



THE VEGANUARY BUSINESS

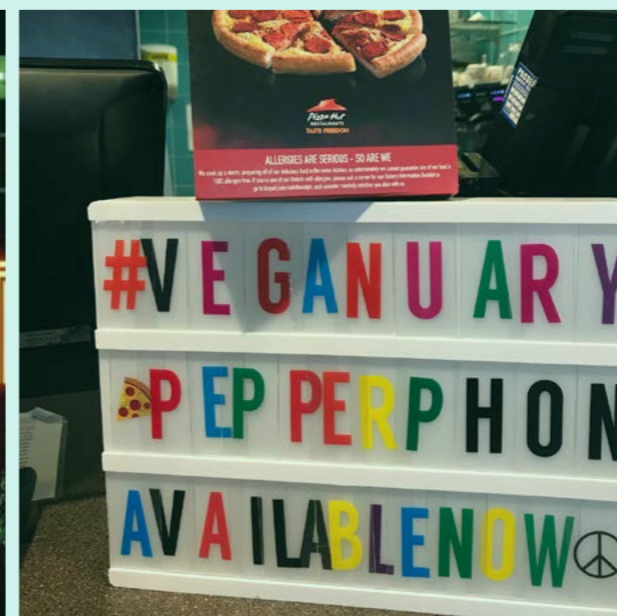
SUPPORT TOOLKIT

HOW TO GET INVOLVED IN VEGANUARY 2022

**DOWNLOAD
THE OFFICIAL
VEGANUARY 2022
ASSETS AND LOGO
TO USE IN YOUR
MARKETING
MATERIALS HERE!**

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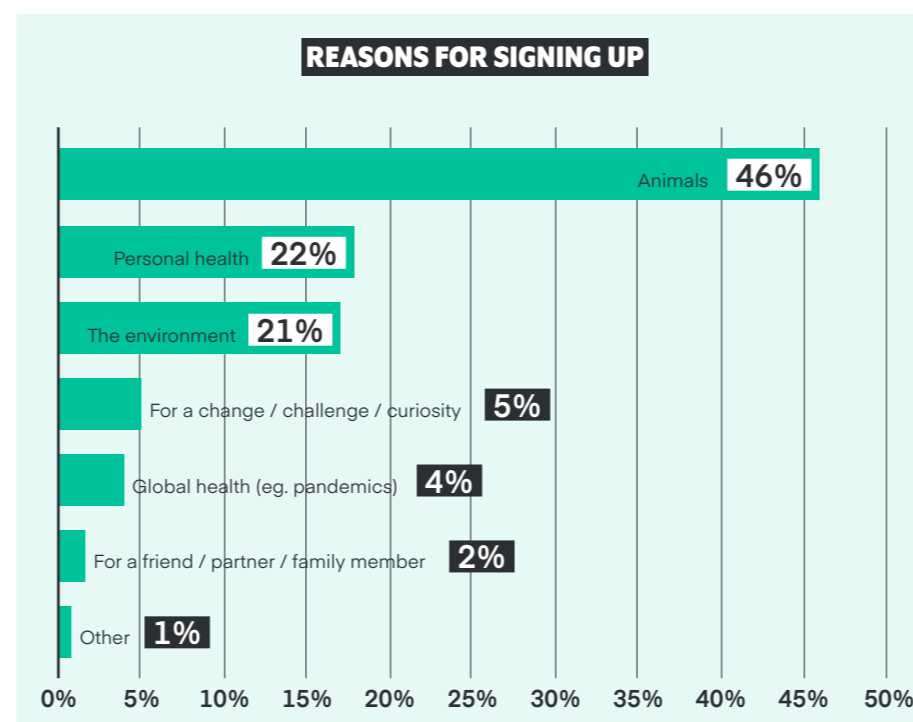
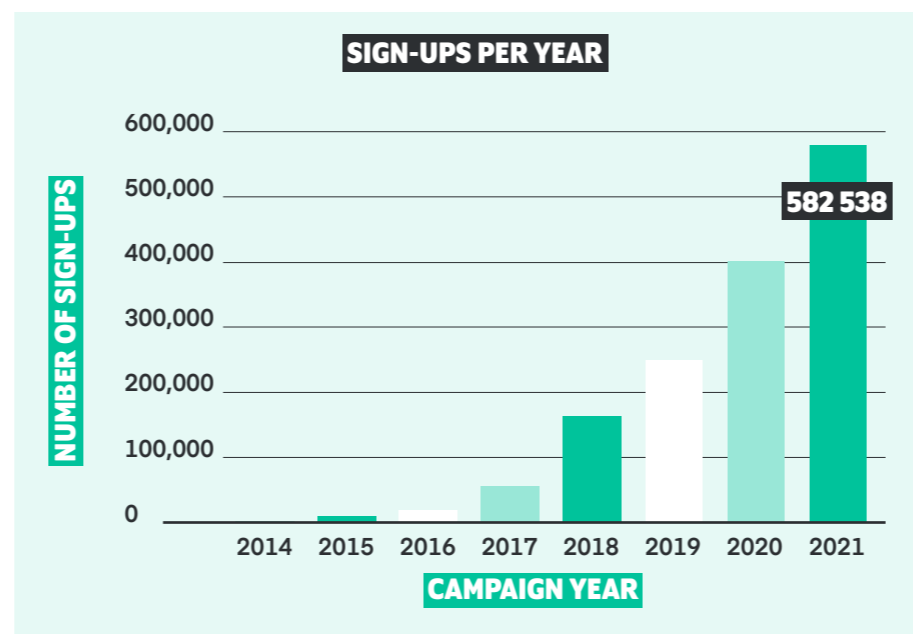
ABOUT VEGANUARY


