't need to be vegan or allergic to dairy products to enjoy these delicious Easter treats."

Along with nearly 450 other companies, Booja Booja, Moo Free and Mulu have registered their products with The Vegan Society. The Vegan Society's Trademark scheme promotes vegan products and services through our widely-recognised and trusted Sunflower symbol. The symbol appears on thousands of animal free products and is also used by catering businesses that have been registered with The Vegan Society.

ends

For more press information or interviews please contact Sam Calvert: media@vegansociety.com / 01782 505430 / 07957 042050.

Note to editors
The Vegan Society, founded in 1944, is a registered educational charity (no. 279228) that provides information and guidance on various aspects of veganism, including to new and potential vegans, caterers, healthcare professionals, educators and the media. Visit The Vegan Societyfor more information.

Media:









Related Sectors:

Children & Teenagers :: Food & Drink ::

Related Keywords:

The Vegan Society :: Vegans :: Booja Booja :: Moo Free Chocolate :: Easter Eggs :: Dairy Free :: Moo Free Chocol ::

Scan Me:

Company Contact:

The Vegan Society

T. 01215231738
E. media@vegansociety.com
W. https://www.vegansociety.com

Additional Contact(s):
Out of hours: 07593 129599

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.the-vegan-society.pressat.co.uk