

**The Vegan Digest**  
**Visual Appeal with Authentic Taste!**  
**(Issued as Original Open-Source Content for Consumers and Investors)**

The Vegan Digest (TVD) identifies outperforming, continuously-operating and readily-investible, plant-based firms based in the United States. These plant-based firms are identified because their restaurant-worthy recipes achieve exceptional visual appeal and highly compete with their authentic non-vegan inspirations. These culinary innovators are listed as follows;

**VeGreen** - Atlanta, GA (mid-stage capital investments)

**TVD Menu Insight:** VeGreen's 'Sushi Roll Menu' alone can be spun out based on depth of menu items as well as quality of recipe development. VeGreen meat, rice, and noodle dishes are on par with any enjoyable Asian-fusion restaurant in the United States. VeGreen's entirely plant-based sushi roll menu items are culinarily innovative and delicious. Established with three restaurant locations along with identifiable overhead and operational costs, TVD classifies recommendable investments into VeGreen as mid-stage capital investments.

**Calaveritas Taqueria** - Atlanta, GA (early-stage capital investments)

**TVD Menu Insight:** This is a feel good, eat-clean, unbelievably delicious Mexican affair. A must-invest for preparational know-how and for personnel knowledge-base, if interested in scaling Mexican plant-based quick-service restaurants throughout the United States. Calaveritas Taqueria established continuous operations with highly manageable overhead and operational costs and so TVD classifies recommendable investments into Calaveritas as early-stage capital investments.

**Monty's Good Burger** - Los Angeles (LA), CA (mid-stage capital investments)

**TVD Menu Insight:** Burgers, Fries, and Shakes. This modern-diner menu is easily better than most non-vegan restaurant chains that serve American classic entrees and desserts. They are also well-known on the LA scene with a strong social media following and well-established promotional campaigns. Monty's capitalizes on mobile food trucks that attract long lines (perhaps exceeded only by the food truck lines of the somewhat-comparable albeit wider-located 'Slutty Vegan' restaurant group). They also operate at music festival events held on the United States' west coast within reasonable distance from their several Los Angeles restaurants. Monty's continuous operations in a highly competitive LA market environment, along with identifiable overhead and operational costs, is why TVD classifies recommendable investments into Monty's Good Burger as mid-stage capital investments.

**Jerrell's BETR BRGR** - New York City (NYC), NY and North Jersey, NJ (mid-stage capital investments)

**TVD Menu Insight:** Burgers, Fries, and Shakes. This edgy New York City brand backs up their flair with highly desirable and craveable eats! Their strong following in the heart of Manhattan where they've carried out a substantial part of their many operating years along with their North Jersey presence make Jerrell's a proven restaurant operator. Furthermore, a public-facing founder and brand namesake adds to visibility of the Jerrell's BETR BRGR core values as well as the brand's core competencies. A mature brand-recognition in the vegan community as well as an established operational presence over the years in a highly competitive NYC market environment is why TVD classifies recommendable investments into Jerrell's as mid-stage capital investments.

**Vegan On The Fly** - New York City (NYC), NY (early-stage capital investments)

**TVD Menu Insight:** VOTF offers a unique yet established concept that's proven in the US and Europe. Their halal-style Mediterranean eats along with select classic American sandwiches and desserts, offer a balanced menu to New Yorkers. They also cater to customers beyond New York City with a variety of additional customer-facing platforms including a food truck. Notwithstanding VOTF's highly competitive market environment for its NYC restaurant location in the heart of Manhattan and its additional customer-facing touch points operating outside NYC, TVD classifies recommendable investments into VOTF as early-stage capital investments.