

Press Release



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### **New Vegan Search Engine vegi.style Launches**

Mainz (02 June 2016) – There’s now a vegan search engine that is about to make your life a whole lot easier. The vegi.style search engine is ready to launch, boasting the ability to turn your internet search into a well focused, cruelty free experience. No matter what you’re looking for, vegi.style will bring you all the information it has with a vegan twist.

#### **What is vegi.style?**

In short, vegi.style is the World’s first vegan search engine. Featuring a search bar just like most engines, you can type in anything from beauty, fitness and health to fashion, travel and cooking and get results that are 100% filtered for vegans. Looking for a Philadelphia bakery with cruelty free cupcakes? Simply typing in “Philadelphia cupcakes” will yield results that are automatically vegan friendly. Further research isn’t necessary and all of the guess work and stress is taken out of the picture. You can use this engine to narrow down search results catered specifically to your needs or consider it a tool for finding vegan events and social gatherings all over the world. vegi.style also works to provide search results connecting users with high quality information as well as relevant blogs. One special feature of the site is the link with Facebook that shows searchers how popular a certain website, restaurant, shop or business is with people in their social network. The site is also going to be ad free in order to allow users to search without being bombarded with calls to buy something.

#### **Why is it Important?**

Veganism has been around for decades. While it used to be looked at as a “hippie” concept or reserved for only the wealthy, veganism is now becoming more mainstream. With the revolutionary powers of the internet to bring education and information, this new vegan search engine is aiming to bring access to the vegan concept and lifestyle to everyone. And, most importantly, it makes becoming and staying a vegan much more simple, convenient and achievable.

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