

Vegan businesses never looked **this good.**

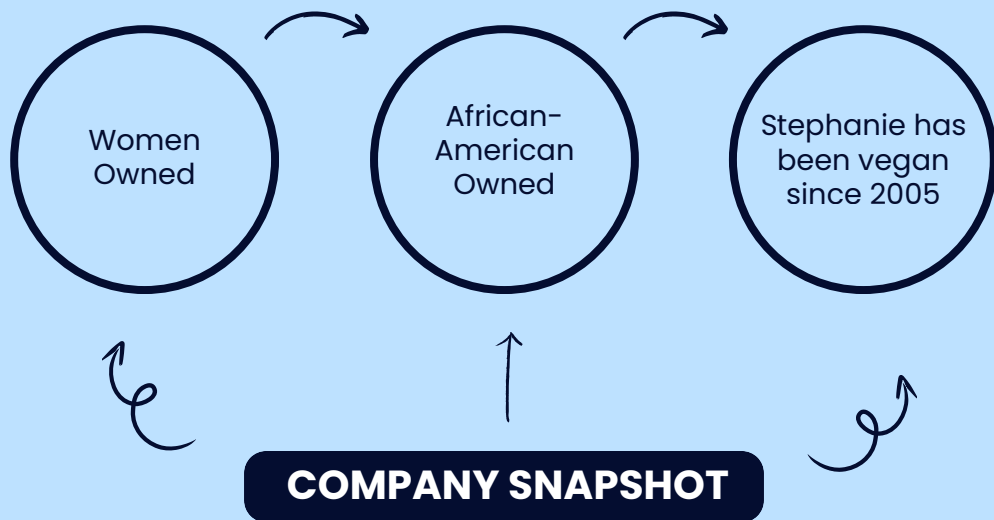


What is Vegan Mainstream

Vegan Mainstream provides business coaching, consulting, and training for vegan entrepreneurs, authors, chefs, trainers, and business owners, helping them launch and maintain successful ventures daily.

@veganmainstream
veganmainstream.com





Vegan Mainstream has been helping vegan entrepreneurs and business people since 2009. Headquarters are located in Kissimmee, Florida, but our team is international, and we travel across North America to share the message and expertise of Vegan Mainstream.



Stephanie Redcross West

FOUNDER



ENTREPRENEUR, PUBLIC SPEAKER, VEGAN BUSINESS OWNER

In 2009, Stephanie started developing tools, training, and support for the brave individuals who identify themselves as Vegan Professionals – those starting and running vegan businesses all over North America, and beyond. With over 15 years of marketing experience with small businesses and Fortune 500 companies, she was fully equipped to help them succeed.

Since then, Stephanie has been a frequent speaker at vegfests, conferences, and her own bootcamp series. Through these types of engagements and her day-to-day work with Vegan Mainstream, she inspires others to turn their vegan passion into successful businesses. She is a leader who promotes the concept that there is room for all types of vegan business owners, not only those developing and selling food-related products. We need vegan carpenters, fashion designers, accountants, and more.

Known for her impactful one-on-one consulting and business coaching services, Stephanie's clients testify to how much their work with Vegan Mainstream has transformed their businesses. In an effort to make her services available to more people and practical for busy vegan entrepreneurs, in 2014, Stephanie started offering online and team-training programs.



What IS a “vegan” business?

A vegan business is defined by the person/people running it,

and the intention behind the business. It may sell vegan products or services, promote the ideals of veganism, or simply be vegan because of the people running it. We know that people are what make a business special. So, although people may first think of a vegan business as a restaurant selling vegan food, or a clothing company selling vegan apparel, we believe that ANY business can be vegan if the people who run it operate in a vegan way.

This means, for example, that you can have a vegan graphic design company or a vegan financial advisor. The fact that the people running these businesses are vegan allows customers/clients to feel confident in the ethics and principles behind the business. Someone might choose a vegan graphic design business, not only because the company does fantastic work, but also because they know their money supports people who uphold vegan values. Similarly, a client might choose a vegan financial advisor knowing that person can provide expertise in funds and investments that don't exploit animals.

Understanding what a vegan business really is requires a mindshift, and an exercise in seeing the entire business world in a whole new way. ~S

Our mission

Our mission is to bring vegan entrepreneurs together.

By helping them to reach further into the non-vegan sphere, always moving us closer to a reality in which veganism is mainstream.

veganmainstream.com
@veganmainstream





FREE BUSINESS COMMUNITY SERVICES

Free training & more



Vegan Business
Interview Series
(Live Stream &
Podcast)



Vegan
Mainstream
Village (online
community)



Accountability
Buddy Program



Free On-Demand
Webinars



Downloadable
Vegan Business
Guides



Social Media Services

Strategic Social Media Support for Vegan Entrepreneurs

IG Reels & Youtube Shorts

Our video editing service provides tailored, professional editing for vegan businesses and influencers, including consultations and video marketing support for maximum impact.



Social Ads

Boost your brand brilliance with targeted ads. Let our ad magic fuel your brand's presence on Facebook, Instagram, and YouTube.



Social Media Management

Social media service helps vegan businesses build their online presence through strategic planning, content creation, and community engagement, with analytics to track performance.





