

Hey !

You've just opted into our email list – woop! Time to grab the beverage of your choice (vegan, of course) and raise a glass. You've just taken your first step to making vegan easier.

Let me introduce myself.

I'm Josh and I started Alleway's Confectionary. For years I acknowledged that veganism is the way, but I never made the switch due to two preconceptions:

- I couldn't afford it
- I couldn't easily find vegan products

That's why I started this little sweet shop in Birmingham – to make vegan easy for everyone.

Can I be honest with you?

I'm not a vegan.

Yet.

I'm still on my journey, trying different recipes, and wondering if they'll ever create a sound-enough meat alternative. And that's what this email list is about: sharing our journey to living an easy vegan life.

Here's what to expect:

Sundays, you'll receive a weekly catchup of the latest news in the vegan world. It's great if you want to stay on top of things.

Mondays, your weekly email-only offer flies into your inbox. You get 7 days to use it before you lose it.

Wednesdays, we publish tips, guides, and advice on how to make being a vegan easier. These come direct from my experience with success AND fails shared. You'll be the first to know when it goes live, unless you're constantly hitting refresh on our website.

We also send important updates about products, our shop, and other news that you need to know.

So, let's kickstart this journey with two actions:

Follow us on Facebook and Instagram.

Hit "reply" on this email and answer this question:

What's the ONE food or drink you wish they made vegan?

I will personally reply to your email with the best alternative.

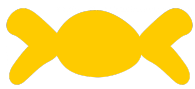
Sounds good?

Awesome.

Stay sweet,

Joshua

P.S. Tomorrow I'm going to share the 3 dessert recipes I've loved making since going vegan. The first one is the best cake I've ever tasted. Don't miss it!



Pick 'n' Mix

Chocolate

Popcorn



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