

# VOGUE

“Going vegan before Coachella like Beyoncé? You’re not alone. According to a report by research firm Global Data, there has been a 600 percent increase in people identifying as vegans in the U.S. in the last three years. In 2018, more plant-based food, dairy, and meat supplement companies are cropping up to better serve the demographic than ever before...

Like Beyoncé, or Tom Brady (who mainly eats a plant-based diet) a support system is key when taking control of what you eat. And while not everyone has their own personal traveling chef or life coach to make them homemade kale chips and fresh green juices there are plenty of books, recipe blogs, cooking classes, and food delivery services worth saving up for that do the heavy “elevated food” lifting for you, Shapiro continues. There is **Euphebe**, which offers freezer-friendly prepared meals and a food coach for 28 days.”

**[VIEW FULL ARTICLE HERE](#)**

- Amy Shapiro, Real Nutrition NYC, for Vogue.com