Our mission is to inspire and support people to try vegan. Millions of people from around the world have taken part in Veganuary since we launched in 2014. Our 2021 campaign had **a record sign-up number of over 580,000 participants**. Kantar research shows that around **10 times as many people** usually take part in Veganuary than officially sign-up through our website, which means **over 5 million people gave vegan eating a try!**

Veganuary is a great **free marketing tool** that helps brands, retailers, and restaurants launch and promote their vegan products during January. Our aim is to connect veg-curious consumers generated by our pledge campaign to brands that can provide the plant-based options they are looking for during January and beyond.


During our 2021 campaign thousands of businesses participated with **over 570 new vegan product launches and over 260 vegan options added to restaurant menus**, with many businesses reporting a significant increase in sales and customer engagement throughout the month.

We drive large-scale change by running **targeted campaigns in the US, UK, Germany and Latin America**, as well as working with partners in several other countries to create a global campaign. The heart of our campaign is our 31-day vegan pledge, where participants receive daily emails providing all the resources and advice they need to make the transition to a plant-based diet.







580,000
Over 580,000 people participated in 2021




1500
Our 2021 campaign featured in more than 1500 media stories



825
More than 825 new vegan products and menu items were launched for Veganuary 2021



98%
98% would recommend Veganuary to a friend



209
People from 209 countries and territories took part

THE IMPACT OF VEGANUARY

MORE THAN ONE MILLION PEOPLE HAVE ALREADY COMPLETED VEGANUARY'S ONE-MONTH CHALLENGE SINCE IT BEGAN IN 2014. WHAT IMPACT HAVE THEY HAD?

Data provided by Dr Helen Harwatt from Harvard University's Animal Law and Policy program*



1.6 MILLION GALLONS OF WATER SAVED

the same as flushing the toilet almost half a million times



103,840 METRIC TONS OF CO²EQ SAVED

equivalent to driving around the world almost 15,000 times

405 METRIC TONS OF P₀₄₃-EQ (EUTROPHICATION) SAVED

the same as 1,645 metric tons of sewage spared from waterways



ALSO SPARED THE LIVES OF 3.4 MILLION ANIMALS**

****according to The Vegan Society's calculator**



*Based on calculations extrapolated from Poore & Nemecek (2018) Science <http://science.sciencemag.org/content/360/6392/987/>

THE 2021 CAMPAIGN IN NUMBERS



582,000 PARTICIPANTS

More than 580,000 people from 209 countries took part in Veganuary 2021 by signing-up to give vegan a try. Knowing that around 10 times as many people usually take part in Veganuary than officially sign-up through our website, that means over 5 million people gave vegan eating a go!



