

THE VEGANUARY BUSINESS SUPPORT TOOLKIT

INSPIRATION FOR BRANDS, RESTAURANTS AND RETAILERS TO GET INVOLVED IN VEGANUARY 2021

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ABOUT VEGANUARY

WELCOME TO VEGANUARY!

Since launching in the UK in 2014, Veganuary, a **registered charity** (no. 1168566) has inspired and supported almost **1 million people in 192 countries to try vegan for January** and beyond. Although Kantar data suggests more than **ten times as many people** actually participate and try vegan in January each year.

We have worked with businesses to drive new vegan launches and activations, making veganism more visible and accessible through our work with national and international media. As well as continuing to drive large-scale change in the UK, we now run targeted campaigns in the **US, Germany and Latin America**. The heart of our campaign is our **31-**

day vegan pledge. People from all over the world receive daily emails providing all the practical resources and advice they need to make the transition. This includes recipes, meal plans, information on nutrition and much more. With so many more new vegans and flexitarians being created, we need businesses like yours to join us to shout about **your vegan product launches and offers** so that new vegans and participants can find great vegan options and have the best Veganuary experience.



THE KEY CALENDAR MOMENT:

Veganuary is the ideal opportunity and **marketing tool** post-Christmas to create a **one-month campaign activation in January** to focus on your new vegan range launches. During our 2020 campaign, thousands of businesses took part and supported Veganuary

with over **650 new vegan product launches** and over **550 new vegan options added to restaurant menus**. With many businesses reporting a significant increase in sales and customer engagement throughout the month – it's the key month for all things vegan!

As a non-profit organisation, our number one aim is for our participants to have the best possible Veganuary experience, which is why we've created this toolkit to help you join us and plan an effective and engaging Veganuary campaign. As an extra incentive, on pages 26-27 of this toolkit we include details on **how we can support you** throughout Veganuary,

OUR VISION AND MISSION

OUR VISION

Our vision is simple; we want a vegan world. A world without animal farms and slaughterhouses. A world where food production does not decimate forests, pollute rivers and oceans, exacerbate climate change, and drive wild animal populations to extinction.

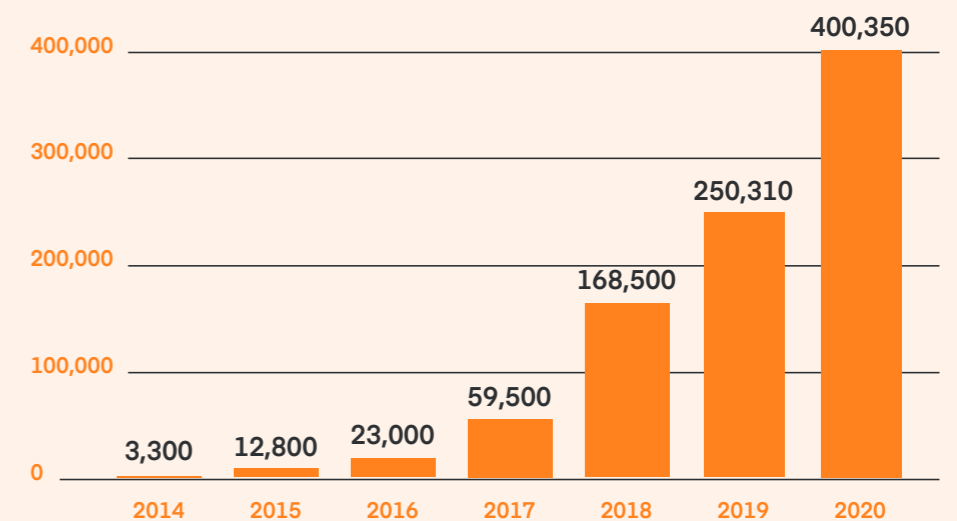


OUR MISSION

Our mission is to inspire and support people to try vegan, drive corporate change, and create a global mass movement championing compassionate food choices with the aim of ending animal farming, protecting the planet and improving human health.



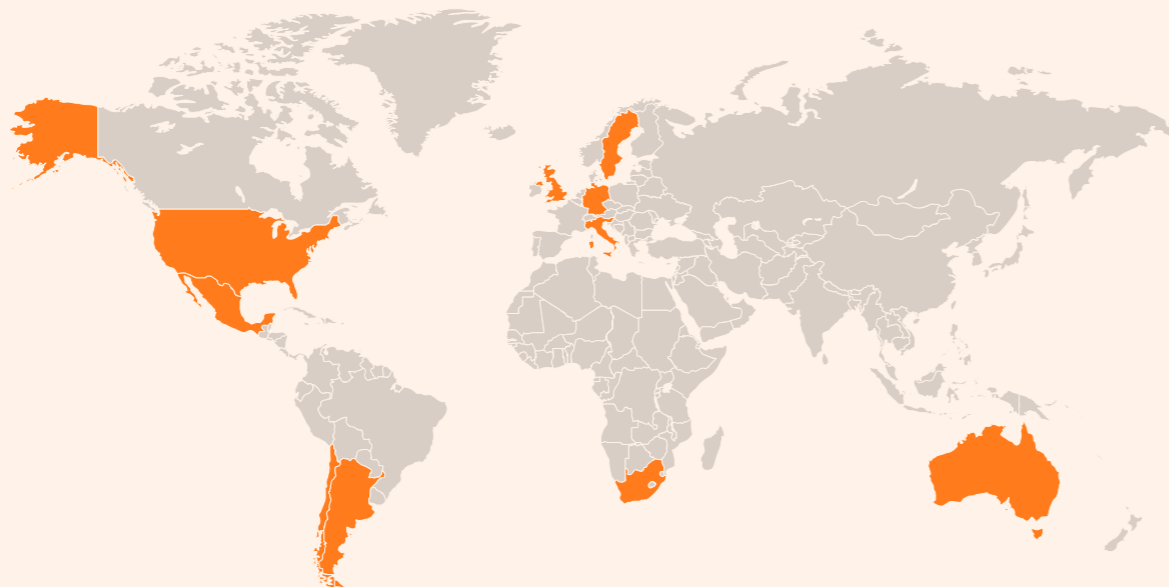
SIGN UPS PER YEAR:



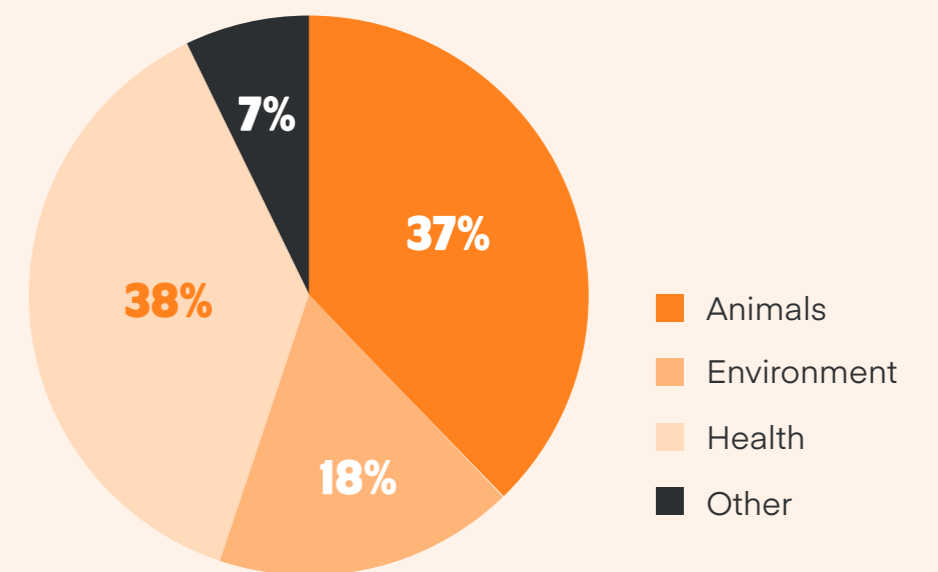
OUR TOP 10 VEGANUARY COUNTRIES 2020:

BY ORDER OF SIGN-UPS

1. United Kingdom
2. United States of America
3. Germany
4. Chile
5. Argentina
6. Mexico
7. Italy
8. South Africa
9. Australia
10. Sweden



REASONS FOR SIGNING UP 2020:



THE 2020 CAMPAIGN IN NUMBERS



MORE THAN 400,000 PEOPLE WORLDWIDE REGISTERED TO TAKE PART IN VEGANUARY

... data from Kantar suggests that ten times more people actually participate and try vegan in January each year than register through the Veganuary website. That would mean more than four million people took part!



OVER 80 CELEBRITY AMBASSADORS SUPPORTED THE CAMPAIGN AND GAVE VEGANISM VISIBILITY

... among them Hollywood A-listers, environmentalists and athletes, such as Joaquin Phoenix, Paul McCartney, Evanna Lynch, Chris Packham and Patrik Baboumian.



THE FIRST VEGANUARY TV AD AIRED ON MAJOR NETWORKS IN FIVE COUNTRIES AND WAS SEEN BY MILLIONS AROUND THE WORLD

... on TV, on social media and through media reports.



PEOPLE FROM ALMOST EVERY COUNTRY IN THE WORLD SIGNED UP TO TRY VEGANUARY THIS YEAR

... the only countries without participants were North Korea, Vatican City and Eswatini (formerly known as Swaziland).

