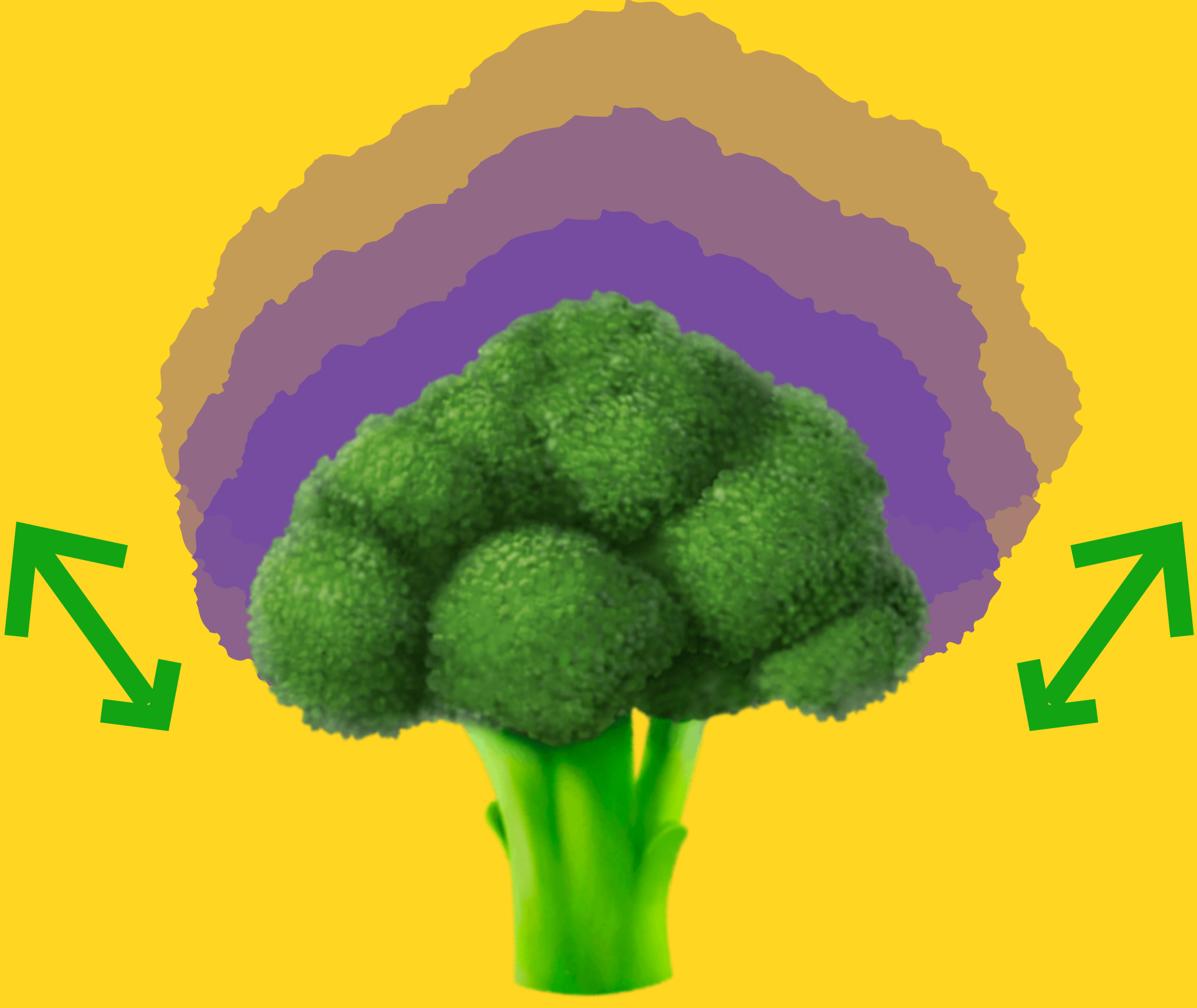


**Semi-serious guide to telling yo**



# **COMING OUT VEGAN**



[VEGANOK.COM](http://VEGANOK.COM)

**ur friends and family that you're vegan .**

**ur friends and family that you're vegan .**

**Semi-serious guide to telling yo**

# Here we go! After weighing up the pros and cons of the vegan lifestyle, you've decided to embrace this life philosophy.

Well, great, but... how do you break the news to friends and family, especially those who consider **vegans to be strange or a bit "extreme"**? How do you tell them you've joined the *"dark side,"* which isn't dark at all? Here are some tips from those who've been in your shoes!



