



# Vegan Baking with 8abliſh

## EIGHTABLISH

### Baking of Vegan Treats That Are Friendly Toward People and the Planet

Vegan foods have recently been drawing attention for reasons other than environmental preservation benefits. However, the lack of stores dealing in vegan foods in Japan means that they are still not easily available to everyone. In May 2021, MARUI GROUP launched its vee ga boo service, which delivers meticulously selected vegan treats to customers on a monthly basis, to make vegan foods feel more accessible. Seeking to further communicate the appeal of vegan treats to a wider range of people, we employed the guidance of EIGHTABLISH INC. (8abliſh), a company that supplies products for the vee ga boo service, to hold a baking session in which we made vegan treats that are friendly toward people and the planet together with children who will help shape the future.

#### Recipe for Gluten-Free Chocolate Chip Muffins (Batch of Six)

A	Baking rice flour	160 g
	Soy flour	40 g
	Almond powder	50 g
	Baking powder	10 g
B	Canola oil	70 g
	Soy milk	170 g
	Maple syrup	80 g
C	Chocolate chips	40 g

Select toppings based on preference  
(chocolate chips, almonds, etc.)



Ingredients free of eggs and other animal products



Mix ingredients from group A and pass through a sieve



Pour soy milk and then maple syrup into the canola oil from group B and stir thoroughly



Pour ingredients from group B into the mixed ingredients from group A and mix with a spatula



Add chocolate chips from group C while powdery texture still remains



Use spoon to transfer dough to muffin molds with diameter of 7.0 cm and depth of 3.5 cm, bake in baking cup as soon as possible after measuring dough volume (muffins will rise less if too much time has passed)



Add toppings like chocolate chips or almonds



Preheat oven to 180°C and bake for 30 minutes

A delicious treat is  
a reward for a job  
well done!



Masazumi (age 5) and  
Ako (age 7) enjoyed their  
first time baking.

### What are vegan baked goods?

Vegan baked goods are confections made using only plant-derived ingredients and without using honey, eggs, dairy products, or other animal products. These treats can be enjoyed by children and adults alike, even those with allergies or who have embraced diets that are friendly toward the environment.

A video of this vegan baking session is available on MARUI GROUP's community YouTube channel (in Japanese only).  
[www.to-mare.com/ytube/](https://www.to-mare.com/ytube/)

#### 8abliſh

Established in 2000, 8abliſh is a company that provides vegan confections based on its slogan of UNIVERSAL PLEASURE FOR EVERYONE. They are committed to providing treats that can be loved universally by people of all ages and that offer peace of mind for both producers and eaters regardless of the dietary restrictions they may face based on their physical conditions, religion, or beliefs. In August 2021, 8abliſh opened its latest store in Toyama Prefecture, adding to existing locations in the Minami-Aoyama and Ginza areas of Tokyo.

8abliſh website (in Japanese only)  
[www.8abliſh.com/](https://www.8abliſh.com/)  
8abliſh online shop (in Japanese only)  
[8abliſh.shop/](https://8abliſh.shop/)



Parlor 8abliſh

vee ga boo service offering a chance to enjoy various vegan confections  
Official vee ga boo website (in Japanese only)  
[vee-ga-boo.jp](https://vee-ga-boo.jp)  
Official vee ga boo Instagram account (in Japanese only)  
[www.instagram.com/vee\\_ga\\_boo\\_official/](https://www.instagram.com/vee_ga_boo_official/)

