

It all began as a stay-at-home dad's mission to transform his family's lifestyle. Donning the chef's cap, he set out to concoct delicious vegan cuisine and provide his family the healthiest, completely natural meals that he could produce. To get his loved ones on board and promote the vegan values, he kept up a constant supply of hilariously hip (or so he says) t-shirts for the entire family to sport!

We spread the love to friends and extended family, creating different designs for them to add to their wardrobe! What we discovered was an **entire community** of like-minded folks who embraced the vegan culture, eager to wear the movement on their chest! And thus, Vegan Piña was born!

We took to the road, displaying our clever designs at pop-up shops and farmer's markets around the area. As the shirts - and the message - expanded, so did our business! We entered the digital era when our website launched, allowing vegans around the globe to become a part of the Vegan Piña family.

Today, we represent the best parts of the Plant-Based Lifestyle - food, families, love and more! These qualities exist in every thread, every cap and every mug that we create. Our full line of merchandise is printed and crafted on 100% American-made brands. We don't cut corners and support unscrupulous working conditions just to save costs. We don't just stand against animal cruelty, we stand against *all* cruelty. **We're USA made, sweatshop and cruelty free since 2017.**

Hop on board and surf through our extensive collection of t-shirts, tank tops, hats and lifestyle items. There is something for all ages, genders, shapes and sizes! Be proud and let the world know that you don't stand by the exploitation and cruelty of animals.

Our journey began two years ago in a small kitchen in Asheville with a (vegan) nugget of an idea. We're a family company to the bone and we hope to pass the love of our lifestyle to everyone we can (including **you**)!