75% REDUCING ANIMAL PRODUCTS

75% of those not staying vegan are reducing by 50% or more



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

98% WOULD RECOMMEND

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

50% SAW HEALTH IMPROVEMENTS

Half of the respondents saw some improvements to their overall health, including improvements to their energy levels, mood, skin appearance and body weight

40% STAYING VEGAN

40% of Veganuary participants plan to stay vegan

46% SAID ANIMALS WERE THEIR MAIN MOTIVATION FOR SIGNING UP

Reasons for taking part in 2021:
46% Animals, 22% Health, 21% Environment



1500 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 Guardian and The Independent.

WHY YOU SHOULD GET INVOLVED

PLANT-BASED FOOD MARKET SET TO TOP \$74 BILLION

The plant-based food market is expected to grow at a CAGR of 11.9% from 2020 to 2027 to reach \$74.2 billion by 2027.

Source: Meticulous Research®

57% OF US HOUSEHOLDS PURCHASED PLANT-BASED FOODS LAST YEAR

Source: GFI & PBFA

UNTAPPED VEGAN SECTORS WORTH \$180 MILLION

Including cheese, chilled desserts, fresh cream and yogurt drinks

Source: Kantar



GROCERY SALES OF PLANT-BASED PRODUCTS HAVE GROWN 27%

Sales of vegan foods that directly replace animal foods have skyrocketed in the past year to \$7 billion, growing almost twice as fast as overall food sales.

Source: Spins

MILK ALTERNATIVE SALES MAKE UP 15% OF THE ENTIRE CATEGORY

Plant-based milks remains the largest animal-based alternative product category and reached sales of \$2.5 billion in 2020.

Source: Spins

41% OF MILLENIALS ENJOY TRYING NEW PLANT-BASED FOODS AND BEVERAGES AT RESTAURANTS

Restaurants can help meet this demand with more inventive preparations of vegetables, more plant-forward dishes, and more choice overall.

Source: Technomic



4 IN 10 AMERICANS HAVE TRIED PLANT-BASED MEAT

Veganuary helps brands boost public perception and reach new customer bases. Vegans make up a small percentage of the population, but they are part of a much wider group who are experimenting with meatless or low-meat diets.

Source: Gallup

VEGANUARY 2021 CORPORATE HIGHLIGHTS

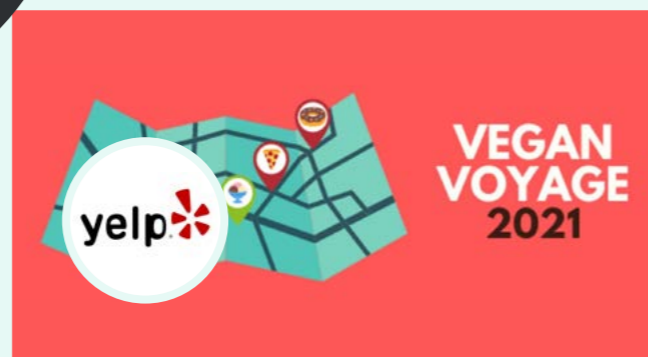
**OVER 572
NEW VEGAN
PRODUCTS
WERE
LAUNCHED**

**OVER 261
NEW VEGAN
OPTIONS ADDED
TO RESTAURANT
MENUS IN
VEGANUARY
2021**

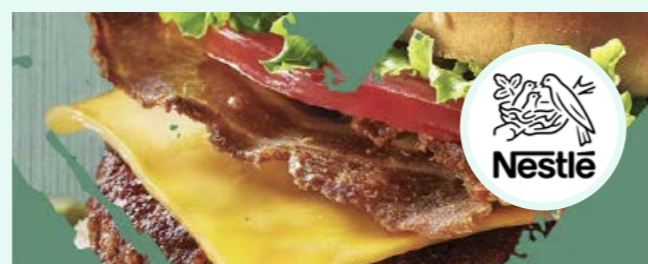
See our full round-up of Veganuary corporate highlights by watching our end of campaign video [here](#).