THE ENVIRONMENTAL BENEFITS OF VEGANUARY

What is the impact of **350,000 people worldwide doing Veganuary for January**? To show what a difference going vegan for just one month can make we asked an environmental

researcher to calculate the impact Veganuary 2020 would have if we hit our sign-up goal of 350,000 people. In the end we smashed our goal so the impact was even greater!

Data provided by Joseph Poore, environmental researcher



41,200 TONNES OF CO²EQ SAVED

the same as 450,000 flights from London to Berlin

160 TONNES OF PO₄3-EQ (EUTROPHICATION) SAVED FROM WATERWAYS



the same impact as preventing 650 tonnes of sewage in our waterways



2.5 MILLION LITRES OF WATER SAVED

which is enough water to fill an Olympic-sized swimming pool

AND MORE THAN ONE MILLION ANIMALS SPARED!

according to the Vegan Society's calculator



2020 VEGANUARY RESULTS

CAMPAIGN FACTS & FIGURES

72%

STAYING VEGAN

72% of Veganuary participants who reported they had maintained a vegan diet throughout January said they now plan to stay vegan

400,000
PARTICIPANTS

More than 400,000 people from 192 countries took part in Veganuary 2020 by signing up and taking the pledge, an increase of 60% vs 2019. That means we had Veganuary participants in every country in the world but three!

38%

SIGNED UP FOR HEALTH REASONS

Reasons for taking part in 2020: 38% Health, 37% Animals, 18% Environment

1370

MEDIA STORIES

We were featured in mainstream media every single day during the main campaign period and many of the most renowned media in the world covered our stories, such as the Sunday print edition of The New York Times, Frankfurter Allgemeine Zeitung, Wall Street Journal, CNN Chile, The Guardian, BBC, Forbes, The Washington Post and we were featured on the cover of The Times and New Scientist

98%

WOULD RECOMMEND

Veganuary is enjoyable. 98% of participants surveyed in 2020 said they would recommend Veganuary to others

93%

LIKELY TO TRY VEGAN AGAIN

93% of those participants who aren't committing to stay vegan after Veganuary said they were 'somewhat likely', 'very likely' or 'extremely likely' to try veganism again in the future, showing plant-based demand remains on an upward trajectory

60%

EASIER THAN EXPECTED

60% of participants we surveyed told us the Veganuary challenge was easier than they had anticipated and 48% of those who decided to stay vegan say this decision was influenced by the discovery of great-tasting food

1 MILLION

From Feb 2019 to Jan 2020 the Eating Out section on veganuary.com, including the Special Offers and Restaurant pages, received over 1 million visitors

THE VEGAN MARKET

TWICE AS MANY CONSUMERS SHOPPED VEGAN IN VEGANUARY

"It's clear the Veganuary campaign is having an impact," said Kantar Head of Retail Insight Fraser McKeivitt. "More than twice as many consumers bought one of the supermarkets' explicitly labelled plant-based products in January 2020 compared with the festivity-filled December 2019"

1 IN 3 PEOPLE TRIED VEGAN

1 in 3 people tried vegan options in January 2020, despite not officially signing up to Veganuary. *Based on a February 2020 Worldpanel Plus LinkQ survey of 48,778 responses*

92% OF PLANT-BASED MEALS EATEN BY NON-VEGANS

A total of 4.4 billion meat-free dinners were consumed in 2018, an increase of 150 million meals on the year before. Plant-based meal occasions have grown 37% in the last four years and are now eaten by 10% of the population.

DEMAND FOR NEW VEGAN PRODUCTS

Over 1/2 of US consumers would like to see restaurants offering more plant-based protein options, while 2/3 of Brits say they've eaten meat-free foods in the last six months. Mintel suggests that this means there is plenty of opportunity for restaurants to continue to add to these innovative plant-based ranges throughout the year, and not just in January

9000 VEGAN EVENTS

Eventbrite hosted more than 9000 vegan events around the world between 2016 and 2019, processing more than half a million tickets. The number of vegan events increased by more than 300%

£816M IN MEAT-FREE SALES

Sales of meat-free foods have grown 40% from £582 million in 2014 to an estimated £816 million in 2019. Sales are expected to be in excess of £1.1 billion by 2024, finds Mintel

388% INCREASE IN VEGAN TAKEAWAYS

Many shoppers report that they'd consume more plant-rich foods if it was more convenient. According to research by the British Takeaway Campaign, the sector has responded quickly to changes in consumer appetites and vegan orders increased by 388% between 2016 to 2018. *British Takeaway Campaign, 2019. Cooking up Growth, Serving up Talent In the takeaway sector*

55% OF PEOPLE REDUCING MEAT INTAKE

55% of UK consumers now claim they're actively reducing or considering reducing their meat intake.

14% INCREASE IN MEAT SUBSTITUTE SALES

Kantar found sales of meat substitutes such as soya mince or vegetarian burgers and sausages were 14 per cent higher than January last year, while sales of lentils were up six per cent, lettuce 10 per cent and aubergine 14 per cent

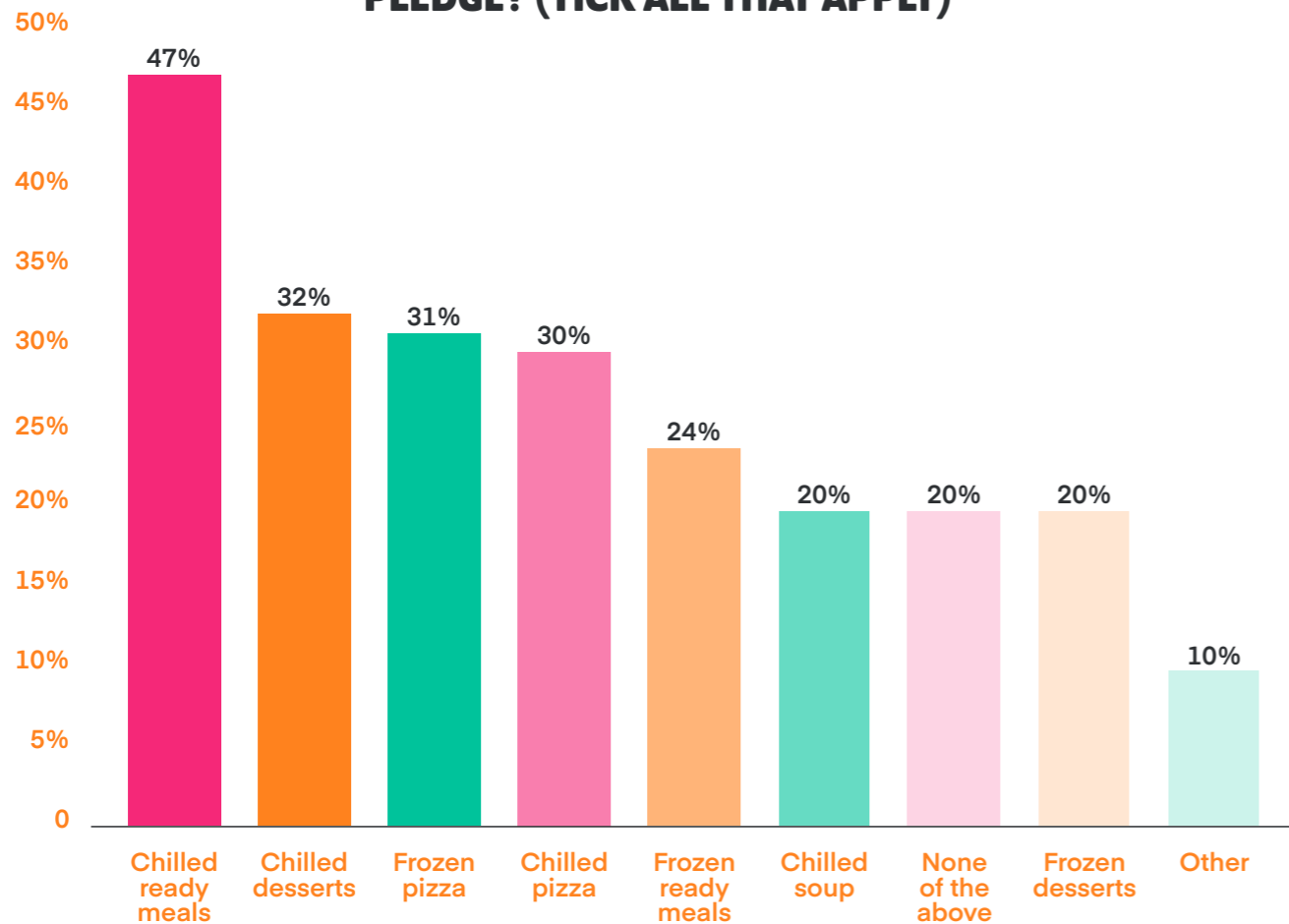
£3.4 BILLION PLANT-BASED MARKET

The Plant-Based Meal Market is worth £3.4 billion, with dairy alternatives worth £520m and meat alternatives worth £480m according to Kantar.

