

I Heart Veg™ A Dedicated Vegan Bakery Opens in Black Mountain, North Carolina

New Asheville Area Bakery Offers Customized and Made to Order Vegan Treats That Can Only Be Defined As Edible Art

Black Mountain, NC ([PRWEB](#)) April 24, 2012 -- Asheville area residents who crave a sweet treat made with compassion should look no further than I Heart Veg, Western North Carolina's exclusive dedicated vegan bakery located in Black Mountain.

[I Heart Veg](#) had their Grand Opening in February and has quickly become known by vegans and non-vegans alike as the bakery to seek out for an assortment of customizable and made to order gourmet baked goods.

"We work hard to prove that vegan baked goods are the triple threat— beautiful, delicious, and ethical," said Jeannie Striegel, co-owner of I Heart Veg. "Our decorated cakes and cookies are works of edible art. We love working with our clients to create a unique and customized treat, and we feel privileged to be asked to participate in the special moments of their lives."

As a "bake on demand" bakery, you won't find shelves of stocked pastries waiting for you at I Heart Veg. "We want our food to be fresh, and we don't want to waste an ounce of product if we can avoid it. Not only does this help keep our products affordable, but it is a good green practice that eliminates perfectly good food and packaging from being trashed at the end of the day," said co-owner Loren Striegel.

I Heart Veg does not use any animal products or by-products in their ingredients. There are no eggs, dairy, hydrogenated oils, or high fructose corn syrup in any of their products. All chocolates are 100% organic, vegan, and fair-traded. They try to choose packaging that is earth friendly and is compostable, recycled, or easily recyclable. The Striegels support other local food producers by using locally grown fruits, herbs, flowers, and grains in their baked creations.

Their delectable assortment of scratch made treats include: cupcakes, chocolates, candies, rustic cookies, highly decorated cookies, cakes, baked donuts, cinnamon buns, biscuits, muffins, sweet breads, rustic breads, s'mores kits, and hand sculpted flowers and cake figurine toppers.

As new transplants from Illinois, this driven couple took a leap of faith and bet their future on the new place they love to call home.

"It's easy to say that we fell in love with the beauty of the area, but we fell harder for the spirit of entrepreneurship that resides in these mountains. We specifically moved here to start a small business and become a part of a community that supports those endeavors," said Jeannie. "We may be a small bakery, but we've got big dreams and big hearts. We love our new home and want to grow with this wonderful community."

The owners of I Heart Veg are passionate about supporting the arts, education, and animal welfare issues. ["Love Asheville—Go Local" card](#) members are eligible for a 10% discount on all purchases (some exclusions apply), and the Asheville Vegan Society dining card members and local Meetup group participants are eligible for a discount as well.



The bakery hours are 8:00am until 7:00pm Monday through Sunday, but you can order online anytime you have a craving. I Heart Veg is participating in many area tailgate markets, so be sure to friend and follow them in social media and sign up for [the bakery newsletter](#) to stay informed on market dates and locations and receive updates on new items and promotions.

I Heart Veg also ships most products throughout the United States. Corporate gift baskets, cookie bouquets, and hotel treat packages are also available.

For more information and to view an ever-growing menu, visit www.iheartveg.com or call 828-357-8061. Interested media outlets should contact Jeannie Striegel at [veggie\(at\)iheartveg\(dot\)com](mailto:veggie@iheartveg.com).



Contact Information

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I Heart Veg

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Online Web 2.0 Version

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