# STEP 1: First reaction, shock.

**WHEN YOU TELL YOUR FAMILY  
THAT YOU'VE GONE VEGAN**



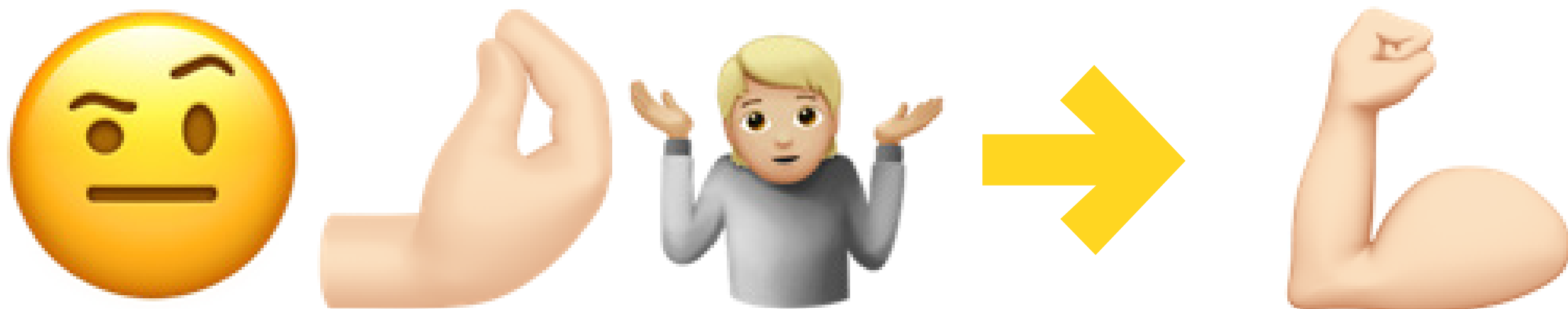
No, putting your hands around your aunt's neck when she asks for the hundredth time, **"Not even tuna?"** isn't the solution. Explain your reasons calmly and kindly. Share the key principles of veganism, its ethical and environmental foundations, and why it resonates so deeply with you.

# STEP 2: Yes, you're part of a minority.



Even though the number of vegans has been steadily rising for years, vegans still represent a minority within the general population.

Like many other minorities, **vegans must navigate a world that views them as "the others,"** the odd ones out, or simply different. The world isn't quite "vegan-friendly" yet, but things are changing-it's only a matter of time. Hang in there!



# STEP 3: Don't judge or attack (even when the temptation is strong!)

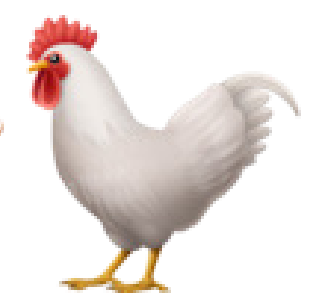
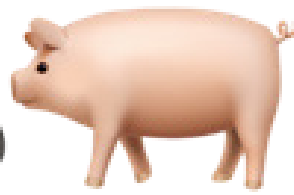
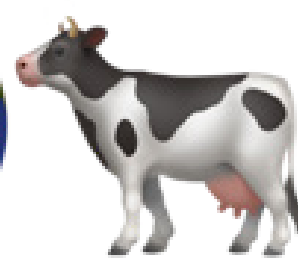
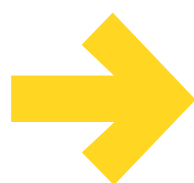


Not so long ago, you ate meat and animal products too, just like the people who don't understand your choice and may judge you.

**While the temptation to lash out is strong** (and we get it, trust us), **try not to get on the wrong side.** Even if veganism seems like

the only logical choice to you and you can't fathom why others don't immediately follow suit, focus on creating constructive dialogue.

Try to understand their mental blocks and motivations. Sometimes, you simply have to accept that the person before you isn't ready to go vegan-and may never be.

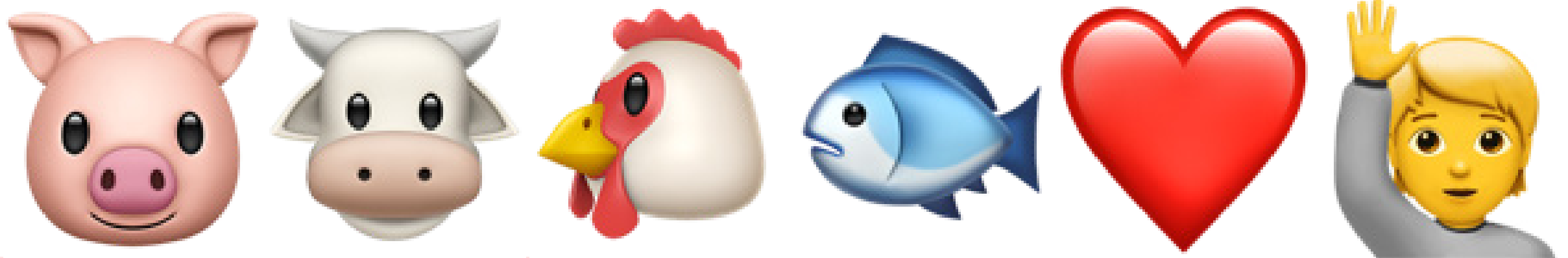


# STEP 4: Embrace your "difference" with pride

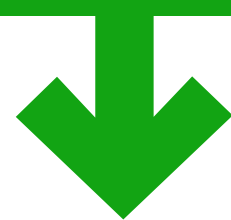
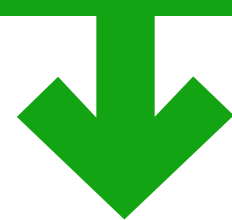
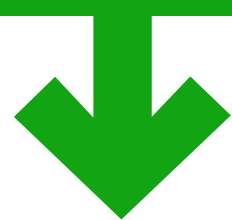
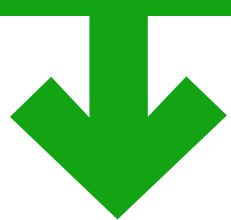


Never has the phrase **"it's not you"** been more relevant. We live in a society where eating meat is considered standard, expected, and "normal". Anything that deviates from this is seen as *"different"* or an exception to the rule. And that's okay!