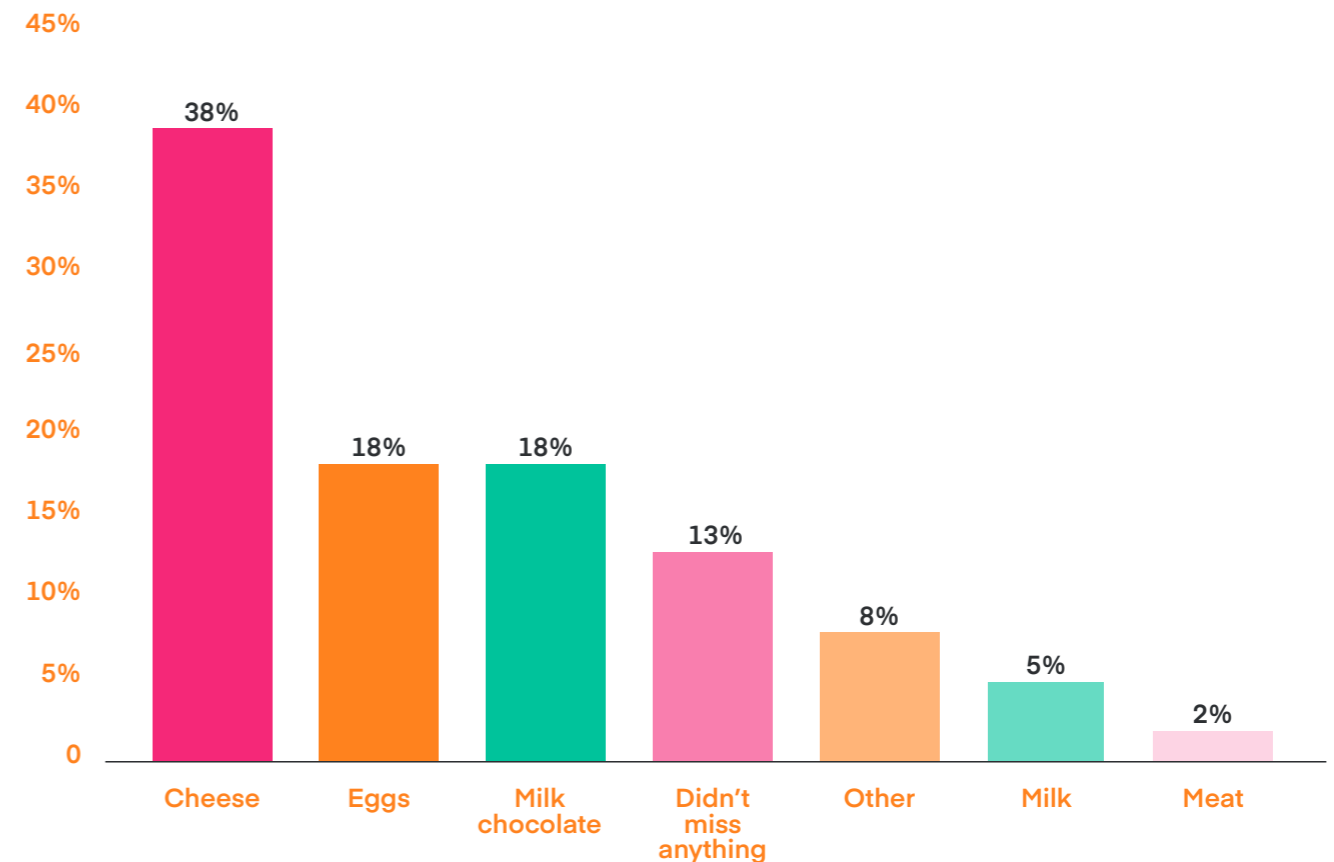
VEGANUARY 2020 OFFICIAL SURVEY RESULTS

CONSUMER HABITS OF VEGANUARY PARTICIPANTS

WHICH OF THE FOLLOWING SUPERMARKET FOOD CATEGORIES DID YOU EAT/BUY VEGAN PRODUCTS FROM DURING YOUR VEGANUARY PLEDGE? (TICK ALL THAT APPLY)



WHICH NON-VEGAN PRODUCT DID YOU MISS THE MOST DURING YOUR PLEDGE?



VEGANUARY 2020 CORPORATE HIGHLIGHTS

OVER 650 NEW VEGAN PRODUCTS WERE LAUNCHED AND OVER 550 NEW VEGAN OPTIONS ADDED TO RESTAURANT MENUS IN VEGANUARY 2020

See our full round-up of Veganuary corporate highlights by watching our end of campaign video [here](#).

★ PRET ★

Pret a Manger launched its first vegan croissant in stores in early January and is now selling twice as many a day as the non-vegan jam croissant

SUBWAY

"We've seen an incredible response from guests to the Meatless Meatball Marinara. People are loving the taste and have said that they are as equally delicious as the original. We've seen a phenomenal uplift in sales as a result and hope our guests continue to enjoy our meatless options now Veganuary has finished."



The number of guests trying a vegan pizza almost doubled in January. The Pepperphoni was so popular that it became a permanent dish on the main menu!



"The launch of our Vegan Steak Bake has been a huge success, even bigger than we had originally anticipated. Due to the success of the launch we're now working on rolling the Vegan Steak Bake out to all shops as soon as we can."

M&S
EST. 1884

The retailer's Plant Kitchen No Chicken Kiev sold at a rate of four every minute since it launched on 2nd January



Orders of vegan dishes increased by 78% when comparing the numbers in January 2019 and January 2020



One million vegan burgers were sold in the first month they were on sale - equivalent to one being sold every three seconds since the launch on 2nd January

VEGANUARY IN THE MEDIA



the INDEPENDENT

“Veganuary “clearly affected” consumer behaviour according to the Kantar research, which found that more than **twice as many people purchased a product explicitly labelled “plant-based” from a supermarket in January 2020 than in December 2019. Sales of meat substitutes such as soya mince and vegetarian burgers and sausages were 14 per cent higher than in January last year, while sales of lentils rose six per cent and lettuce was up 10 per cent. Aubergine sales were also up 14 per cent year on year.** Veganuary organisers revealed yesterday that a record 400,000 people officially pledged to go meat- and dairy-free for the month of January this year, “far exceeding” the group’s expectations. Retailers prepared for the return of Veganuary by launching multiple product lines, including Gro at Co-op, Asda Plant Based and a string of new additions to Waitrose’s vegan range.”

**THE INDEPENDENT,
4TH FEBRUARY 2020**



The Grocer

“The soaring popularity of Veganuary has led to a raft of shortages of the UK’s biggest plant-based brands, research by The Grocer can reveal. A Quorn spokesman confirmed **“unprecedented levels” of demand for both Quorn and Cauldron products had resulted in shortages.** It couldn’t confirm when it would “fully meet demand for all products”, he added. This was partly due to uncertainty over how many Veganuary participants would remain in the category. Fry’s said it was “working to ensure production keeps pace with that demand”. **Vivera said it had extended production capacity by 50% in January.**”

THE GROCER, 13TH FEBRUARY 2020

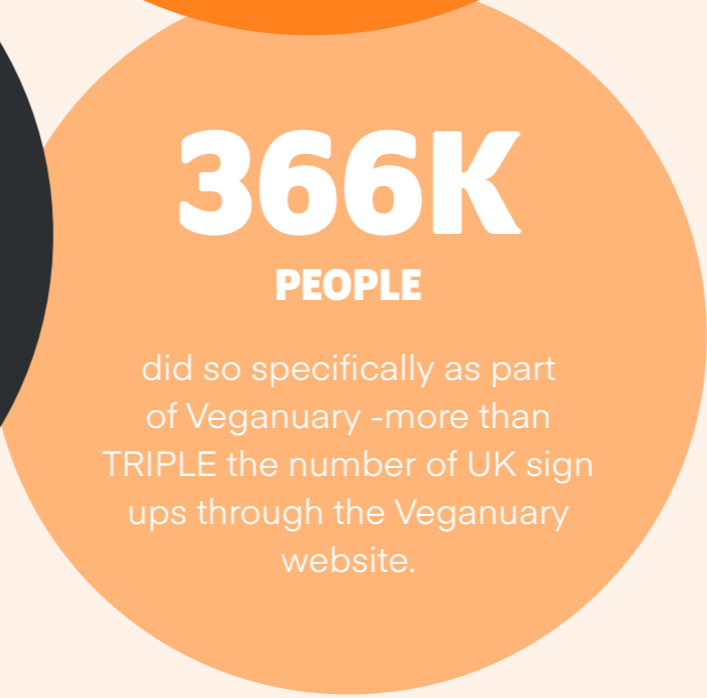


SOME OF OUR BIGGEST HIGHLIGHTS WERE:

- We made it onto the **cover of The Times**
- Veganuary was **mentioned on the Gavin & Stacey Christmas Special** (11.6 million people watched it)
- **New Scientist included Veganuary on the cover** of its January edition
- On 1st of January, Veganuary’s Head of Communications Toni Vernelli was **live on Sky News** to debate the success of the campaign
- Veganuary **appeared on the backdrop of Have I Got News for You**, which shows we are now part of mainstream culture

