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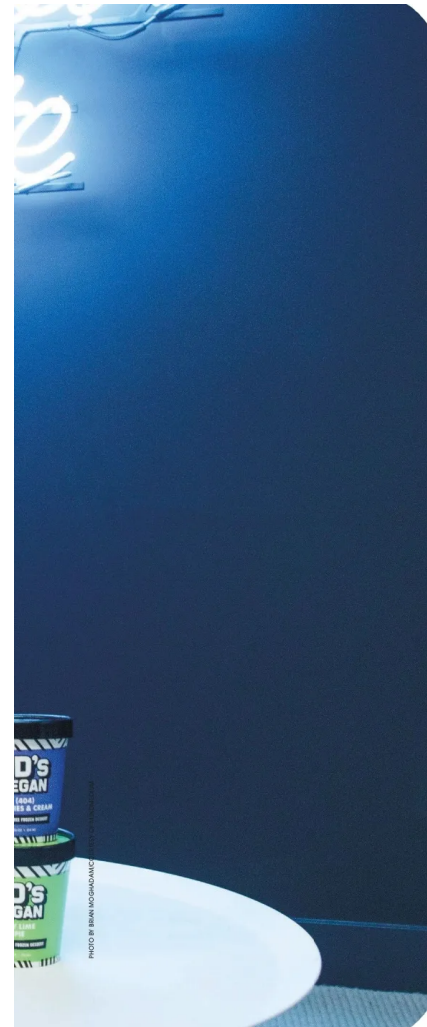


PHOTO BY BERNI MCCORMACK

# Grammys to Grocery Store

FROM MUSIC INDUSTRY ICON TO VEGAN ICE CREAM CONNOISSEUR, JERMAINE DUPRI IS TRANSFORMING THE WORLD OF EATING WITH HIS DECADENT PLANT-BASED DESSERTS.

BY MORGAN CALCARA

While dairy-free ice cream tends to get a bad rap for its odd consistency or possible lack of richness, JD's Vegan (@jdsvegan), founded by Grammy Award-winning recording artist, producer and vegan entrepreneur Jermaine Dupri, is proving vegan treats can, and should, be taken to a whole new level. The brand offers a variety of dairy-free, all-natural frozen desserts and ice cream substitutes with no GMOs, lactose or artificial flavoring. The whole collection is inspired by the warm and tropical flavors of Atlanta, including Apple Butter, (404) Cookies & Cream and Welcome to Atlanta, Peach Cobbler.

All of the frozen desserts are made with coconut and a hint of coconut cream, giving the vegan treats the same thick and rich taste of traditional dairy ice cream. With help from international dessert experts to craft a superior vegan ice cream, these desserts are packed with both flavor and creaminess, leaving you wanting more.

JD's Vegan was born after Dupri committed to a 25-day vegan cleanse and noticed a significant improvement in his overall health. He has now followed a vegan diet for almost two decades and continues to encourage others to do the same by creating good, plant-based foods and frozen treats.

Dupri's innovative brand is now available in more than 700 Walmart stores around the nation and online. The brand hopes to continue expanding in cities such as Atlanta, Los Angeles and Houston. It also hopes to encourage a vegan diet and guilt-free indulgence. "Giving people the chance to experience their favorite traditional ice cream flavors in a healthy, 100% dairy-free format is major," Dupri shares. "These ice creams are the real deal and will make you fall in love with plant-based eating." First, he transformed music, now he is making strides to transform the way we eat. ■

JD's Vegan ice cream flavors include Welcome to Atlanta, Peach Cobbler, Apple Butter, Strawberry Sweetheart, Chocolate My Way, Key Lime Pie, and (404) Cookies & Cream.