

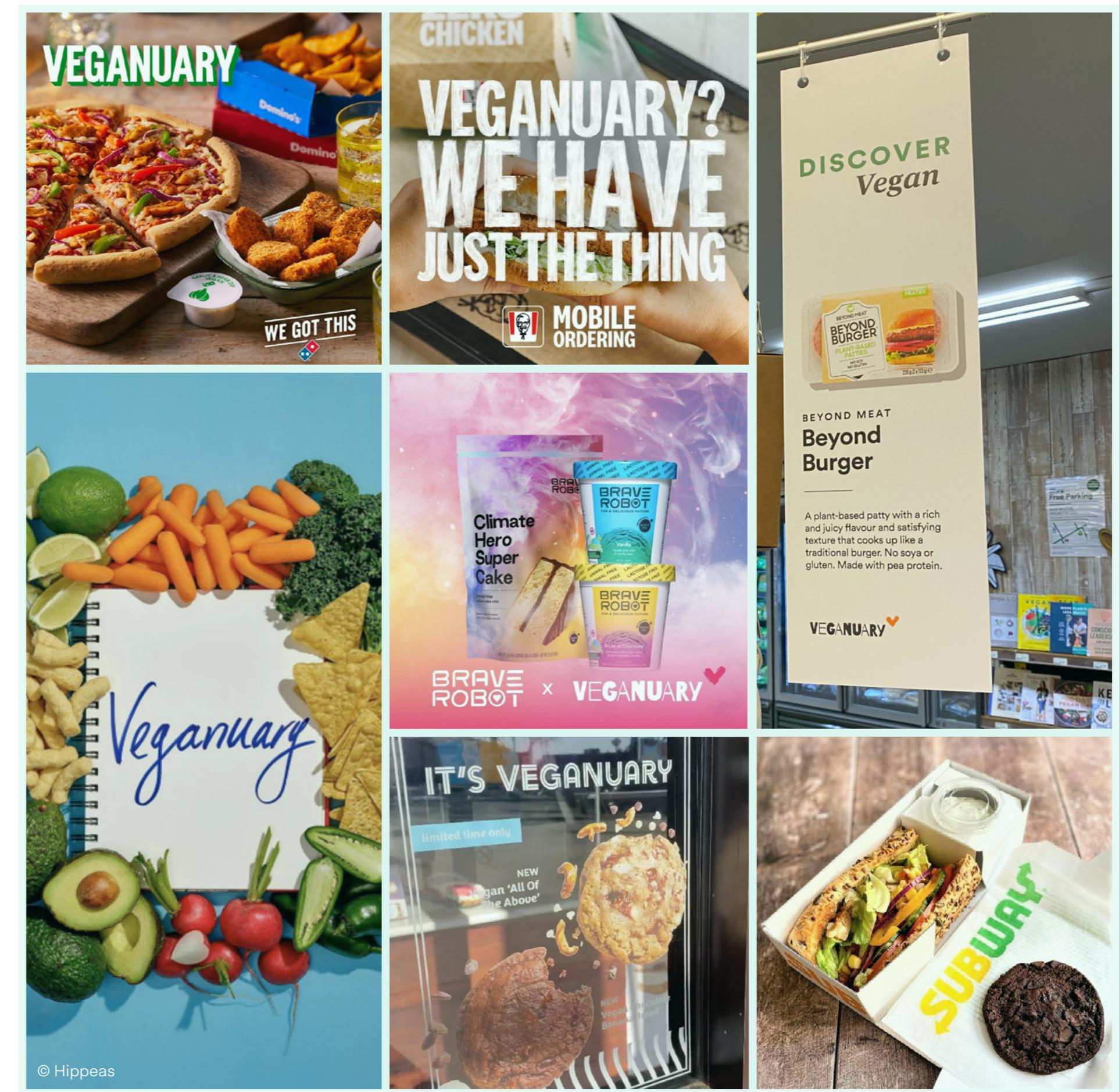


THE VEGANUARY BUSINESS SUPPORT TOOLKIT

HOW TO GET INVOLVED IN VEGANUARY 2023

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WHAT IS VEGANUARY?

