

Hey !

When you're trying to go vegan, it feels like the world is against you.

Walk into a supermarket and you must check the ingredients on every product.

And then you find the dedicated vegan section and want to hurl.

Is that all you get to live on?!

This is why I opened my vegan confectionary shop.

I want vegans to walk in and feel safe knowing every product is for them. Okay, I sell sugar and you can't have a three-course meal full of it (don't try).

But it's a start.

Loads of veteran vegans stand stunned in front of my pick-and-mix jars, never having so much choice before.

But as promised in our first email, our job is to make vegan easy for everyone. That goes beyond sugar. And the more you consider how un-vegan your lifestyle is, the more you freak out.

But, I'm here to tell you it's okay to be imperfect.

No one expects you to be the supreme vegan warrior.

Not even the Vegan Society who say to exclude all forms of exploitations to animals "[as far as is possible and practical.](#)"

You don't have to throw that leather jacket out now.

You don't have to replace that plastic toothbrush.

You don't have to stop eating meat straight away.

Just do one thing at a time.

And, if it's changing out your weekly treat for a vegan alternative, that's a great start!

That's what kickstarted my journey.

So, please, don't worry about being the perfect vegan. Don't worry about not finding the best alternative.

That's our job, and a job we love.

Until tomorrow,

Joshua

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