**JOI, SENIOR REGIONAL
MANAGER OF COMMUNITY,
YELP:**

“We chose Veganuary as our partner for this promo because they are an authentic force in the vegan movement! We appreciate Veganuary’s dedication to inspiring people all over the world to get started on their vegan journey by providing an array of free and valuable resources. Our events have all been so well-attended. The promotion is going even better than I had expected.”



In partnership with Veganuary, Yelp featured plant-based restaurants around the country, hosted virtual events, and encouraged followers to sign-up for Veganuary.



Nestlé Professional US promoted Veganuary in foodservice outlets via table tents, tray liners, digital assets, and posters featuring the Sweet Earth line.



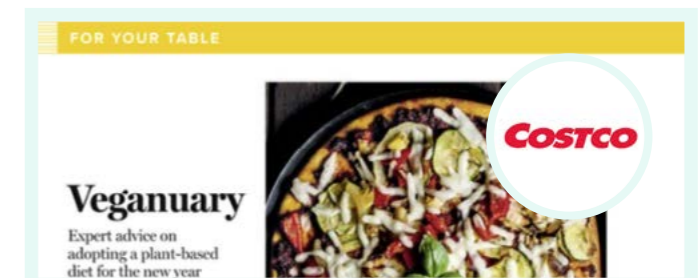
Weekly sales of Violife’s Cocospread more than doubled (+134%) in Veganuary 2021 vs sales in 2020



Hellmann’s promoted their Vegan Sandwich Spread via a dedicated Veganuary landing page, complete with plant-based tips and recipes



Aveda officially went 100% vegan this year in honor of Veganuary. Their staff around the globe also took part in Veganuary’s Workplace Challenge.



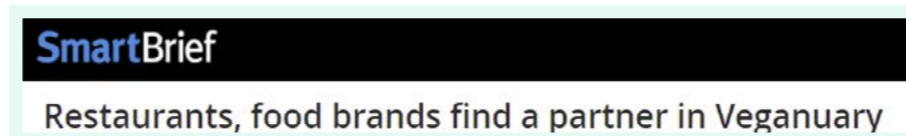
Costco promoted Veganuary in a two-page spread in their Costco Connection magazine, mailed each month to 15 million Costco members.











Veggie Grill’s multi-media Veganuary campaign resulted in a notable boost in sales, media impressions and social media check-ins.

VEGANUARY'S SOCIAL AND MEDIA REACH

EACH CAMPAIGN, VEGANUARY GRABS GLOBAL MEDIA ATTENTION. HERE'S JUST SOME OF THE COVERAGE WE'VE RECEIVED IN THE US...



VEGANUARY'S REACH & FOLLOWING

-  2021 campaign featured in **MORE THAN 1500** media stories
 -  Jan 2021 social media reach: **224 MILLION**
 -  #Veganuary views: **170 MILLION** on TikTok
 -  English language email subscribers: **548K**
 -  Pinterest monthly views: **143K+**
 -  Facebook: **340K**
 -  Instagram: **388K**
 -  Twitter: **68K**
- *as of July 2021

OFFICIAL CONSUMER SURVEY OF VEGANUARY DATABASE

Want to survey Veganuary's database to find out what they think of your products and brand or to gain valuable insights from our participants? **GET IN TOUCH** to find out more about packages available.

We advise against doing your own 'Veganuary' related surveys as a PR angle. The results often conflict with our official participant survey and are not helpful to the plant-based cause. Thanks for understanding!

HOW TO HAVE A SUCCESSFUL VEGANUARY

1

UTILIZE THE FREE VEGANUARY ASSETS

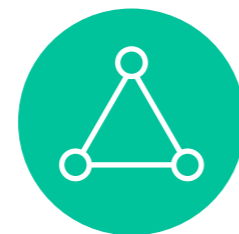
Use Veganuary’s [official logo](#) on your marketing materials including social, point of sale and on pack (check out our brand guidelines [here](#) or use our free ready-to-use Veganuary [marketing materials](#)).



2

ACTIVATE VEGANUARY AND BRING IT TO LIFE

Veganuary activation is all about collaboration between brands, restaurants, and retailers to bring the campaign to life for the consumer. Connect with your commercial teams to discuss how you can collaborate.



