

- **V - PICTURES**

- **V.I.P VEGAN LOUNGE**

- **A PLANT BASED TAPAS & SCREENING ROOM WITH PROJECTORS AND FLAT SCREEN TELEVISIONS FOR THE A-LIST ENTERTAINMENT INDUSTRY TO SHARE A CELEBRATORY MEAL & TOP SHELF BEVERAGES**



Vegan and vegetarian lifestyles are being embraced by more people, including Tinseltown celebrities. GETTY IMAGES

FORBES Aug 21, 2019

VEGAN RESTAURANTS ARE ON THE RISE

Thanks in no small part to the plant-based innovators at Quorn, Morningstar Farms, Beyond Meat, and Impossible Foods, vegan options are around these days. Indeed, with the release of Quorn's Imposter burger at KFC, Del Taco's Beyond Burritos, White Castle's Impossible Sliders, Burger King's Impossible Whopper, and Carl's Jr.'s charbroiled Beyond Famous Star, the days of vegans settling for substandard meals of french fries and side salads seem to be long gone. Even major league baseball stadiums, like Kauffman Stadium in Kansas City, Missouri and Globe Life Park in Arlington, Texas, now offer a healthy variety of vegan and vegetarian eats.

Considering U.S. consumers spent nearly \$1.9 billion on plant-based milks in the last year and an impressive \$3.3 billion on plant-based foods in 2018 — and the number of vegans in the United States jumped from 1 percent in 2014 to 6 percent in 2017, while an estimated one in three Americans now identify as “flexitarians,” with potentially even more embracing a “reducetarian” lifestyle — the growing number of vegan dining options at chain restaurants makes perfect sense.

But what's just as impressive — and incredibly encouraging for those concerned about animal welfare issues, the serious health risks linked to eating too much meat, and the ever-growing environmental cost of meat and dairy — is the rise in vegan restaurants.

There's been a 600% increase in people identifying as vegans in the U.S. in the last three years. According to a report by research firm Global Data, only 1% of U.S. consumers claimed to be vegan in 2014. And in 2017, that number rose to 6%.]

A 600% increase in veganism in the U.S. in only 3 years is a staggering statistic. It's pretty obvious that more and more people are moving toward a plant-based lifestyle.





V PICTURES LOUNGE

The image shows a modern lounge or bar interior. In the foreground, there is a long bar with several high-top stools. The bar area is illuminated with warm, golden light. In the background, a large wall is covered in a grid of small, glowing blue LED lights, creating a digital or data-like aesthetic. The overall atmosphere is contemporary and sophisticated.

VEGAN
LOUNGE