KANTAR DATA

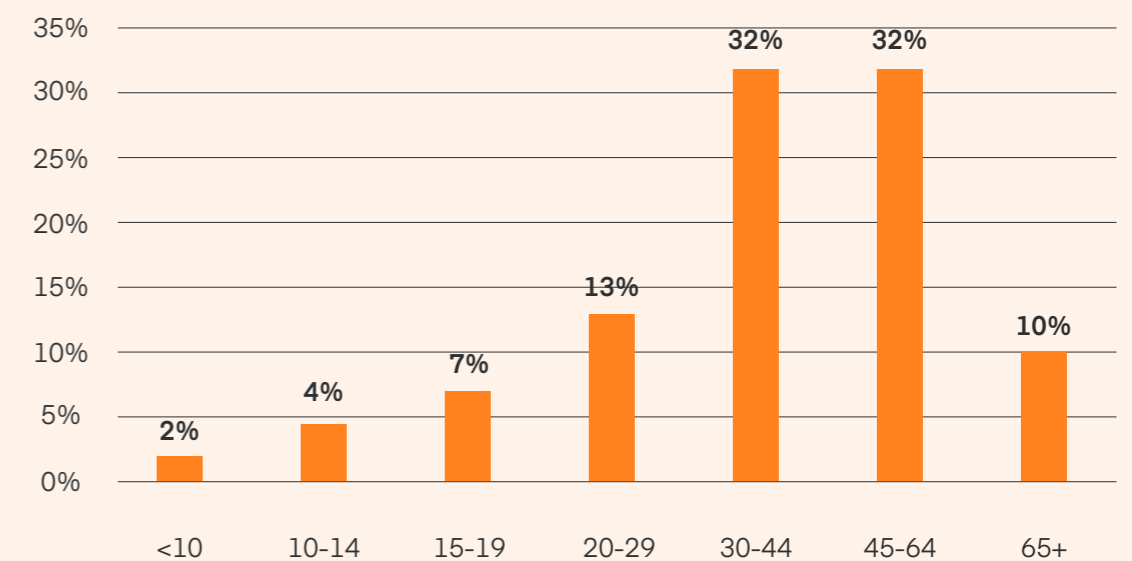
A KANTAR STUDY, COMMISSIONED BY VEGANUARY TO MEASURE THE IMPACT OF IT'S 2019 CAMPAIGN, SHOWS THE FULL 'VEGANUARY EFFECT' WITH 4.7% OF THE UK POPULATION GIVING UP ANIMAL PRODUCTS IN JANUARY 2019



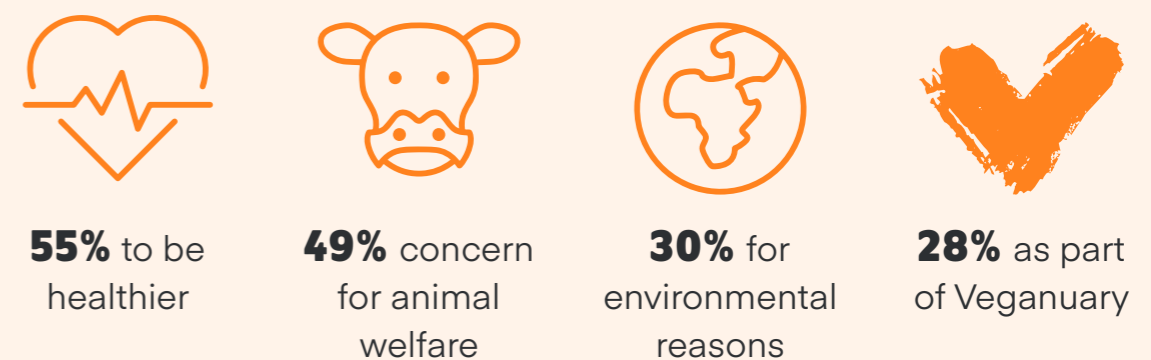
68% FEMALE and **32% MALE** gave up animal products in January 2019



Age of Individuals — average age **41 YEARS OLD**



OVERALL REASONS + MOTIVATIONS FOR GIVING UP ANIMAL PRODUCTS IN JANUARY





TONI VERNELLI, VEGANUARY'S INTERNATIONAL HEAD OF COMMUNICATIONS AND MARKETING SAYS:

"A record number of people signed-up to try vegan with us in January 2020 and Veganuary was in the headlines every day during the campaign. Whether driven by concerns for the planet or health improvements, one thing is certain - veganism is a trend that keeps on trending. And Veganuary's supportive, non-judgemental approach is making it easier for everyone to explore the ever-expanding choice of vegan options in shops and restaurants. Kantar Worldpanel data shows 1 in 3 British consumers tried at least one vegan option in January 2020! But there is still much work to do as 20% of our 2020 participants still found eating out the biggest challenge during their pledge. We're definitely creating the demand, but we need your help to fulfill it and enable people to achieve their Veganuary goals."



RIA REHBERG, VEGANUARY CEO SAYS:

"People try vegan for many reasons, whether it be wanting to improve their health, reduce their environmental impact or enjoy delicious food that takes animals out of the equation. Whatever their motive, they all need amazing vegan options available at their fingertips to make their Veganuary journey as enjoyable as possible. Almost 1 million people have signed up to Veganuary since we started, and every year this number grows significantly. Plus, it's estimated that ten times more people take part without officially signing up through our website. This 'Veganuary Effect' has driven the production of vegan food items, with veganism becoming the fastest growing UK culinary trend of 2018, with a market worth £572 million. We want our participants to have the very best Veganuary experience possible and to help them enjoy a plant-based lifestyle in January and beyond. With your support we can help consumers make choices that are better for their health, animals and the environment."

5 KEY TIPS FOR A SUCCESSFUL VEGANUARY CAMPAIGN

1

LAUNCH

Launch new vegan products that your customers want, focusing on creating vegan versions of your top selling products



2

COLLABORATE

Collaborate with other brands and your current stockists at retailers + restaurants



3

PROMOTIONS + OFFERS

Create special offers to engage your audience, offering deals and discounts exclusively on your vegan range in January



4

SIGNAGE

Use clear signage to mark your vegan products and add the Veganuary logo to your POS



5


MESSAGING

Increase your vegan messaging to raise your online profile, tagging Veganuary on social #veganuary2021 @weareveganuary @veganuary



VEGANUARY'S POWER ON SOCIAL MEDIA

FACEBOOK




Audience
311K Likes
(48% increase from Jan 2018)
85% Female
13% Male

Total growth over Dec/Jan
57K new followers in
Dec '19 - Jan '20

We successfully launched official Facebook pages for Germany and Latin America

INSTAGRAM




Audience
325K Followers
(106% increase from April 2019)
82% Female
18% Male

Total growth over Dec/Jan:
133,750

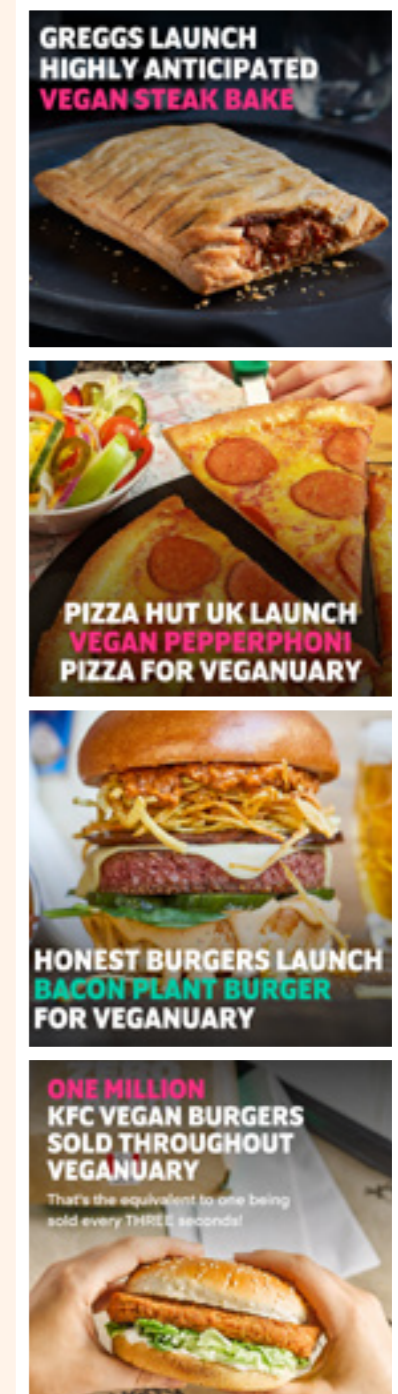
We successfully launched official Instagram pages for Germany and Latin America

TWITTER



Audience
59.1K Followers

Total growth in January
4,687 new followers
3.5M impressions



Figures are combined statistics from our UK, German and Latin American social accounts.



ZOE WEST, CORPORATE OUTREACH MANAGER AT VEGANUARY SAYS:

“In January 2021, we’ll be helping hundreds of thousands of new vegans find new and exciting plant-based food options in supermarkets and restaurants. The demand will be there, and shoppers will be drawn to the businesses that make it as easy as possible for them to find and try great vegan products. Regardless of whether Veganuary participants stay vegan full-time after the pledge, results show that those who have taken part consciously purchase more plant-based options - and this is one of the biggest drivers in the market for vegan products. We’re working with brands, retailers and restaurants to help them tap into this growing market and improve the quality and quantity of their vegan options. Let’s work together to encourage consumers to embrace Veganuary and vegan options in 2021!”



MERAL INCE, CORPORATE ENGAGEMENT MANAGER AT VEGANUARY SAYS:

“Veganuary has grown exponentially since it was founded in 2014, with close to 1 million people trying vegan since its inception. With such an increase in demand from consumers, businesses will be missing out if they don’t take advantage of this growing market. Whether people choose to be flexitarian or go fully vegan, the demand for plant-based products continues to grow. Consumers are more aware of the environmental, ethical and health impact their diet has, and businesses need to adapt to meet these new demands. Veganuary is here to support businesses in reaching this growing plant-based customer base. Together we can create the best campaign possible for Veganuary 2021!”