3

TAG US ON SOCIAL AND #VEGANUARY2022

Make sure to tag us in your Veganuary posts and use the hashtag #Veganuary2022 so that our social media team have the chance to engage and repost your content.



4

JOIN THE CAMPAIGN GLOBALLY!

Veganuary runs targeted campaigns in the UK, US, Germany, and Latin America, as well as working with partners in several other countries to create a global campaign. [Get in touch](#) to discuss working with us internationally.



5

TAKE ON THE VEGANUARY WORKPLACE CHALLENGE

Try vegan in your workplace and let us support your journey throughout January. As well as being a fun staff challenge, it’s also a great PR opportunity. Check out the Workplace Challenge Guide [here](#).



OPPORTUNITIES WITH VEGANUARY

LET US SUPPORT YOU

1) SHARE YOUR NEWS WITH US

[Send us](#) your press releases and images for any new launches or vegan news and our social team may share the news with our audience. Our social channels run all year long so send us your news even after January!

2) GET A QUOTE FOR YOUR PRESS RELEASE

Our US Director is available to review and provide a quote for relevant and exciting press releases to support and endorse your Veganuary activity. [Get in touch](#) for further details.

3) DEVELOP VEGANUARY SPECIAL OFFERS

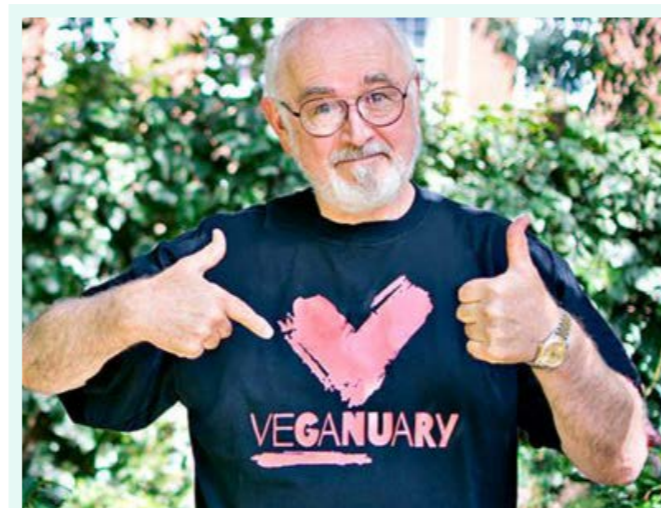
Create enticing promotions for your customers and we might share them with our audience through our Special Offers web page. [Get in touch](#) for more details.

