The Vegan Sector Is Booming And Its Communication Evolves.

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According with the Good Food Institute and the Plant-Based Foods Association (PBFA), **plant-based retail sales reached $7 billion and grew 27 percent over the past year—almost two times faster than total U.S. retail food sales**. No wonder that communication in the vegan sector is becoming more specialized.

Vegan Clicks is a boutique food photography service that focuses on creating the irresistible urge to taste the portrayed plant-based dish.

The idea is by Italian photographer Enzo Dal Verme, a gourmand who turned vegan 38 years ago and has experienced firsthand the evolution of vegan products. He is mainly known for his celebrity portraits and stories published in Vanity Fair, l'Uomo Vogue, Elle, The Times, GQ…

So, why food photography now?

"I had a strong desire to work for ethical companies", he says, *"I wanted my images to have a positive impact and support the development of a cruelty-free lifestyle. That's why I decided to use my experience to promote ethical products. We are living in turbulent times and I believe it's crucial to decide if we want to be part of the problem or part of the solution: I am doing my bit. My biggest fulfillment is knowing that my pictures inspire someone to shop ethically and make a difference."*

Milan-based Vegan Clicks is set up to **work remotely with clients**, no matter where they are in the world, to create images tailored to appeal to their chosen audience.

Vegan customers, in fact, are not all the same. There are **ethical foodies, fitness enthusiasts, environmentalists, flexitarians, vegan gluttons**…

Having worked for 20 years with fashion magazines, Enzo knows how to create images with strong visual impact. On top of that, he used to own a PR firm where, among other things, he launched food and beverage products in coordination with his clients' marketing departments.

With this new adventure, he and his small team of experienced collaborators are eager to help vegan businesses reach out to a larger market and flourish.

"Do you want to attract more customers? Show them photos that make them hungry."

Vegan Clicks is also a blog with articles on visual brand marketing specific to the plant-based market. The first one is: "2021 Vegan Trends: turbocharge your business using effective visual content".

To download images and more info, please visit the Newsroom.

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