

media release



unique Italian vegetarian café opening soon on Lygon St, Brunswick East

vege2go™ is an Italian vegetarian café and take-away outlet offering a healthier, more ethical alternative to processed, fat-laden fast food. With a grand opening taking place on 11 February, it has already received a hugely positive response, and is set to launch with a bang.

Little over one year ago, it was no more than an idea – a healthy vegetarian fast food store that would be accessible to the mainstream.

One Italian family in suburban Melbourne, frustrated with the lack of familiar vegetarian food, had the courage to take on the creation of a business that is as inspiring as it is innovative – thus **vege2go** was born.

“What’s so exciting about this is that it’s so unique,” says Maria Grazia Perfili, one of the managing directors of **vege2go**. “Whilst many great vegetarian restaurants embrace the principles of the slow food movement, sometimes people need something that is quicker and more convenient, yet healthy at the same time.

“What’s more, most vegetarian food is Indian or Asian, without much variety beyond that. It’s great that **vege2go** takes the best of both worlds – the great flavours of Italian cuisine with the benefit of being free of meat!”

The menu is largely comprised of the family’s own traditional recipes, adding an authentic touch. Half the menu is vegan, and there are also many gluten-free options to choose from. The family is looking forward to opening on 11 February.

“Not only do we get to go to work each day knowing that we’re participating in an ethical, environmentally sustainable, life-enhancing venture – our customers will be able to rest easy, too.”

The vege2go™ grand opening will be taking place at their newly transformed premises at 452 Lygon St, Brunswick East, on Monday 11 February 2008 from 11am. Visit the website at www.vege2go.com.au or view the MySpace profile at www.myspace.com/vege2go to know more.

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