4) JOIN VEGANUARY'S RESTAURANT GUIDE

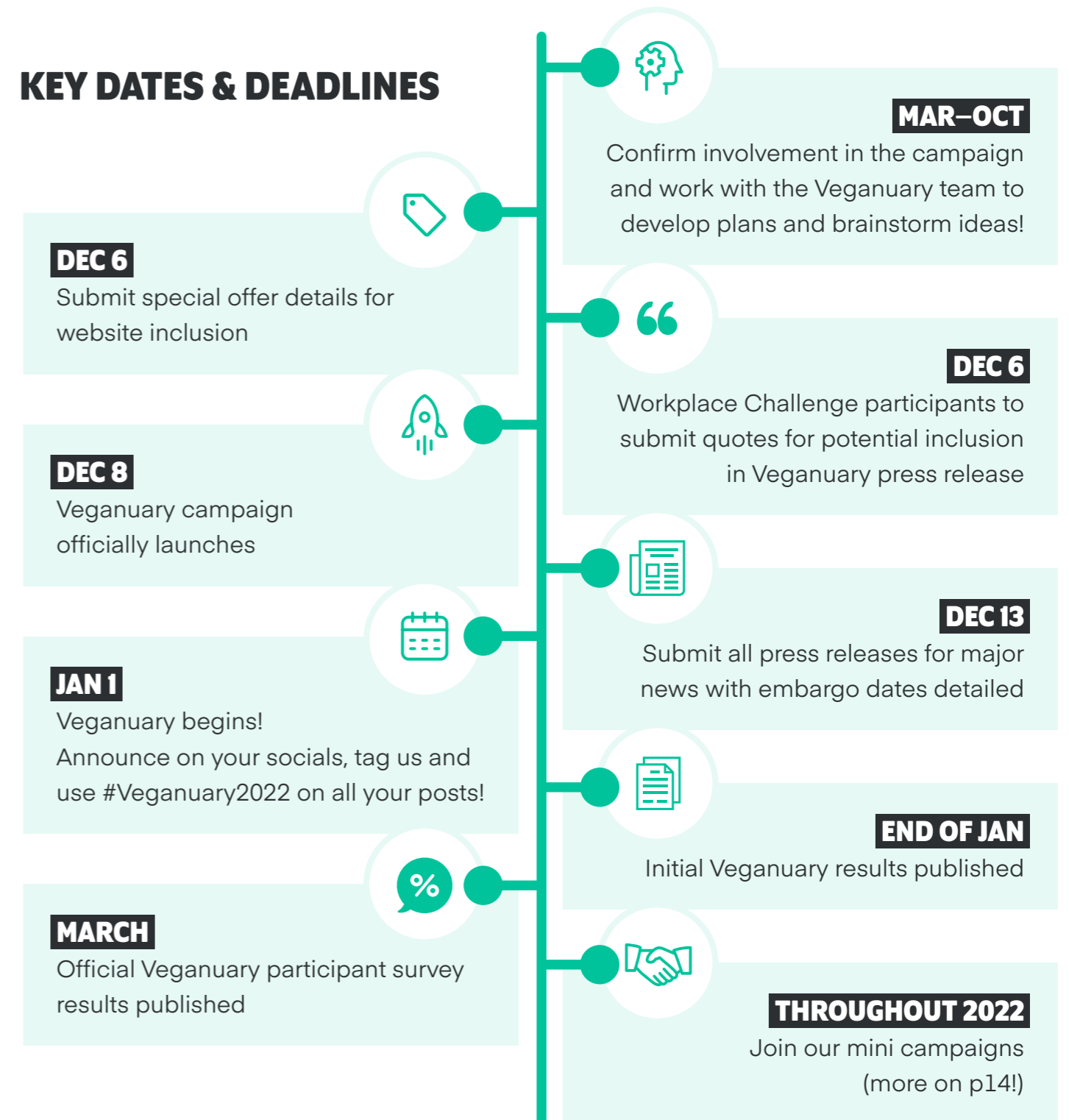
If you're a chain with multiple locations in the US, send us the details of your vegan options to be added to our [Restaurant Guide](#), a resource on our website that gets millions of visitors!

5) CREATE UNIQUE AND EXCLUSIVE RECIPES FOR VEGANUARY

Participants love to utilize the recipes we share on our [website](#). If you'd like to create an exclusive recipe for our website (the recipe must not be listed anywhere else online) then [get in touch](#) to discuss.



KEY DATES & DEADLINES

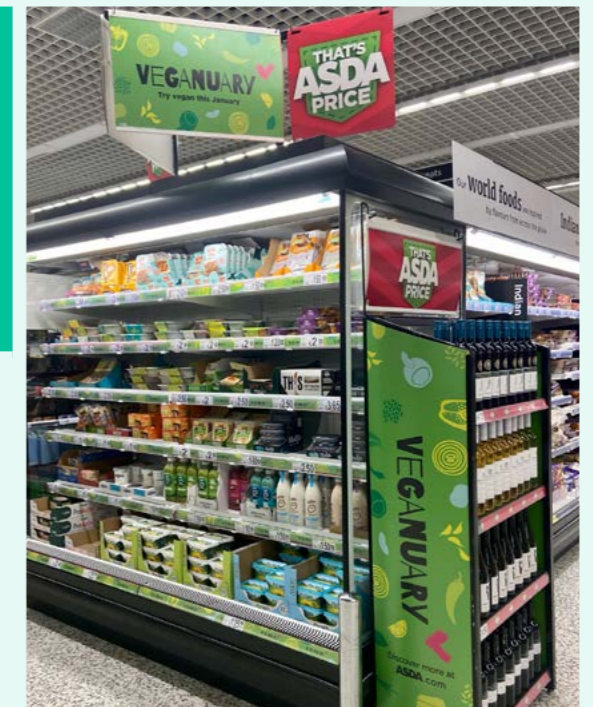


GET INVOLVED: IN-STORE

Use the Veganuary name and [logo](#) on point of sale, on pack and in print



Launch new products & menu items



Create special offers & price promotions on your vegan range

Use our [QR code](#) on your POS to encourage your customers to sign-up to Veganuary – research shows that participants are much more likely to succeed at trying vegan with our support!

