

VBITES OPENS POP UP CAFÉ IN VIENNA

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A new pop up takeaway serving award-winning plant-based foods from ethical food firm VBites (<http://www.vbitesfoods.com>) has opened in Vienna, Austria.

Located in the busy Mariahilferstraße 101 shopping area, the 'vegan to go' takeaway is open six days a week and offers a selection of vegan foods along with vegan beers and iced tea.

Visitors to the pop-up can choose from the delicious VBites meat-free pizzas, burgers, fries and wraps along with Thai curry soup and salad.

Stand out options include the vegan doner kebab featuring VBites' meat-free 'lamb' as well as hoisin 'duck' wrap.

The first of VBites' expansion into Europe, the potential franchise is initially set to run for two months and could become a permanent fixture if it proves a success, according to Paul-Josef Colloredo-Mannsfeld, a potential franchisee and promoter of the vegan takeaway.

"Vegan food is really booming worldwide," he said. "With VBites we have a strong and established partner. If the pop up is successful, we plan to establish a year-round business. Feedback so far has been extremely positive."

All VBites foods are made from 100% natural plant-based ingredients and free from animal products/derivatives, cholesterol, lactose, hydrogenated fats, artificial colours and GMOs, so suitable for vegetarians, vegans, people who are lactose or casein intolerant, meat reducers and those looking for healthier and more ethical lifestyles. Many VBites foods are also kosher and halal approved and pareve.

The VBites 'vegan to go' takeaway is open from 10am till 8pm, Monday to Saturday. There is also a small pub garden for those who want to 'eat in'.

For more information about VBites Foods, please visit www.vbitesfoods.com

For information on VBites cafes, visit www.vbites.com

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For further information, please contact:

Tracey Williams, PR for VBites Foods,

tracey.williams@twpr.co.uk

or VBites at

info@vbites.com