Marketing Services

Practical Marketing Solutions to Grow Your Vegan Business

Brand Starter Kit

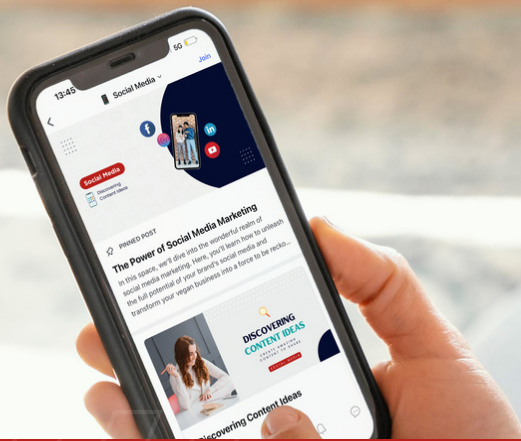
A Brand Kit is your roadmap to consistency and recognition. It's more than just fonts and colors—it's the soul of your brand, ensuring that every interaction your customers have feels like you and is infused with your brand's unique personality.

Website Design

Vegan Mainstream's website design service creates custom, user-friendly websites for vegan businesses and influencers. They focus on aesthetics, functionality, and brand alignment to ensure a cohesive online presence.

Website Refresh

Our website refresh service updates and enhances existing websites for vegan businesses, improving aesthetics and functionality. We provide comprehensive support to ensure a modern and effective online presence.



SKILLS

Online Training Community

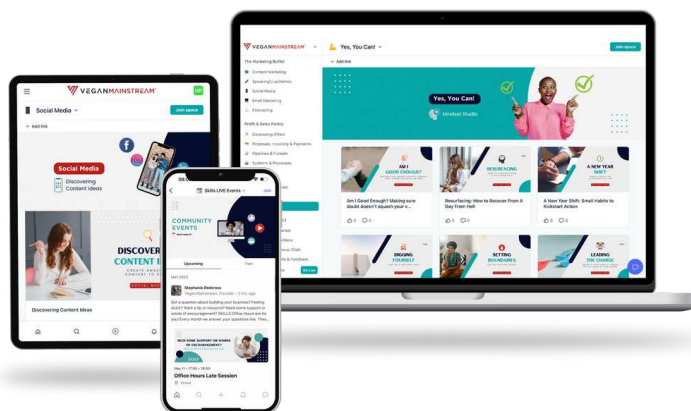
A Community of Vegan Entrepreneurs Learning and Growing Their Business Together

Our Community:

Picture a place where you can connect with other vegan entrepreneurs, learn and practice new skills to grow and scale your business, take courses to level up your knowledge, ask questions, and get live feedback from industry experts, and much more.

That place is SKILLS.

If you are ready to take your vegan or plant-based business to the next level, come join us today!



SKILLS is more than just online learning.



RFS

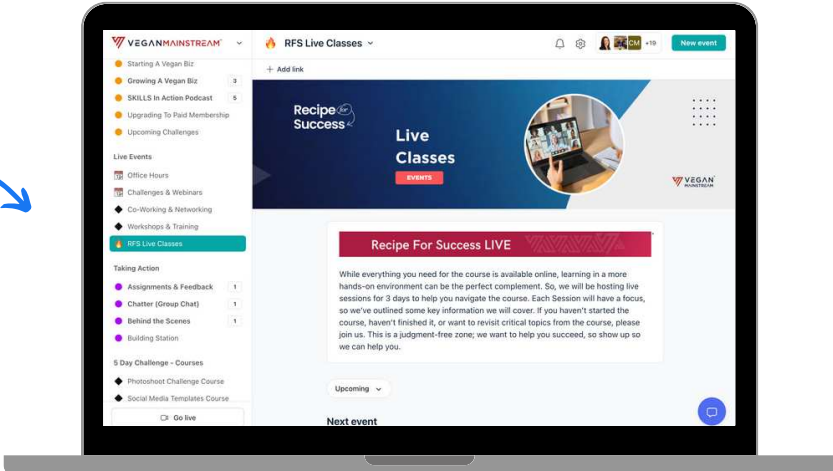
Recipe For Success

If you want to help fellow vegans cook healthy meals and run a profitable business, this course is for you!

Beyond the basics:

The "Recipe for Success" course guides you in empowering vegans to cook healthy, delicious meals while building a profitable business. It covers key strategies for creating engaging content, marketing effectively, and scaling your business. The course includes practical lessons and tools to apply your knowledge. Additionally, you'll gain insights into maintaining a thriving and impactful vegan business.

Are you ready to get started creating the business of your dreams?



Testimonials



Having Stephanie in my corner was the best business decision I made in 2018! With her expert guidance, I ran a hugely successful first-time launch with an affiliate partner for my flagship course. Her skilled coaching and hands-on support make her one of my go-to resources for getting things done. If you want your operations organized, your marketing laser-focused, and your bottom line increased, I wholeheartedly recommend Stephanie with Vegan Mainstream.

~Katie Mae, The Culinary Gym



Stephanie Redcross is wonderful to work with. Not only is she a brilliant business strategist but she has a broad range of knowledge and delivers proven results. Without her help we would not have been able to grow our annual HealthFest from less than 200 attendees to almost 600 in just a few short years. She's worth every penny and then some, plus, she is an absolute joy to work with on a personal level.

~Mandy, HealthFest



I had the pleasure of working with Stephanie Redcross to help me with a variety of my business needs. It's quite amazing how many areas of expertise Stephanie has – and not just on the surface. She was able to help me with questions I had about overall business strategies, as well as marketing, online courses, email campaigns, and event organizing. But more than her technical skills, Stephanie blows me away when it comes to how present she is, how well she listens, how well she understands. Her follow-up is incredible, her professionalism is impeccable, and her compassion is authentic. I can't recommend Stephanie highly enough.

~Colleen Patrick-Goudreau, author, speaker, podcaster

GROW YOUR **BUSINESS WITH US**

We help brands to harness the power
marketing.