Highlight your vegan range with feature space in-store



Reach new potential customers with out of home advertising

Conduct samplings of your vegan products

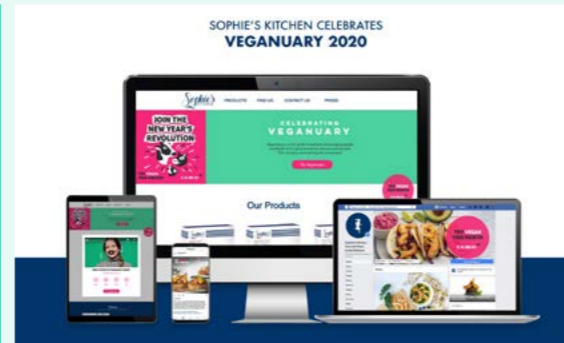


Host Veganuary-themed events



GET INVOLVED: DIGITAL ACTIVITY

Tag us on social (there's a good chance we'll share your content in our stories) and use #Veganuary2022



Use the Veganuary logo on your digital and social activity



EVERY BITE IS A STEP IN THE RIGHT DIRECTION.

The first week of **VEGANUARY** is in the books! We know it's not always easy and slip-ups happen—just take it from our plant-based hero **Tabitha Brown** (and see if you can spot some Veggie Grill favorites in her video)!

just salad x **VEGANUARY**



WELCOME TO VEGANUARY

An entire month dedicated to the things we love most: great food, Mother Earth, and doing good.

Encourage your audience to sign up at veganuary.com/en-us/try-vegan/ - evidence shows they're more likely to succeed with our help and support!



Engage your email subscribers with your Veganuary activity

Write blog content and recipes on veganism and why people should sign-up to Veganuary

There's still time
STOCK UP FOR #VEGANUARY
WHOLE FOODS MARKET MEGA SALE ENDS JAN 5TH

Mention Veganuary in your press release and [speak to us](#) about getting a quote to include

Create Veganuary-themed web banners on your website using the [Veganuary logo](#)



Promote your vegan offering with a TV and Radio ad in January to coincide with Veganuary

VEGANUARY IS HERE



GET INVOLVED: PRESS STUNTS

DO SOMETHING UNUSUAL TO ATTRACT BUZZ AND PUBLICITY AROUND YOUR VEGANUARY CAMPAIGN. HERE'S SOME GLOBAL INSPIRATION...



Iceland

GREGGS
Always Fresh. Always Tasty.

ICELAND launched a foot long vegan sausage roll in collaboration with **GREGGS**



THIS launched a live call center monitored by comedians to help people with the temptation of eating meat during Veganuary. They answered the calls with meat-based jokes, plant-based puns and animal noises, to help get them through the month of no meat with a smile on their face



PRET collaborated with Big Zuu to create a rap song for the launch of the Meatless Meatball Hot Wrap



JUSTEAT turned London's iconic Beefeaters into Leaf Eaters to deliver orders in celebration of Veganuary



COSTA made plant-based milks free in January

WHAT DOES VEGANUARY DO THE REST OF THE YEAR?

The Veganuary team works throughout the year to encourage people to try vegan, read more about our impact [here](#). **Stay in touch** with our corporate team for the opportunity to engage with our audience beyond January.