Veganuary is a **global movement** that has inspired millions of people to try eating vegan in January (and beyond). Last year alone, more than **629,000 people registered on our website to eat plant-based for 31 days**. And, Kantar research shows that about 10x more people participate in Veganuary each year than officially participate through our website. **But Veganuary is more than just a pledge.**

We're a **nonprofit** that is growing a **massive movement** of consumers seeking plant-based options in January and looking to reduce, or eliminate, their consumption of meat and other animal products throughout the rest of the year. We want to make it simple for them to find the best products out there. **That's where you come in.**

Veganuary is now a key Q1 event on marketing calendars around the world. Thousands of brands, restaurants, and retailers participate each year. Businesses like yours are welcome and encouraged to utilize Veganuary in your marketing to connect with our huge audience of plant-based consumers.

There is zero cost to participate in Veganuary. Why? Because the more incredible vegan options our participants try, the more likely they are to continue purchasing, and eating, plant-based food in the future. And that's a win for human health, for animals, and for the planet.

This toolkit is filled with helpful tips, tools, and examples to help your brand make the most of Veganuary 2023!

OUR TOP 10 COUNTRIES

#	COUNTRY
1	USA
2	UK
3	India
4	Germany
5	Italy
6	Mexico
7	Argentina
8	Colombia
9	Chile
10	Brazil

VEGANUARY 2022 BY THE NUMBERS

629,000

Over 629,000 people signed up for our 2022 campaign

4,351

We were featured in at least 4,351 media stories

74%

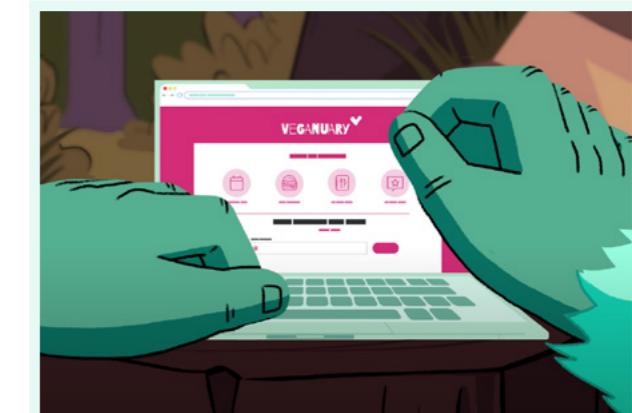
74% of those not staying vegan after Veganuary plan on reducing consumption of animal products by 50% or more

1,540

More than 1,540 new vegan products and menus were launched

228

People from 228 countries and territories took part



OUR REACH

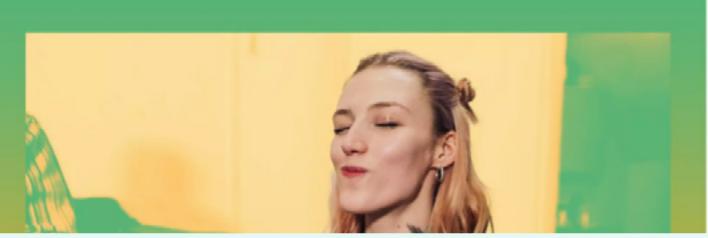
IN 2022 THERE WERE AT LEAST 4,351 MEDIA STORIES ABOUT VEGANUARY WORLDWIDE. HERE ARE JUST A FEW TOP HEADLINES WE'VE EARNED SINCE OUR LAUNCH IN THE USA:

EXPLORE SHAPE

How to Actually Pull Off Veganuary

Kicking off the year on an animal-free note? Learn the keys for a successful Veganuary from plant-based dietitians themselves.

By Megan Falk | January 05, 2022



[fb](#)
[Tweet](#)
[More](#)



FOOD&WINE

Veganuary Is the New Dry January

TODAY 31 easy vegan recipes that the whole family will enjoy for Veganuary

31 easy vegan recipes that the whole family will enjoy for Veganuary

Vegan recipes from Samah Dada, Chloe Coscarelli, Joanne Molinaro and more make ditching animal products a cinch.



EXPLORE InStyle

'Veganuary' Challenge This Month? Here's What You Need to Know

If you want to go vegan for the month of January (or just vegan-ish), here's how to get started.

