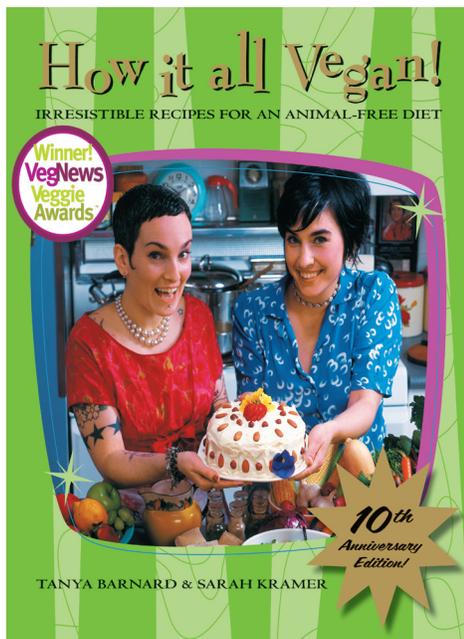


10th Anniversary Edition

HOW IT ALL VEGAN!

Irresistible Recipes for an Animal-Free Diet

The book that changed everything!



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\$24.95 CDN/TRADE PAPER

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Since it was first published in 1999, *How It All Vegan!* has become a bible for vegan cooks, both diehard and newly converted; its basic introduction to the tenets of vegan living and eating, combined with Sarah and Tanya's winning charm, made it an essential cookbook for anyone considering eschewing animal products from their diet. **It won VegNews' Veggie Award for Best Cookbook twice**, has been **reprinted fourteen times**, and spawned several successful sequels (including *The Garden of Vegan*, *La Dolce Vegan*, last year's *Vegan à Go-Go!*, and most recently, the *Go Vegan! 2010 Wall Calendar*).

In the ten years since *How It All Vegan!* was first published, however, veganism has "come out of the closet," and is now considered a legitimate diet and lifestyle not only for those wishing to improve their health, but also those who care deeply about the welfare of animals. This tenth-anniversary edition includes new recipes, as well as updated information that better reflects the new vegan reality; it also includes a color photo section and a new introduction by co-author Sarah Kramer, who speaks personally and passionately about the impact of veganism on her life over the past decade.

With this tenth anniversary edition, Sarah and Tanya's fans can find out "how it all vegan" all over again!

Sarah Kramer and Tanya Barnard

Sarah Kramer was named "The World's Coolest Vegan" by *Herbivore* magazine. In addition to writing cookbooks and maintaining her popular website *GoVegan.net*, she also owns/operates *Tattoo Zoo* with her husband in Victoria, BC. Tanya Barnard is the mother of a newborn son and lives in Kelowna, BC.

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SARAH KRAMER, VEGAN SUPERSTAR

“What Mick Jagger is to rock ‘n’ roll, Sarah Kramer is to the vegan lifestyle.”

—*Bust magazine*



Sarah Kramer is a world-class vegan cookbook author, photographer, tattoo shop owner, and animal lover. Her fun kitschy, retro style is adored by fans from all over the world and has made her into one of the best-selling vegan authors on the market.

Sarah's books have sold a 1/4 of a million copies! Her first two books, *How It All Vegan!* and *The Garden of Vegan*, co-authored with Tanya Barnard, won the Veggie Award for favorite cookbook of 2003 and 2004 by *VegNews Magazine* as well as Favourite Cookbook Author in 2005. Sarah was declared “The World’s Coolest Vegan” in a cover story by *Herbivore Magazine* and her first solo cookbook, *La Dolce Vegan*, is in its 5th printing. Her best-selling travel book, *Vegan à Go-Go!* released in 2008 was selected as 2008 Veggie Award Winner, “Comeback of the Year” by *VegNews Magazine* and won the Libby Award (PETA) for Best Cookbook. Sarah's *Go Vegan 2010! Wall Calendar* will be in stores this summer. Plus, the 10th Anniversary edition of *How it All Vegan* in Fall 2009!

Sarah believes that Veganism is not just about food, but is a positive compassionate lifestyle choice. She believes the choices we make, however small (from the food that we eat to the shoes that we choose to buy) have a direct impact on how the world turns. Never one to bash people over the head with an aggressive message, Sarah believes that it only takes one tiny spark to start a fire and she has a pack of matches and is ready to burn!

Long before social networking was part of the marketing mix, Sarah cultivated a global audience of hardcore vegans and not so hardcore wannabes. Through her website (GoVegan.net) and daily musings on her blog (<http://sarahstourdiary.blogspot.com>), she shares her unquenchable joie de vivre and passion for living a positive and compassionate vegan lifestyle. She also owns/operates Tattoo Zoo with her husband Gerry in Victoria, BC Canada.

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PRAISE FOR SARAH



How it all Vegan

Written with sass, style, and a sense of humor. More than just a cookbook. . . .

—*Bust*

Fun, educational, accessible and tasty!

—*Impact Magazine*

The Garden of Vegan

[Sarah and Tanya] teach the world at least two things: that being a vegan can be loads of fun and that vegan food is to die for.

—*VegSource.com*

. . . Barnard and Kramer give a taste of the vegan life, and show how sweet (and savory) it can be.

—*Northwest Palate*



La Dolce Vegan

More than any other vegetarian cookbook author, Kramer has charmed the whole of a movement with her accessibility and mystique.

—*VegNews Magazine*

This book is not only a treasured collection of recipes, but is also full of imaginative treatments for living life in the happy zone.

—*Vegetarians in Paradise*

Vegan à Go-Go!

Kramer shows off her glam-punk style throughout the book and takes an informal, heart-felt approach to her writing.... [Her] recipes are approachable and fun.

—*The Kitchn.com*

Snacks like Righteous Orbs and Chocolate Nut Energy Bars are the perfect pick-me-up for foodies traveling by train, plane, car or foot and on a budget.

—*E: The Environmental Magazine*

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