548K ENGLISH LANGUAGE EMAIL SUBSCRIBERS

800K SOCIAL FOLLOWING ACROSS FACEBOOK, TWITTER AND INSTAGRAM

*as of July 2021

2022 MINI CAMPAIGN DATES:



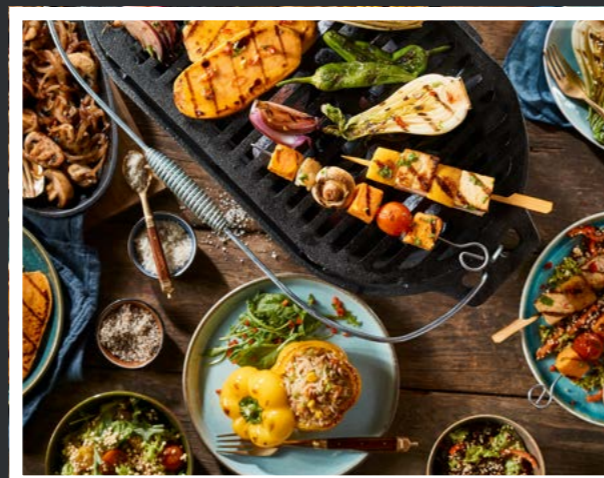
CHOOSE CHICKEN-FREE WEEK

April 4-10, 2022



CHOOSE FISH-FREE WEEK

June 6-12, 2022



PLANT-BASED BBQ WEEK

July 18-14, 2022



CHOOSE DAIRY-FREE WEEK

August 22-28, 2022

HOW TO GET INVOLVED THROUGHOUT THE YEAR

1) SEND US YOUR NEWS whenever you have new vegan launches or vegan news and we might share the story with our audience

2) TAKE PART IN OUR MINI CAMPAIGNS throughout the year. Get in contact to hear what opportunities we have available

3) GET PLANNING FOR THE NEXT CAMPAIGN well in advance to make sure it's the best one yet!



RECIPE: VEGAN BUTTER CHICKEN



BEER BATTERED 'SHRIMP' SKEWERS

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 by [signing-up to Veganuary](#) and offers support throughout to help you succeed.

In January 2021, 63 companies and institutions from the UK, US and Germany got on board, supporting their workforces to eat vegan in January and in many cases leading by example with CEOs and senior leaders taking part. Here are some of the workplaces that have taken part...

BENEFITS OF TAKING PART

- ✓ **PROMOTE HEALTH & WELLBEING AMONGST YOUR STAFF**
- ✓ **DO YOUR PART FOR THE ENVIRONMENT**
- ✓ **CREATE A FUN CHALLENGE FOR STAFF TO TAKE PART IN**
- ✓ **TAKE ADVANTAGE OF A GREAT PR OPPORTUNITY**

**DOWNLOAD
THE VEGANUARY
WORKPLACE
CHALLENGE GUIDE
HERE TO FIND
OUT MORE!**

If your workplace takes on the challenge, we'd love to discuss PR opportunities with you — email us at

USCORPORATE@VEGANUARY.COM



AVEDA'S GLOBAL BRAND PRESIDENT BARBARA DE LAERE:

"This Veganuary, more than 1,500 people in the Aveda network transitioned to a plant-based diet as part of a celebration around our brand's recent news: 100% of our products are now 100% vegan, now and forever! Achieving this milestone alongside our participation in the Veganuary challenge has been particularly rewarding for us as a team – not to mention it has opened many eyes to the impact individual diet and lifestyle changes can have on our collective environmental footprint."



MARCO SETTEMBRI, CEO OF NESTLÉ ZONE EMENA:

"As someone who stepped up to the Veganuary challenge this year, I am happy to be part of this movement as it grows across Europe and beyond. For me, now, behind Veganuary there's a bigger picture – and one which induces long-term action. It's about really feeling the need of the consumer. That is why, this year I am promoting Veganuary across many of our categories and initiatives."

THANK YOU! LET'S MAKE IT THE BIGGEST VEGANUARY YET!

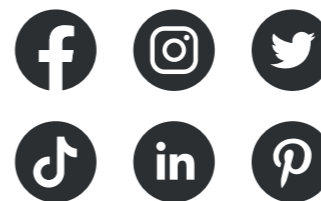
CONTACT: USCORPORATE@VEGANUARY.COM



Wendy Matthews
DIRECTOR, US



If you are interested in vegan labelling and using the vegan trademark on your products and menus then get in touch with our friends at the Vegan Society at trademark@vegansociety.com



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Veganuary is a registered charity in England & Wales (no. 1168566).