By Caroline Shannon-Karasik | Updated Jan 03, 2022 @ 2:30 pm



[Save](#)
[Pin](#)
[fb](#)
[More](#)

The New York Times

Pledging to Go Vegan, at Least for January

SmartBrief

Restaurants, food brands find a partner in Veganuary

ADWEEK
PLANT-BASED PRODUCTS

Veganuary's Popularity in the US Spikes With 200 Brands, 95,000 American Participants

The movement to ditch meat and dairy for a month, announced with an animated PSA with James Cromwell, is in its third year stateside



Los Angeles Times

Veg Out During 'Veganuary'



VEGANUARY'S REACH & FOLLOWING

- English language email subscribers: **650K+**
- 2022 social media reach: **375 MILLION**
- #Veganuary2022 views on TikTok: **42.8M**
- Facebook: **361K**
- Instagram: **444K**
- Twitter: **79.6K**

*as of May 2022

OUR IMPACT

VEGANUARY'S 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.

PROTECTING THE PLANET

So far, Veganuary's 2+ million collective participants have saved more than:



**810 METRIC TONS
OF PO₄³⁻-eq
(EUTROPHICATION)**
the same as 3,290 tonnes
of sewage spared from
waterways

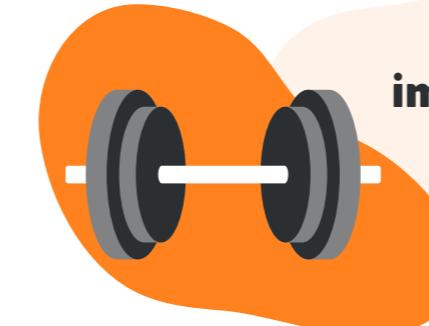
**207,680 METRIC TONS
(207,680,000KG)
OF CO₂ eq**
equivalent to
1.8 million flights
from NYC
to DC

**3.2 MILLION GALLONS
OF WATER**



IMPROVING HUMAN HEALTH

Our participants have seen some life-changing health improvements, like the 70-year-old in California who reported she's lowered her blood pressure, reduced cholesterol, and no longer registers as pre-diabetic. This year, some of the top health impacts reported were:



**49% saw
improvements to their
ENERGY LEVELS**



**48% saw
improvements to their
MOOD**



**39% saw
improvements to their
SKIN APPEARANCE**

SPARING ANIMALS

One of the key reasons people sign-up for Veganuary is for animals.



**Together, our 2022
campaign participants spared
MORE THAN 2.16 MILLION ANIMALS
– IN JUST ONE MONTH!**

FOR MORE ABOUT VEGANUARY'S IMPACT, SEE OUR

2022 END OF CAMPAIGN REPORT



AND

THE OFFICIAL VEGANUARY 2022 PARTICIPANT SURVEY



WHY WORK WITH US?

1

CONNECT WITH CONSUMERS SEEKING PLANT-BASED OPTIONS

83% of Veganuary participants are still eating meat, fish, and/or dairy prior to taking the challenge, and the majority surveyed* tell us they plan to reduce their consumption of animal products and continue buying plant-based products when Veganuary ends. Start building loyalty and visibility during January so they can seek out your products out all year long.



2

DEMONSTRATE BRAND VALUES

Consumers increasingly expect the brands they support to be socially responsible. Supporting Veganuary is a great way to walk the talk and show you're doing your part to protect the climate. See [page 5](#) for more info on our impact.



3

EMBRACE THE THRIVING PLANT-BASED MARKET

The plant-based food market is set to top \$162 billion by 2030 **. To stay relevant in the plant-based space, brands, restaurants, and retailers will need to adapt with more inventive preparations, more plant-forward options, and more choice overall. Veganuary can help you understand consumer demand and fill the gap.



4

INCREASE SALES

Each campaign, brands, restaurants, and retailers report they see a considerable boost in sales during Veganuary. In January 2022, Uber Eats (UK) saw a 1250% increase in orders of plant-based dishes. Reach out to us for additional examples and case studies.



5

IT'S FREE

There is no cost to participate in Veganuary. We want the campaign to reach as far and wide as possible, so people interested in reducing their consumption of meat and other animal foods can find great products. We encourage companies to use our name and logo in their marketing, at no charge. See [Brand Guidelines](#).



*Figures from YouGov Plc

**Source: Bloomberg Intelligence (BI), Plant-Based Foods Poised for Explosive Growth (2021)

THE RISE OF PLANT-BASED

PARTICIPATING IN VEGANUARY IS THE PERFECT WAY FOR YOUR BRAND TO GAIN EXPOSURE AND ATTRACT NEW CUSTOMERS IN THE EXPLODING PLANT-BASED SPACE.

