



PLANT BASED FOR YOU  
Eat Well



**Company Name:** Plant Based For You Inc.

***Culinary Style:***

*Caribbean and Southern Fusion*

***Company Website:***

[www.pbforyou.com](http://www.pbforyou.com)

***Social Media:***

[www.instagram.com/plantbasedforyou](https://www.instagram.com/plantbasedforyou)

[www.facebook.com/plantbasedforyou](https://www.facebook.com/plantbasedforyou)

[www.twitter.com/plantbased4u](https://www.twitter.com/plantbased4u)



### ***Bio:***

Jason and Monica John launched Plant Based For You Inc. in the fall of 2015 as a solution to the lack of representation of people of African descent in the “vegan” and “vegetarian” mainstream media. Jason, a first generation Guyanese-American, native Brooklynite and descendent of farmers, was raised in the Caribbean neighborhood of Flatbush, NY and Monica, a native of the Bronx and also a descendent of farmers was raised on the coast of North Carolina.

Both Jason and Monica developed a love of cooking while watching their fathers (who are also both chefs) prepare meals at home. Monica’s father also ran a restaurant during her childhood. Though Jason was a vegetarian for 15 years prior to meeting Monica in college, and Monica was a bona-fide meat eater, traumatic experiences after the birth of their first child propelled them into veganism. Through plant based eating, they reversed chronic ailments and quickly realized the unique value of combining and sharing their culinary heritages with others.

Plant Based For You Inc. is a company passionate about food justice and provides a platform for consumers to affordably access plant-based recipes, education and support, as well as high quality, handcrafted food products and services. Plant Based For You Inc. offers solutions



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designed to support individuals, groups & organizations that seek to increase their confidence in preparing and consuming whole food based meals through cooking classes and meal prep. The goal of Plant Based For You Inc. is to dispel misconceptions of Plant Based eating and empower people to live healthy and balanced lives.