

# Las Vegan's

Eat Different

## Who are we?

### Las Vegan's is the leading street food brand in Hungary

Las Vegan's is currently operating 6 restaurants across Budapest. We have been dominating the Hungarian vegan food industry since 2016, the launch of our business. Our specialty lies in infusing the feeling and the experience of street food with vegan options and providing the chance for non-meat eaters to have just as much of a healthy diet as anyone else. By the beginning of 2020 we already achieved a monthly sales revenue of EUR 55K. During the pandemic, we were not idle, we switched successfully to delivery. Las Vegan's is also known for its primary goal of building a community that believes in vegan food, therefore we are also launching the production of our very own vegan products. Based on our market research, the vegan market has big potential, which we are now ready to exploit.



## The team

### Founder Péter Papp



I am the creator and the founder of all that Las Vegan's stands for.

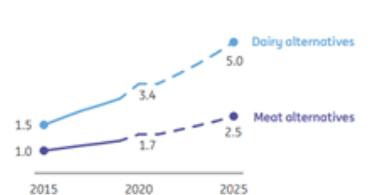
I feel I was born to be an entrepreneur. My vision and sole mission is to introduce veganism not only to the Hungarian market, but all around Europe and become one of the biggest vegan food chains of all times. Although the business started as a family project, we now have 40 employees and 6 restaurants. In the near future, our team is going to expand and sail to international waters as well.

### The vegan market – opportunities

Veganism is spreading incredibly quickly in the whole world, especially in Europe. According to recent studies the number of vegans has doubled (from 1.3 million to 2.6 million), and there is a similarly dynamic growth on the market of vegan products. What is interesting about the study is that it identifies 3 major barriers on the market for vegan products: high prices, poor quality, and limited number of products. Based on these, we feel that with our experience and knowledge, we are able to take advantage of the market opportunities.

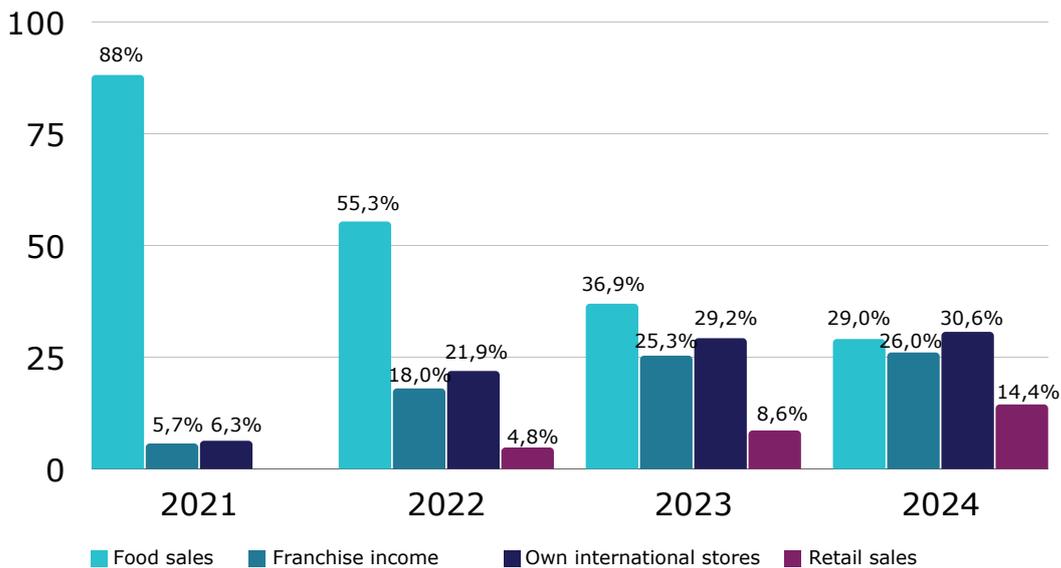
(Source: ING, Vegan Food and Living)

Sales of dairy and meat alternatives expected to reach 5 and 2.5 billion in 2025  
Value of retail sales in EU and UK in billions of EUR



## In numbers

### Revenue division



	2021	2022	2023	2024
Net revenue (M HUF)	884	2228	3742	5688
EBIDTA (M HUF)	55	296	849	1870



## The campaign

### Use of the capital

Our goal is simple: +11 restaurants in 4 years and half hundred franchise partners.

The capital raised will be allocated to the construction of these restaurants, marketing, advertising purposes, staff hiring, research, vegan advocacy and partnerships to maximize the vegan value chain.

Funding target: EUR 208 000 - 625 000  
Pre-money value: EUR 8 412 100  
Time of the campaign: March 11 – May 14



### Contact

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