32% OF AMERICANS PLAN TO EAT MORE PLANT-BASED/VEGAN FOODS IN 2022*

30% OF AMERICANS SAY THEIR PERCEPTIONS OF A PLANT-BASED/VEGAN DIET HAVE CHANGED FOR THE BETTER

in the last two years, since Veganuary's initial launch in the United States.*

ONLINE SEARCHES FOR “PLANT-BASED” INCREASED 17% ON AMAZON AND 50% ON INSTACART DURING THE FIRST HALF OF 2021.

Source: Nielson IQ

SIXTY-TWO PERCENT OR 79 MILLION U.S. HOUSEHOLDS ARE NOW BUYING PLANT-BASED PRODUCTS.

Source: SPINS

FLEXITARIAN IS ON THE RISE

In the U.S., 62% of consumers are willing to reduce meat consumption due to environmental concerns.

Source: Nielson IQ

GROCERY SALES OF PLANT-BASED PRODUCTS GREW 6.2% IN 2021

three times faster than overall food sales, bringing the total market to 7.4 billion (representing a market value of \$7.4 billion, a new record for the sector).

Source: Good Food Institute



MORE THAN HALF (52%) OF US CONSUMERS ARE EATING MORE PLANT-BASED FOODS

and believe it makes them feel healthier.

Source: Nielson IQ

HOW TO GET INVOLVED

WHAT DOES IT MEAN TO PARTICIPATE IN VEGANUARY? AN EASY WAY TO APPROACH VEGANUARY IS BY THINKING OF IT AS A MARKETING MOMENT: JUST AS YOU HIGHLIGHT FESTIVE PRODUCTS AT THE HOLIDAYS, FOCUS YOUR MARKETING ON PLANT-BASED OPTIONS IN JANUARY! HERE ARE SOME OF THE TOP WAYS THAT BRANDS ACTIVATE FOR VEGANUARY:

LAUNCH A NEW PLANT-BASED PRODUCT

Considering adding a new vegan option to your menu or product range? There's no better time than January! Get in touch to find out how you can leverage the Veganuary buzz to amplify your launch.

[GET IN TOUCH](#)

POS AND DIGITAL MARKETING

Use Veganuary's name and logo, at no cost, in your plant-based marketing campaigns, including point of sale or window displays, to raise your in-store and online visibility. Try our plug-and-play assets or make it your own using our Brand Guidelines.

[DOWNLOAD ASSETS](#)

SOCIAL MEDIA CONTENT

Highlight your vegan offerings, host giveaways, or share vegan recipes on social media throughout January. Be sure to tag us (@weareveganuary) and use #veganuary2023 for the chance to be featured.

[FOLLOW US](#)

SPECIAL OFFERS AND PROMOTIONS

Highlight your plant-based range to conscious consumers during January with sales and promotions. Get your Veganuary offer in front of our audience by adding a free listing to our Special Offers page.

[LEARN MORE](#)

WORKPLACE CHALLENGE

Want to make your business or workplace healthier and happier while helping the planet? The Veganuary Workplace Challenge is a fun way to demonstrate your commitment to sustainability and to earn some positive post-holiday PR. See [page 14](#) for more info.

[DOWNLOAD GUIDE](#)

READ ON FOR EVEN MORE EXAMPLES, IDEAS, AND INSPIRATION!

BECOME A SPONSOR

Changing the world is a big job, and we can't do it alone! Veganuary is proud to collaborate with amazing companies in our work to help animals and protect the planet. We are offering an extremely limited number of sponsorship opportunities for the 2023 campaign.

EMAIL FUNDRAISING@VEGANUARY.COM TO LEARN MORE

WHAT WE CAN DO FOR YOU

1) SPREAD THE WORD

Send us your press releases and images for any new vegan launches or promotions 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) PROVIDE 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) GET YOUR OFFER IN FRONT OF OUR AUDIENCE

Create enticing promotions on plant-based products for your customers and we may share them with our audience through our Special Offers web page. Get in touch for more details.

4) LIST YOU IN OUR 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) SHARE YOUR RECIPES WITH OUR AUDIENCE

Participants love to utilize the recipes we share on our website and in our emails. 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.



MAR-OCT

Confirm involvement in the campaign and work with the Veganuary team to develop plans and brainstorm ideas!