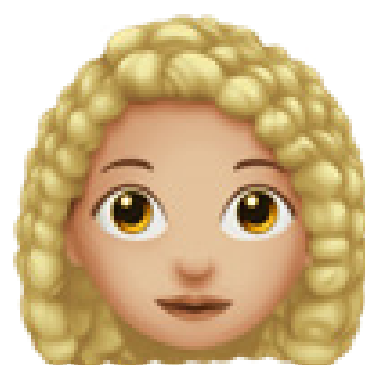
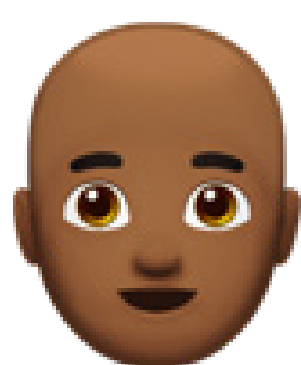
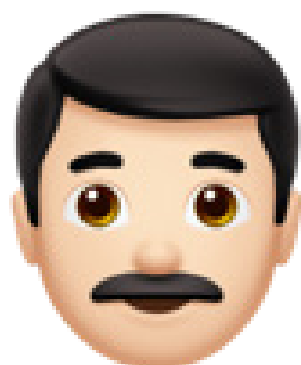
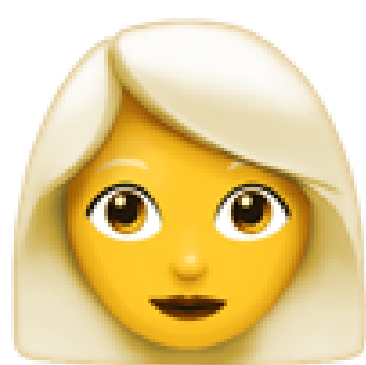
Choosing to be vegan means taking a different path from most people-*embrace* this uniqueness without ever doubting yourself.



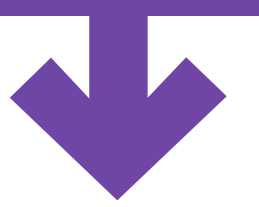
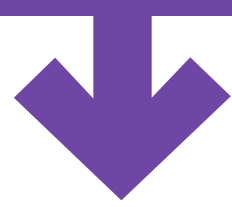
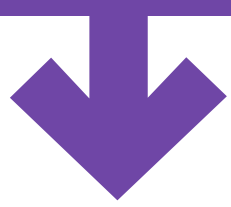
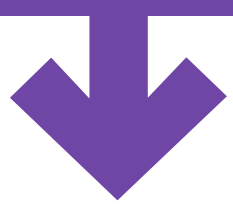
# STEP 5: Remember, you're in great company!



A vegan might have felt quite isolated twenty years ago, especially in Italy. Veganism was unknown to most, the market wasn't prepared, and SMS, amateur blogs, and early chats weren't exactly effective ways to connect with others who had made the same choice. Today, fortunately, we have social media and vast vegan communities that allow **vegans from all over the world to connect**. Sharing recipes, advice, and perspectives has never been easier. And don't tell us you're not following us on Instagram yet!

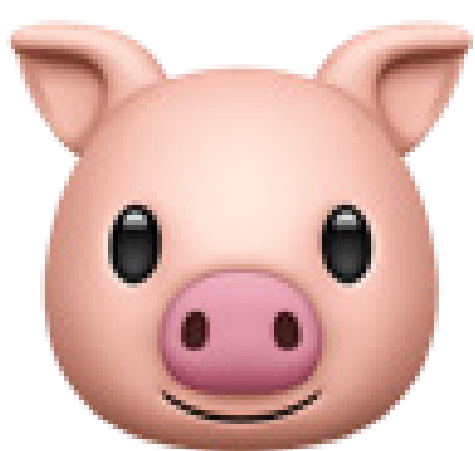


# STEP 6: Last but not least—arm yourself with lots (and lots) of patience!



Let's not beat around the bush: **this coming out won't be free from snide remarks, awkward questions, and... endless hassle.** You'll need all the patience you can muster—and even that might not be enough—during dinners, barbecues, and holiday gatherings (help!) with family and friends. But we, as vegans, can guarantee you one thing:

**IT'S-WORTH-IT**







**Be the**  
**CHANGE,**

**GO**

**VEGANOK**

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