



Main Street Vegan: Everything You Need to Know to Eat Healthfully and Live Compassionately in the Real World

By Victoria Moran, Adair Moran

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Hollywood celebrities are doing it. Corporate moguls are doing it. But what about those of us living in the real world—and on a real budget?

Author and holistic health practitioner Victoria Moran started eating only plants nearly thirty years ago, raised her daughter, Adair, vegan from birth,

and maintains a sixty-pound weight loss. In *Main Street Vegan*, Moran offers a complete guide to making this dietary and lifestyle shift with an

emphasis on practical "baby steps," proving that you don't have to have a personal chef or lifestyle coach on speed dial to experience the physical

and spiritual benefits of being a vegan. This book provides practical advice and inspiration for everyone—from Main Street to Wall Street, and

everywhere between.

"Finally, a book that isn't preaching to the vegan choir, but to the people in the pews—and the ones who can't fit in those pews. This is a book for the Main Street majority who aren't vegans. Once you read this, you'll know it's possible to get healthy and enjoy doing it—even if you live in Paramus or Peoria."—**Michael Moore**

"A great read for vegans and aspiring vegans."—**Russell Simmons**

"Yet another divine gift from Victoria Moran. Main Street Vegan covers it all—inspiration, information, and out of this world recipes. This book is a gem."—**Rory Freedman, co-author Skinny Bitch**

"Main Street Vegan is exactly the guide you need to make changing the menu effortless. Victoria Moran covers every aspect of plant-based eating and cruelty-free living, with everything you need to make healthy changes stick."—**Neal**

Barnard, MD, president, Physicians Committee for Responsible Medicine, and *NY Times* bestselling author of *21-Day Weight Loss Kickstart*

"A great book for anyone who's curious about veganism. It shows that not all vegans are weirdos like me."—**Moby**

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Editorial Review

Review

"THE VEGAN BIBLE: NEW TESTAMENT . . . Seasoned author of eleven books, [Moran's] writing is a true extension of herself: witty, fun, smart, charming, beautiful . . . *Main Street* overflows with heart and soul . . . She puts everything into it; anyone veg-curious or already plant-based would benefit from picking up a copy." - *VegNews*

"The new *Main Street Vegan*, a plant-based omnibus where spirit meets stomach and magic meets Main Street." - *The Huffington Post*

"I'm delighted that you're making the vegan lifestyle more accessible and achievable."
—**President Bill Clinton**

"**Main Street Vegan**....offers practical advice and inspiration for everyone interested in going vegan, no matter what tax bracket you're in!"

—**Ellen DeGeneres**

"A great read for vegans and aspiring vegans."
—**Russell Simmons**

"This book is the bible of vegan living."
—**BigCityVegan.com**

"**Main Street Vegan** is exactly the guide you need to make changing the menu effortless. This flawlessly researched book covers every aspect of plant-based eating and cruelty-free living, with all you need to make healthy changes stick."

—**Neal Barnard, MD, The 21-Day Weight Loss Kickstart**

"This book is a gem."
—**Rory Freedman, coauthor Skinny Bitch**

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Street."

—*The Huffington Post*

“Moran’s feisty, fun and fearless guide to eating vegan on your own terms will win her many fans. As a primer on veganism, her effort touches all of the basics. Those eager to lose weight, increase energy, and offset stress and aging, while achieving optimum nutrition and not spending a lot of money on expensive organic ingredients will find numerous suggestions and easy recipes to help them reach their goals. As a comprehensive and highly motivating resource for upping the bar on quality of life, Moran’s book takes veganism to the next level.”

—Publishers Weekly

About the Author

Victoria Moran (mainstreetvegan.net) is the author of 11 books, and is also an inspirational speaker, a vegan lifestyle coach and certified holistic health counselor (HHC, AADP) in private practice. She is also the founder of Main Street Vegan Academy, training vegan lifestyle coaches. Among Victoria's other titles are the best-selling *Creating a Charmed Life* (in thirty languages), and the plant-based weight-loss classic, *The Love-Powered Diet: Eating for Freedom, Health, & Joy*.

Cited by *VegNews* among the Top 10 Contemporary Vegetarian Authors, Victoria appeared twice on *Oprah* and she's one of the celebrity coaches for the PCRM 21-Day Vegan Kickstart. Her articles have appeared in *Yoga Journal*, *Mothering*, *Natural Health*, *Woman's Day*, *VegNews*, and *Vegetarian Times*. Her work has been noted in *USA Today*, the *Chicago Tribune*, the *Washington Post*, *Self*, *Elle*, *Glamour*, *Allure*, and *O, the Oprah Magazine*. She and her daughter and co-writer, Adair Moran, host the Main Street Vegan radio show/podcast weekly on Unity.Fm. Follow her on Twitter @Victoria_Moran.

Users Review

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Diana Johnson:

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