GET INVOLVED: IN-STORE & ONLINE

SPECIAL OFFERS & PRICE PROMOTIONS

Whatever your business, special offers and price promotions are a great way to engage new customers and get existing customers to try something different. With so many people facing financial difficulty after a challenging year, we want to make it even easier for people to try vegan without having to worry about spending a lot.

DISCOUNTS, OFFERS & PROMOTIONS

Whether you sell online or in-store, coordinating discounted prices or special offers on your range will be a great way to encourage people to give your vegan products a try this January. If you also sell non-vegan products, we encourage you to only discount your vegan range to incentivise your existing customers to try your plant-based range!

ON-PACK PROMOTIONS

Use our logo and assets on-pack to help new vegans easily find plant-based products after taking the pledge



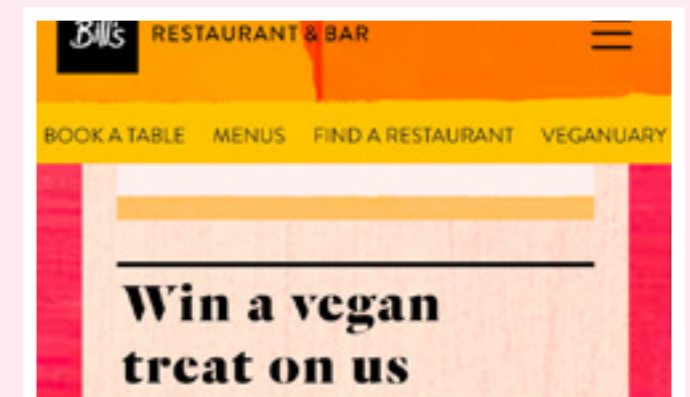
PROMOTIONS ON FEATURE SPACE

For retailers, promotions on feature space make the shopping experience easier for new vegans and will entice them to try easy transition products like vegan cheese, milk and meat replacements, the key starter products for new vegans



COMPETITIONS

Competitions, prize draws and games are a fun way to entice customers with special discounted prices



FEATURE ON OUR WEBSITE

Launch a special offer for January and we will feature it on our website. The special offers listed on Veganuary's website for 2020 received almost 20,000 visitors! This page will also be included in our email series. Currently, we have over 540,000 English-speaking subscribers to our email newsletter. Check out page 26 for details on how to be included

GET INVOLVED: DIGITAL SOCIAL MEDIA

SOCIAL POSTS

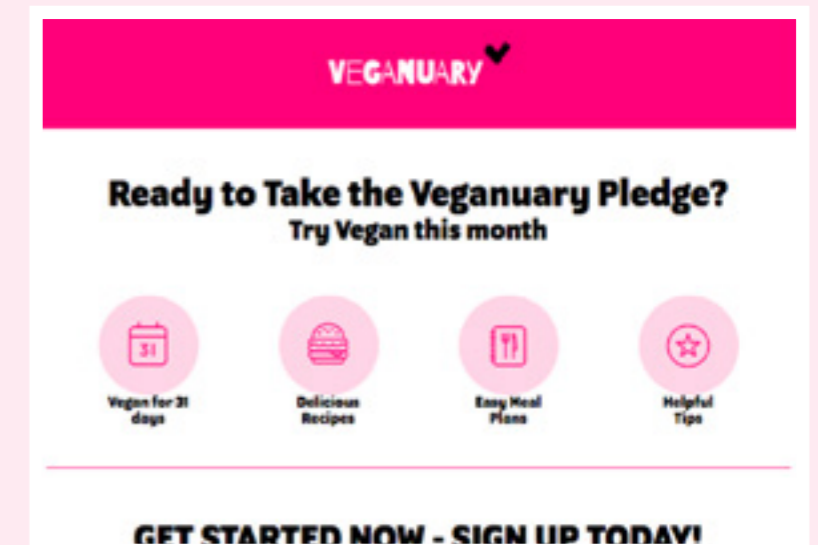
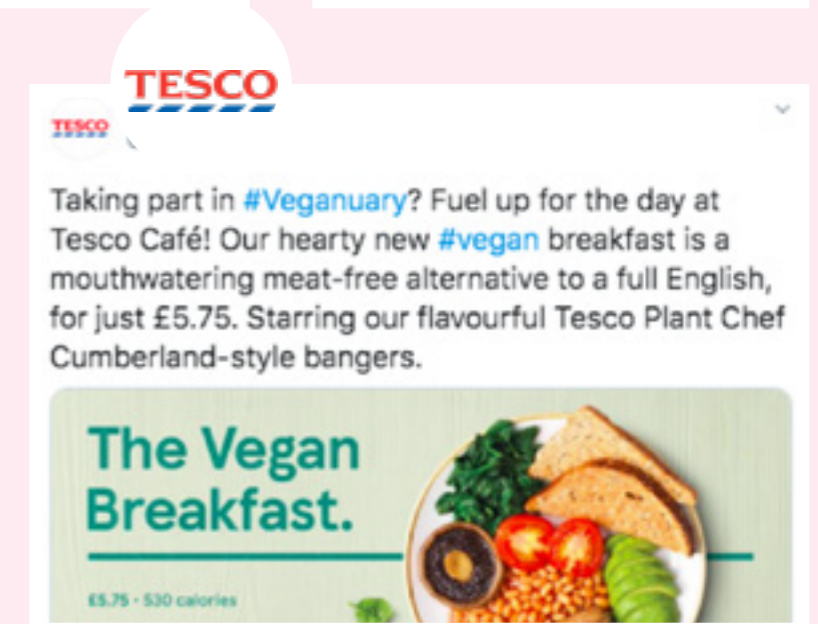
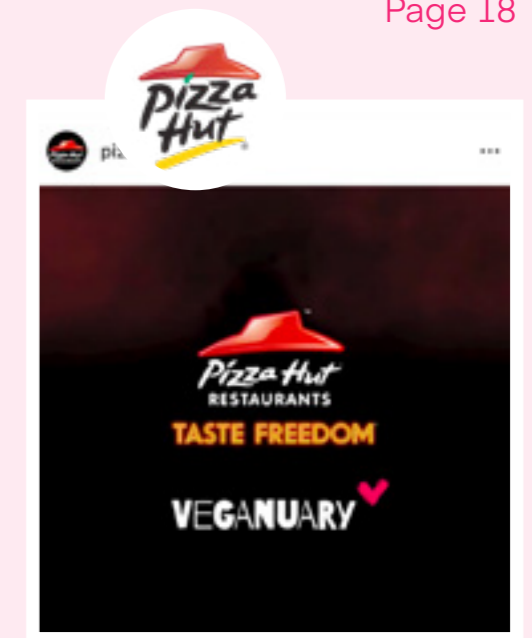
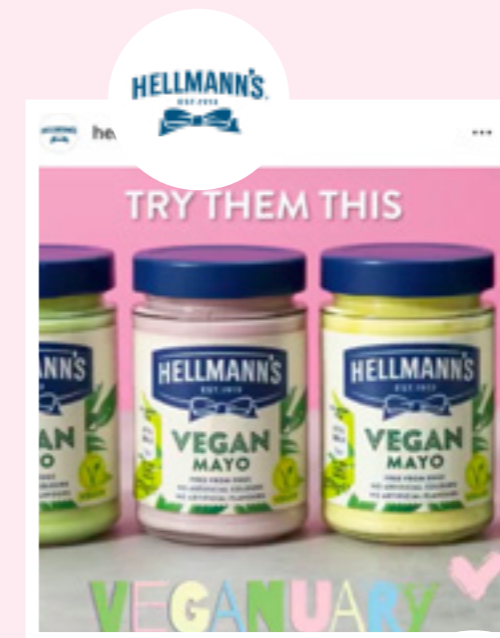
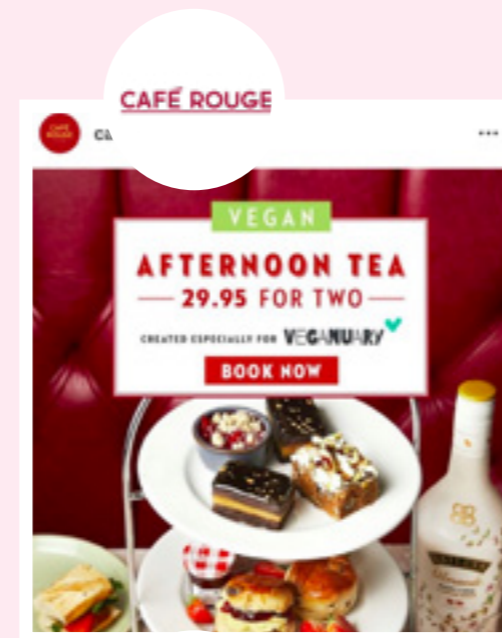
Create your own social posts using your own images and the official Veganuary logo. Our new logos can be found [here](#). Update your social cover art to show that you're joining the Veganuary campaign

TAKE THE PLEDGE

Research shows that people find it easier to give vegan a try when they're supported, which is why we want you to share the Veganuary sign-up link veganuary.com/register/ with your followers so they can get tips, recipes and meal plans to help them on their journey

SHARE & INTERACT

Share our posts and comment using #veganuary2021. Follow us @WeAreVeganuary on Instagram and @Veganuary on Facebook and Twitter. Don't forget to tag us in your Veganuary posts!



