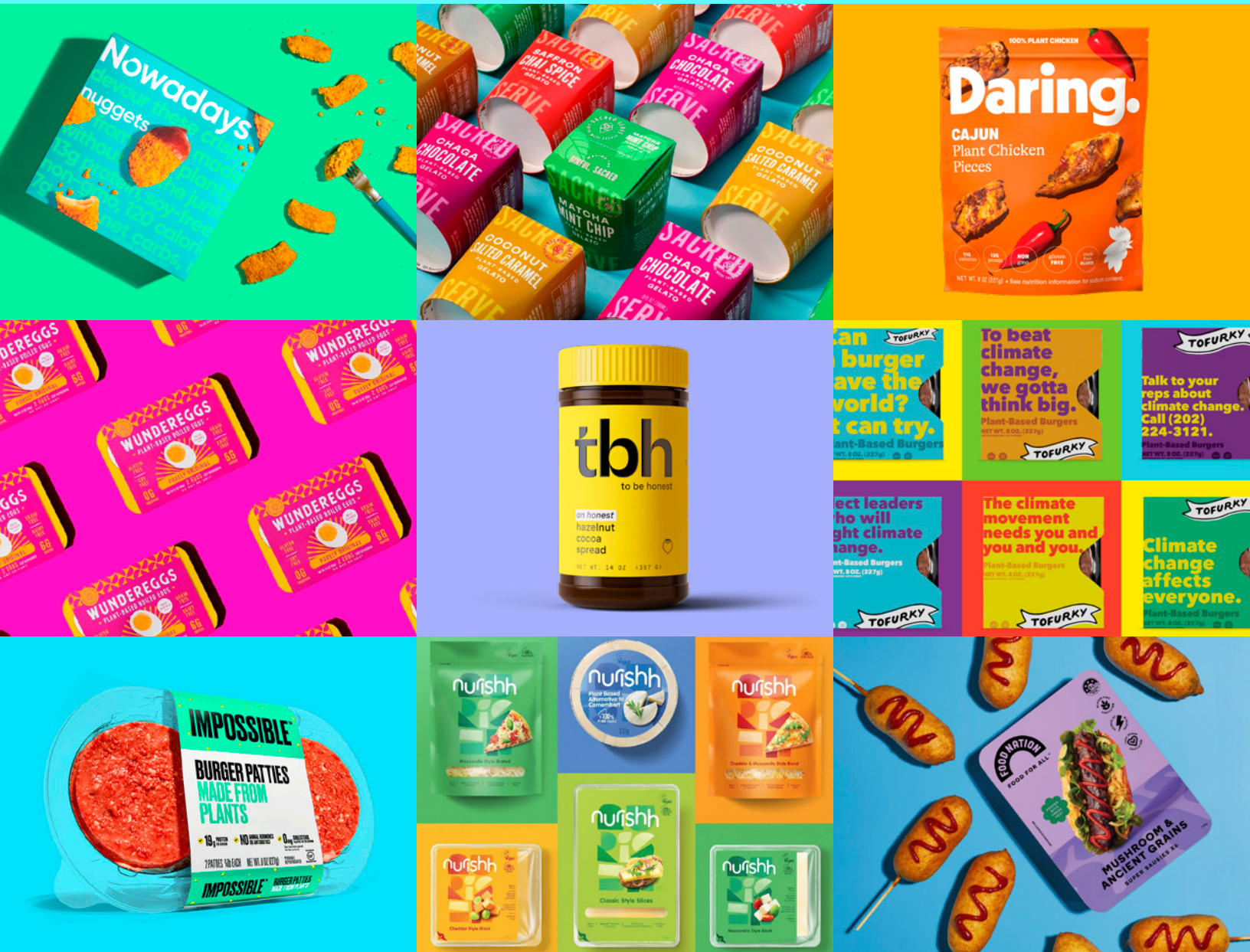


WIBRANT VEGAN!



In the past, vegan food and culture seemed rooted in earthy tones, “natural” kraft paper packaging, and straightforward brand names. With the increasing interest in a vegan diet, and new players on shelf, plant-based brands are boldly taking up visual space and energy with bright, design forward packaging, clever, confident names, and smart typography. Many packages have subheads stating “made from plants” and others use their real estate to encourage sustainable, climate saving actions.