



www.veganway.me

Veganway





658.2 Mn

Globally gluten sensitive population, a target segment ready to be served with food items that they need and want

27%

Children and snacks are a match made in heaven, 27% of their daily calorie intake comes from snacking. Can we let them consume the greasy, high sugar, gluten rich snacks available in the market?

80/20

With 80% of our health maintenance stemming from diet intake, it is essential to keep clean food choices





UAE's Healthy Snack Industry

"The next 5 years will be significant for the Health & Wellness and Food & Beverage sector due to health-focused government regulations and rising consumer awareness impacted by social media and worldwide connection."

70.8% of world population identifies clean snacking as healthy.





Want to Find A Healthier Solution?

to all your cravings. Come snack with us



Choose the **Veganway**

Snacking made Healthier and Cleaner



H ealthy and made appy



Veganway at its core is a clean, vegan and gluten-free snack and eatables producer which aims to healthify eating habits around the globe!

What is the Motivation Behind Veganway?

Identifying where the Industry blossoms and where it fades.



Realizing Why do We Snack

In 2020, 45% of global survey respondents snacked to reward themselves. 42% nibble to relax; 37% munch for 'me' time

The Market Flooded with Misleading Promotions!

Children and adults alike have fallen for advertising promoting harmful treats as healthy. In fact, Children aged 4 to 6 years believe a product tastes better if it has a cartoon character on the pack

Unhealthy Snacks Become the Source of Obesity

High-calorie snacks induce childhood obesity. Chips, candy, and other snack foods make up 27% of children's daily caloric consumption for children, age 2 to 18

Is There a Way to Snack Healthy?

We can get the fun of snacking without having to worry about how they are made and what they contain if only we had confidence in who is producing our eatables

How Veganway Came Into Being...

Who we are at Veganway

At Veganway, our mantra is “**HEALTHY, HANDMADE AND HAPPY**”. We offer freshly made products with healthy ingredients..

Inception

Rashmi Agarwal, the founder, turned vegan back in 2013 after reading about Animal Cruelty. She started blogging about veganism and was later appointed as the Vegan Ambassador for Dubai by Happy Cow

Beginning of the Label

Under the Mylky Way label, almond milk was launched in 2019. After milk, almond pulp was leveraged to produce energy bars. Cookies, granola, nut butters, energy bars and protein bytes followed, casting a revolutionary snacking spell!

The journey since then

Covid-19 is largely responsible for the evolution of Mylky Way into Vegan way. The logo is a permanent representation of the vegan way of life. A classic look with a contemporary twist



Mission

Veganways' MISSION is to provide healthy snacking options and be known as the trusted brand for vegan production

Vision

Veganways' VISION is making healthy way of life accessible to everyone



Veganway's Entry into the Vegan Snacks Market



Addressing almost **10 Million People**
and getting involved in the habit of
healthy and vegan snacking



**Gluten free and Fiber Rich driving
home the idea of a healthy snack**

*(With 0% gluten levels and 15-20%
Fiber content, we are the answer to
your snack cravings!)*

**Longer Shelf life so your healthy
snacking habits last longer**

*(A proven shelf life of 9 months as
opposed to the industry average
of 6 months)*

**No harmful chemicals or additives
and a clean method of production**

*(Our products are either baked or raw
with no animal based ingredients at all)*

Take a Look at what Veganway has in its Catalogue




**Bakery &
Meal Items**



FLAVOURS

MultiSeed



Sorghum Millet



Almond Flax



FAVOURITES







FRESH BAKERY



CUSTOMIZING YOUR JUICES & SHOTS

Individual
Products
are not all
that we
offer!



Gift Hampers

Who are our clients



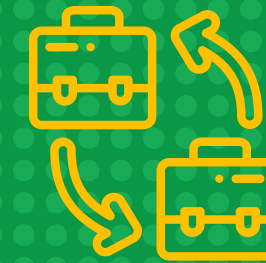
B2C

All products are directly made for the consumers and distributed through our own and other platforms



B2B

Bulk production of all products for meal plans/café/restaurants/hotels



White Label

To save the hassle of production, Vegan way can take care



Meet the Founder

Rashmi Agarwal

Over 9+ year worth of professional experience in banking, investment and business along with 6 years into interviewing, writing blogs, reviewing and finally selling vegan products under her own brand VEGANWAY

Education Qualifications:-

Masters in Finance from Sri Guru Ram Rai P.G Degree College, Dehradun.

Bachelors in Economics, Statistics & Economics from Rajasthan University

Key Expertise

- Certified Sales Professional – Citi Bank
- Person in Charge: Food Safety – Dubai Municipality
- Anti financial crime Professional – ACAMS
- Cross Selling, Risk Management, Relationship Management



Rashmi Agarwal
Founder



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