GET INVOLVED: DIGITAL

WEBSITE + EMAIL + PR



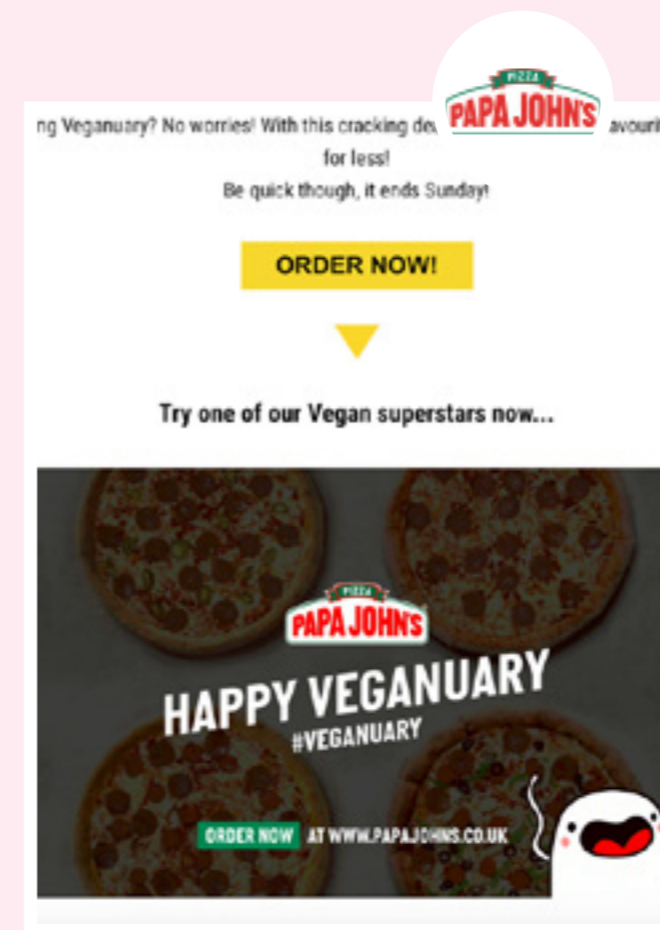
RECIPES

Create delicious recipes to share with your followers or share ours with your audience. There's a spike in consumers searching for vegan recipes during Veganuary, so it's the perfect time to get creative. Send us your recipes for potential inclusion on our website



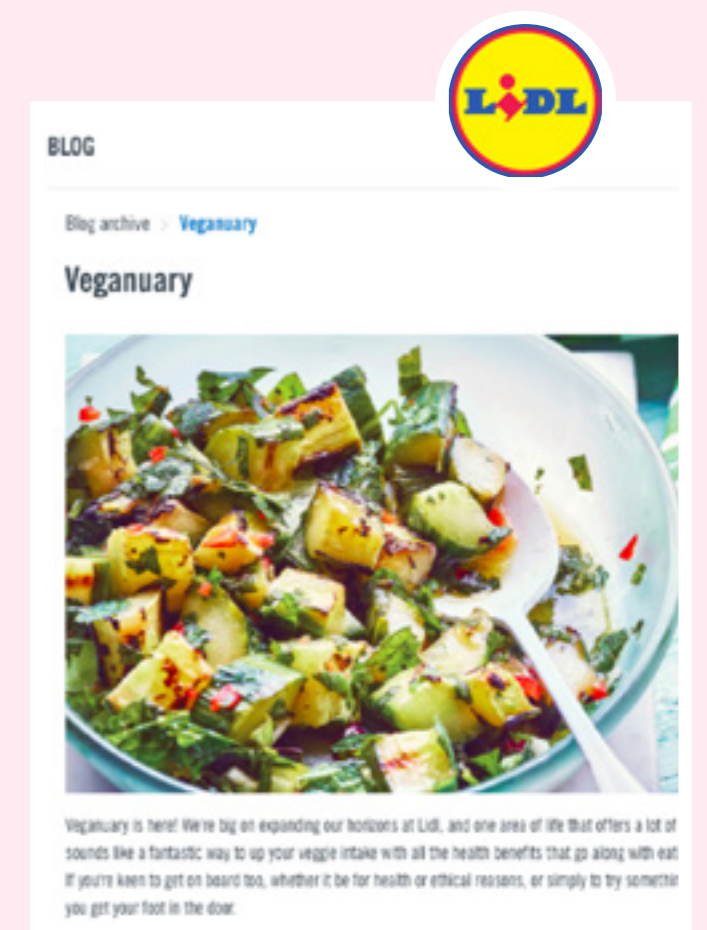
PR

Mention Veganuary in your press releases and PR activity using our logo and key messages. Share why you're taking part in Veganuary. We can even provide a quote to show our support



EMAIL

Give your email subscribers Veganuary-themed special offers and giveaway competitions. With so many companies offering special vegan offers in January, you don't want to miss out!



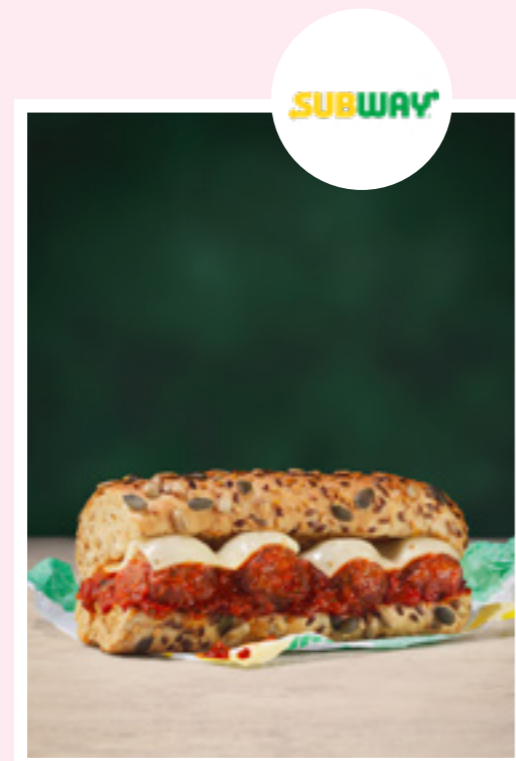
BLOGS & WEBSITE

Write Veganuary-themed blogs and add our logo to your website to show you're taking part in the campaign, linking to veganuary.com

GET INVOLVED: IN-STORE RESTAURANTS & EATERIES

20% of our survey respondents felt eating out was the biggest challenge as a new vegan.

CLEARLY MARKING YOUR VEGAN OPTIONS IS CRUCIAL FOR ENTICING NEW VEGANS TO YOUR RESTAURANT!



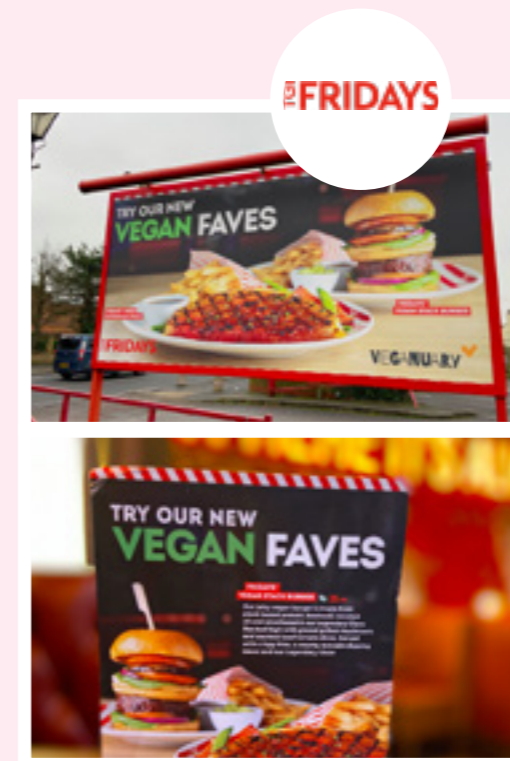
NEW MENUS

Create and launch new vegan specials to feature on your January menu! Surprise your customers by launching a vegan version of your best-selling dish or create a menu with vegan options for starters, mains and desserts to entice new vegans



MENUS

Add the Veganuary logo and sign-up link to your menus as a call to action. Now that you have more vegan options available, show existing customers why it's worth them giving Veganuary a try and choosing your new menu items. The UK is seeing a huge increase in flexitarians



POS

Use our logo and assets on your point of sale and packaging



EVENTS

Host an event inviting media and influencers to promote your new vegan dishes and get feedback on what people think!

GET INVOLVED: IN-STORE RETAILERS & SUPERMARKETS

NEW PRODUCTS

Launch new vegan products in Veganuary. In January 2020 more than 600 new products were launched, and with the Veganuary buzz it's the perfect time for a successful launch

POS & WINDOW DISPLAYS

Use the Veganuary logo on your point of sale, packaging and window displays to show you're taking part in the campaign

VEGANUARY STORE TOUR

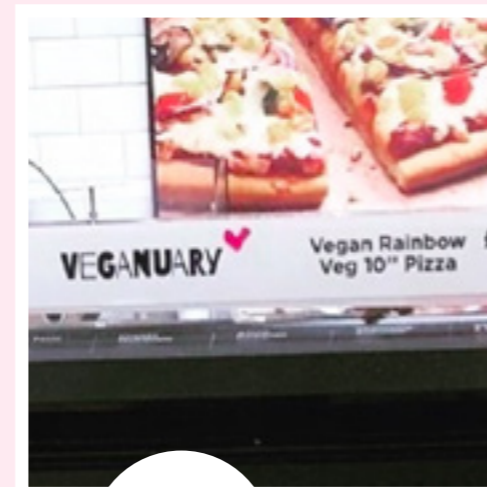
Show customers how to shop vegan and where to find your vegan ranges in store. One quarter of shoppers, or 12.77 million Brits, say supermarket layouts make shopping for meat-free products difficult - let's change that!