KEY DATES & DEADLINES

NOV-JAN

Submit all Veganuary-related press releases for major news with embargo dates detailed



DEC 7

Veganuary campaign officially launches



DEC 16

Submit special offer details for website inclusion



DEC 18

Workplace Challenge participants to submit quotes for potential inclusion in Veganuary press release



JAN 1

Announce on your socials, tag @weareveganuary and use #Veganuary2023 on all your posts!



END OF JAN

Initial Veganuary results published



MARCH

Official Veganuary participant survey results published



THROUGHOUT 2023

Join our mini campaigns. We'll be in touch in early spring with further opportunities to stay connected.

VEGANUARY IDEAS & INSPIRATION

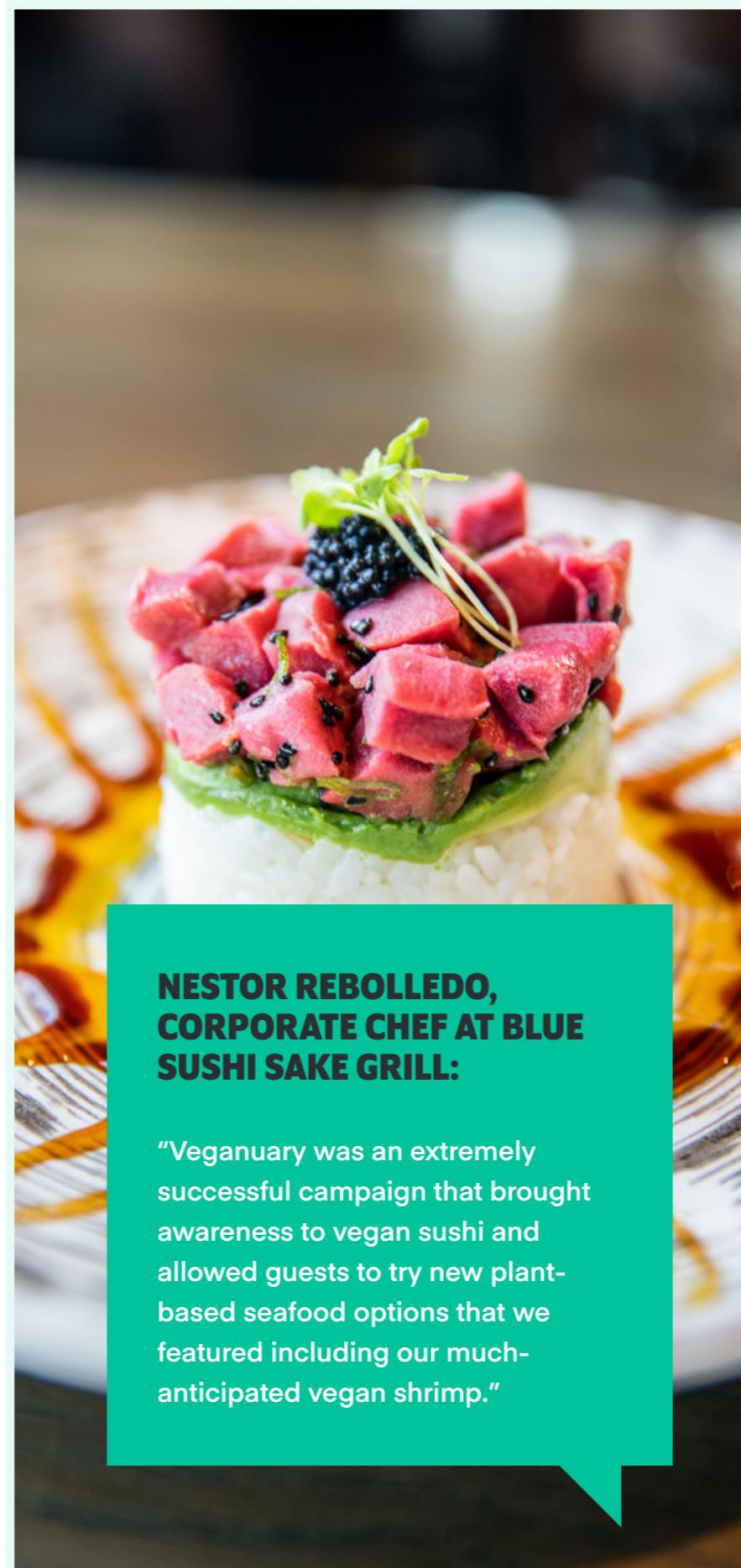
With so many more new vegans and flexitarians making resolutions each January, we need businesses like yours to shout about your new vegan product launches and offers so that participants can find the best vegan options available. Last year, thousands of businesses took part in Veganuary, with most experiencing an increase in sales throughout the month. Veganuary is an incredible marketing tool that can help you successfully launch your new vegan products and sell more of your existing vegan range!

