

AVE Press Information 2015

Absolute Vegan Empire – A success story built on commitment, innovation and sustainability

Absolute Vegan Empire (AVE) is Europe's first vegan wholesale distributor and a pioneer in 100% plant-based foods. Acting on his personal commitment to an animal-free lifestyle, company founder Tobias Graf established AVE in 2001. The company's name was inspired by the animal rights group Absolute!. Through its work, AVE aims to help safeguard the welfare of all living things.

Over the course of 15 years, AVE has become an internationally active player and a champion of sustainability. The company currently has 70 employees, a close network of like-minded external partners and more than 5,000 active customers around the world. In keeping with AVE's adherence to its guiding principle of sustainability, the company promotes local products, producers and suppliers while cultivating long-term customer and supplier relations. Since the death of Tobias Graf in 2014, his widow Heike, the owner of AVE, has headed the company, together with General Manager John Gahlert. As market leader, AVE will continue to drive developments, delivering new products to meet the growing demand for vegan foods and fostering sustainable eating around the world.

AVE offers wholesalers a comprehensive full range of more than 800 products for a vegan lifestyle. Of these offerings, some 40 percent are already certified organic products, and this share is slated to grow. In 2004, AVE's diverse range of innovative, high-quality products was expanded to include the company's own vegan brand, VANTASTIC FOODS. In addition, AVE markets 12 successful exclusive brands of plant-based foods from around the world, including the innovative egg substitute MyEy and premium chocolate bars from GoMaxGo, as well as more than 80 other leading brands.