SAMPLINGS

Organise with brands to support in-store vegan product samplings

EVENTS

Host an event inviting media and influencers to promote your new vegan products and get feedback on what people think



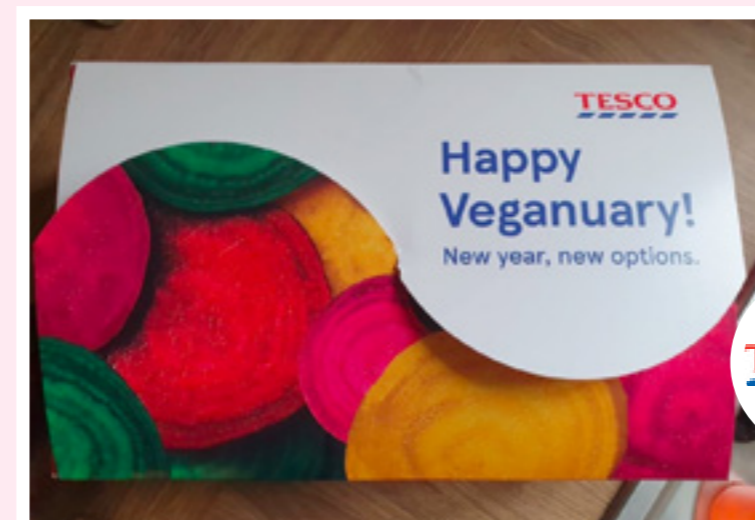
Iceland



Sainsbury's



ASDA



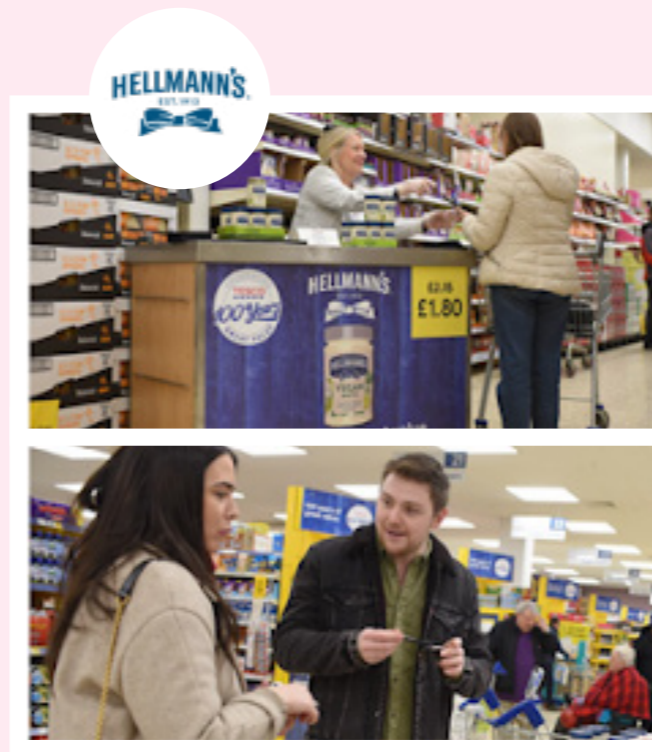
TESCO

GET INVOLVED: IN-STORE BRANDS



NEW PRODUCTS

Launch new vegan products in Veganuary! In January 2020, more than 600 new products were launched, and with the Veganuary buzz it's the perfect time for a successful launch

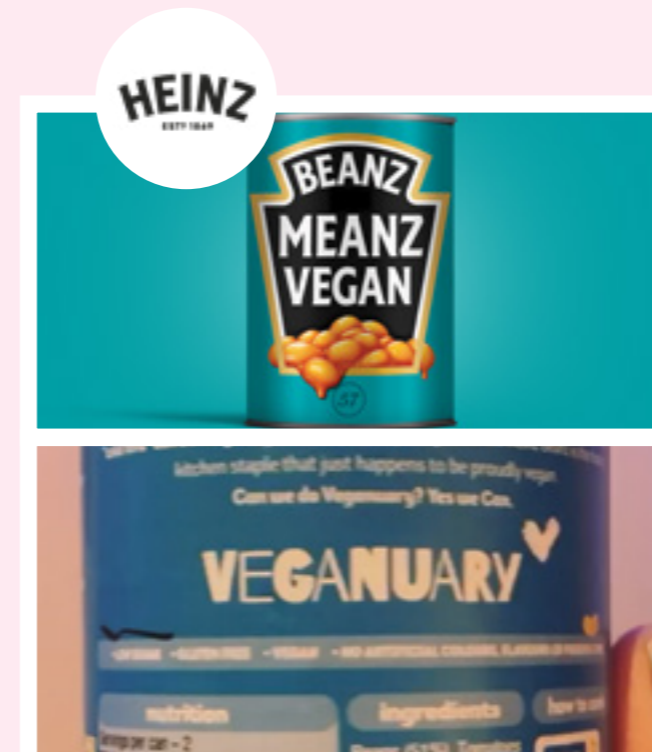


SAMPLINGS

Visit your stockists to do vegan product samplings in-store

STOCKISTS

Work directly with your retailers to create a 360° Veganuary campaign



POS

Use our logo and assets on your point of sale and packaging



EVENTS

Host an event inviting media and influencers to promote your new vegan products and get feedback on what people think! You can also attend a Veganuary themed event and post about it on social using #Veganuary

GET INVOLVED

PRESS STUNTS

Do something unusual to attract buzz and publicity around your Veganuary campaign! Here's some ideas and inspiration to get you started:



Greggs held a late night launch event inviting the public to try their new vegan steak bake. Hundreds of people queued to get an exclusive first taste



Kettle Chips collaborated with BOSH! to launch their Vegan Sheese and Red Onion crisps



Piers Morgan lookalike caught shopping for Naked Glory meat alternatives



Frankie & Benny's challenged Meat Loaf to rebrand to Veg Loaf for January to promote their new vegan menu

GET INVOLVED

SMALL BRANDS & INDEPENDENTS

EVERYONE IS WELCOME TO TAKE PART IN VEGANUARY!

We love when smaller brands and independent retailers and restaurants join the campaign too. We have lots of downloadable point of sale material available later in the Toolkit to help you take part



GET INVOLVED

FASHION, BEAUTY & HOUSEHOLD

At Veganuary we encourage people to try vegan by changing their diet, but we also support the elimination of animal ingredients in all areas of life, including fashion, beauty and household products, in order to protect the environment and prevent animal suffering. Vegan fashion and beauty means clothes, shoes, accessories, makeup and skincare that contain no leather, fur, wool, silk or any other animal-derived ingredients.

If you're a fashion, beauty or household brand with a vegan range, we would love for you to join the Veganuary campaign! Here's some ways you could get involved:

- Launch new vegan products in Veganuary! In January 2020, more than 600 new products were launched, and with the Veganuary buzz it's the perfect time for a successful launch
- POS with the Veganuary logo next to your vegan range to show you're supporting the campaign

- Special offers on your vegan range in January, which we can feature on our website
- Social media and digital marketing utilising the Veganuary logo on your assets
- Share your PR news with us

If you want help veganising your products, the Vegan Society offer helpful guidance along with the option to have your product registered with the Vegan Trademark, a widely recognised authentic standard for vegan products. You can find their contact details on page 32 of this toolkit.

VEGAN LEATHER MARKET SET TO BE WORTH \$85 BILLION BY 2025

according to a report by business consultancy Grand View Research (GVR).



WHAT WE CAN DO FOR YOU

SPECIAL OFFERS

Launch a special offer for the month of January (or beyond) and we will feature selected offers on our [website](#). The special offers listed on Veganuary's website for 2020 received almost 20,000 visitors! This page will also be included in our email series. Currently, we have over 540,000 English-speaking subscribers to our email newsletter!

If you also sell non-vegan products, we encourage you to develop this special offer exclusively for your vegan range to entice customers to give your plant-based offerings a try.

To have your special offer featured on our website we would need:

- High res **square** logo
- Website link
- Approx. 25-50 words including: about your company, what the offer is, how to redeem the offer and when it expires

EATING OUT PAGES

From Feb 2019 to Jan 2020 the [Eating Out](#) section on the Veganuary Website had more than 1 million visitors. 20% of our survey respondents felt eating out was the biggest challenge as a new vegan, so marking your vegan options clearly is crucial for enticing new vegans to your restaurant!

If you're a chain restaurant or eatery, we'd love to get detail of your vegan menu to consider for our Eating Out guide. For this we would need:

- High res **square** logo
- Website link
- Max. 200 words bio (we may edit this to fit the Veganuary style)
- Full details of your vegan menu/options in **word doc** format
- At least 2 photos of your vegan range



WHAT WE CAN DO FOR YOU

PR NEWS

We love to hear about your Veganuary news, exciting new launches and activity updates so we can share details with our followers. Share your news with us at corporate@veganuary.com for your chance to be featured on our channels.

We would need:

- Quote and Press Release
- At least 2 high res images of your vegan range/news in the form of a lifestyle shot or a product shot in PNG image format
- Website and social links

Please note Veganuary is an incredibly busy time for our social and digital teams. We run our channels on an editorial basis, therefore we can't guarantee coverage or inclusion and lead-times for publication may vary.

Please do not send images or news that contain non-vegan items or ingredients - Veganuary will only feature vegan products and we do not have the capacity to verify what you send.

Although we would love to work closely with everyone, we're a small team and aren't always able to do so. However, we give priority to companies who use our official branding on their promotional materials, share the Veganuary sign-up link with their followers and include a quote from Veganuary in their press release.

PRESS RELEASES

To show our support for you joining the Veganuary campaign, we are happy to provide a quote for your press release on your new vegan launches and news. Get in touch at corporate@veganuary.com to discuss.



THE VEGANUARY WORKPLACE CHALLENGE

The Veganuary Workplace Challenge is a 31-day pledge that encourages your workforce to give vegan a try for the month of January and offers lots of support throughout to help you succeed. Encouraging your team to give Veganuary a try helps to promote health and wellbeing amongst your staff, shows your company is making a conscious effort to do their bit for the environment and creates a fun atmosphere by having staff collectively take part in the challenge.

Download the Veganuary Workplace Challenge Guide [here](#) - it contains an overview of what the challenge is, how you can encourage your colleagues to take part and downloadable materials to support you through the Veganuary journey. And of course, don't forget to sign up to take the pledge [here](#)!

IF YOUR WORKPLACE TAKES ON THE CHALLENGE WE'D LOVE TO HEAR ABOUT IT SO WE CAN DISCUSS PR OPPORTUNITIES - EMAIL US AT CORPORATE@VEGANUARY.COM

In January 2020, 57 companies and institutions from the UK, US and Germany got on board, not only supporting their workforce to eat vegan in January, but in many cases leading by example with CEOs and other senior team leaders taking part. Here are some of the workplaces that have taken part:



HERE'S WHAT SOME OF OUR WORKPLACE PARTICIPANTS FROM JANUARY 2020 HAD TO SAY ABOUT THE CHALLENGE:



JENS HOFMA, CEO PIZZA HUT:

"Taking part in Veganuary, was a natural step for us to show our support for our vegan offering and also reflect our aim to be a carbon neutral business by 2030. At Pizza Hut Restaurants we are dedicated to evolving our practices and processes with the aim of being a more responsible business. Our Vegan Menu is one of the many initiatives we have in place - including our food donation programme and our continued commitment to food waste reduction.

Having easy access to alternative products will be key to help us stay on track, that's why we've already started introducing milk alternatives at our Restaurant Support Centre and also have a dedicated company vegan group set up for all our team members to share their experiences and useful hints and tips to eating vegan."



STUART MACHIN, MANAGING DIRECTOR OF FOOD, MARKS & SPENCER:

"At M&S, we've seen a dramatic increase in interest in plant-based food and we are changing to meet this demand. We launched our award-winning Plant Kitchen range in January 2019 – one of our most successful launches ever, with over 1.5 million customers trying the products and 81% coming back to re-purchase. This January, we're growing even further introducing over a hundred brand new products which are 100% delicious and suitable for vegans, and we're encouraging colleagues and their families to sign up to Veganuary and to give them a go. I'm personally really looking forward to the challenge."

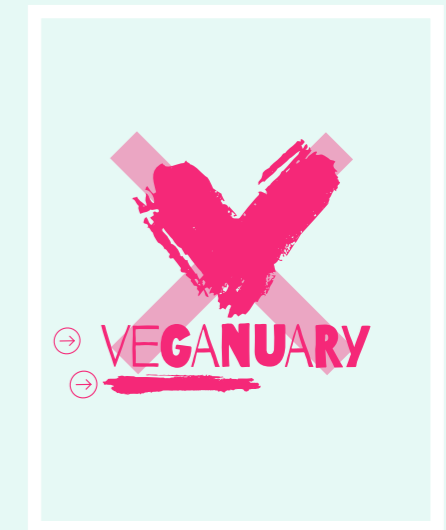
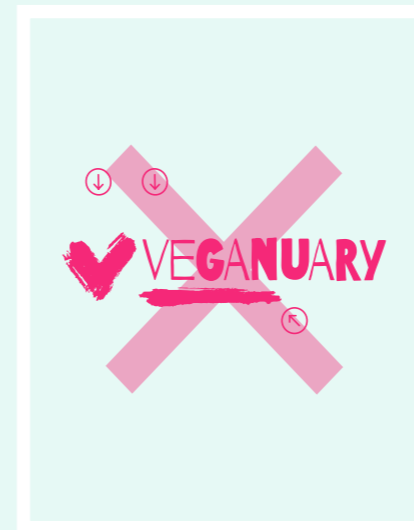


BRYAN BATISTA, CEO, BOOKING.COM TRANSPORT DIVISION:


"This is the first time that Booking.com has taken on the Veganuary Workplace Challenge and it's been great to see so much enthusiasm and interest throughout the company, reflecting the importance of sustainability and well-being for our employees and company as a whole. As well as promoting it on digital displays all over our Manchester offices, we've reached out to colleagues around the world through our internal social media channels. We've had bake sales, food-sampling events and daily tasty vegan dishes in our canteen throughout the month. And it doesn't end when January does: we've inspired a lot of people to continue exploring all things connected to sustainability, so I'm looking forward to seeing some lasting impact: healthier people, keen to live on a healthier planet!"

VEGANUARY BRAND SUPPORTER GUIDELINES


- Make sure you use the NEW logo instead of our old one - all of our latest assets are available to download [here](#).
- We would love for you to shout about being participants or supporters of Veganuary, but please don't describe yourselves as sponsors or partners. We'd prefer you describe yourselves as supporters or participants
- Only use the Veganuary logo or name in point of sale materials next to vegan items in-store so it's clear to customers what's vegan (and what's not!)
- If you send us images of your vegan range for press releases or our website, make sure everything in the photos is 100% vegan



Our new branding and logo are available for you to utilise on marketing assets for your vegan range, but please follow these brand guidelines when doing so. We also ask that you **submit any artwork utilising the Veganuary branding to your corporate contact at Veganuary or email the team at corporate@veganuary.com for approval**

EXAMPLES OF HOW YOU CAN EXPRESS YOUR INVOLVEMENT IN VEGANUARY: 

Proud **supporters** of Veganuary
 Proud Veganuary **participants**
 We are **supporting** Veganuary
 We are **participating in** Veganuary
 We are **taking part in** Veganuary
 Created especially for Veganuary

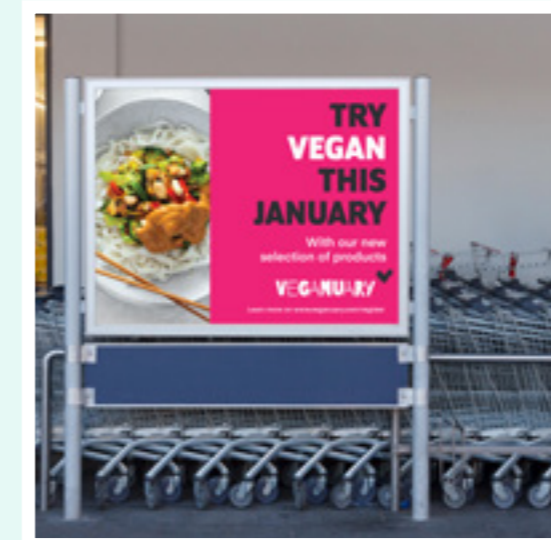
EXAMPLES OF HOW NOT TO DESCRIBE YOUR INVOLVEMENT IN VEGANUARY: 

Partners of Veganuary
Sponsors of Veganuary
 We are **partnering with** Veganuary
 We are **sponsoring** Veganuary
 We are **collaborating with** Veganuary

VEGANUARY ASSETS

WE'VE CREATED LOTS OF AMAZING ASSETS TO HELP YOU WITH YOUR VEGANUARY CAMPAIGN

DOWNLOAD



FURTHER INTERESTED IN VEGAN LABELLING? GET IN TOUCH WITH OUR FRIENDS AT THE VEGAN SOCIETY!



Its product registration scheme, the Vegan Trademark, is widely recognised as the **authentic standard for vegan products**: ensuring that they are free from animal ingredients and animal testing. When used on packaging, it allows consumers to see at a glance that those products are vegan and cruelty-free.

It is the first and original vegan product labelling scheme, and **the sunflower logo is recognised and trusted by consumers around the world** to guide their purchases.

The Vegan Society works with a range of **businesses across all categories**, from large companies to start-up businesses, and offer a pricing structure built with inclusion in

mind. They also offer bespoke marketing opportunities to help businesses promote their registered products directly to vegan consumers.

WHAT IS THE VEGAN SOCIETY?

The Vegan Society is the **world's oldest vegan society** whose founders coined the term 'vegan' in 1944. It is a registered educational charity (no. 279228) that **provides information and guidance** on various aspects of veganism, including to existing and potential vegans, caterers, businesses, healthcare professionals, educators and the media.

Veganuary work in partnership with the Vegan Society to further promote veganism. If you are interested in using the Vegan Trademark on your products + menus, email trademark@vegansociety.com or call **0121 523 1739** (option 4)

THANK YOU

CONTACT:

corporate@veganuary.com

FOLLOW:

facebook.com/veganuary

instagram.com/weareveganuary

twitter.com/veganuary

[#veganuary2021](https://twitter.com/veganuary)

**LET'S MAKE VEGANUARY 2021
THE BIGGEST AND BEST
CAMPAIGN YET!**