There are so many creative ways to run your own Veganuary campaign, and we encourage you to make it your own. Here are a few of our favorite activations from past years to inspire you!

DURING VEGANUARY 2022

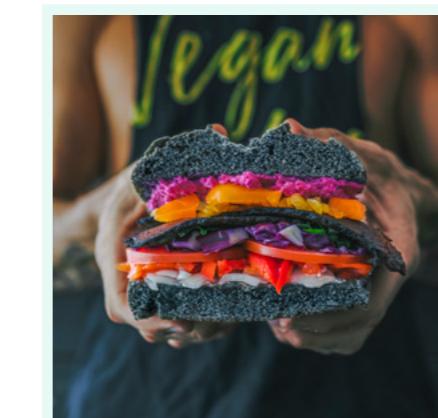
OVER 800 NEW VEGAN PRODUCTS WERE LAUNCHED

OVER 740 NEW MENU ITEMS WERE ADDED AT RESTAURANTS



NESTOR REBOLLEDO, CORPORATE CHEF AT BLUE SUSHI SAKE GRILL:

"Veganuary was an extremely successful campaign that brought awareness to vegan sushi and allowed guests to try new plant-based seafood options that we featured including our much-anticipated vegan shrimp."



IN-STORE ACTIVITY

PRODUCT & MENU LAUNCHES

Magnum and Pokeworks were just two of the many brands to roll out new vegan products or menu items to celebrate Veganuary 2022.



Pokeworks X OMNI

100% MUSUBI. 100% DELICIOUS. ZERO PORK.

Made from Plants

New OMNI MUS



ON-PACKAGE

Meatless Farm used Veganuary's branding for on-package stickers to catch participant's eyes.

Give Veganuary a Try

I've had time again when many of us dig into our list of New Year's resolutions. If there's anything I learned in 2021, it's not to take my health for granted. And one of the main ways I step healthy is by eating well—and eating mostly plant-based. Studies consistently reveal that many health benefits of eating more plants, including losing weight, improving heart health, reducing blood pressure, and decreasing the risk of type 2 diabetes, certain cancers, and certain types of cancer. There is also compelling research that a plant-based diet may slow the progression of Alzheimer's.

You may notice the increasing availability of plant-based products at your local grocery store. According to market research, sales of plant-based meat substitutes have grown 27 percent, and the market is set to top \$74 billion by 2027. Four in 10 Americans have tried plant-based meat, and 41 percent of millennials are enjoying trying new plant-based foods and beverages at restaurants. It's a trend that is not slowing.

Join us in giving up meat and eating a veg diet. Thousands of people participated in Veganuary Launch in the United Kingdom in 2018 and now recognize din countries around the world, Veganuary encourages people to try vegan for January and beyond. Simply sign up at veganuary.com and you'll get a free e-cookbook, official Veganuary starter kit, daily recipes, meal plan, tips for eating out and ongoing support through an email series. There's also a Facebook group with a supportive community full of people

SOME FUN FACTS ABOUT VEGANUARY:

- More than 550,000 people from 209 countries took part in 2021.
- 98 percent of participants said they would recommend Veganuary to others.
- 40 percent of participants plan to stay vegan.
- 69 percent of participants experienced health improvements, including better energy levels, mood, skin appearance and body weight.

The Live Naturally website is shock-full of plant-based recipe options, including an ebook of vegan recipes, Vegan Delights. Head to livernaturallymagazine.com/vegan-e-recipe-ebook to download. Want to be more plant-based but don't want to give up dairy? There are options in that area too, including plant-based milk, plus several great dairy-free butters and desserts for those of you with a sweet tooth.

As we launch into this New Year, we at Live Naturally will continue to work on researching and sharing ways to live a happier and healthier life. Wishing you all the best for 2022!

Dakota Hanson, Editor
editor@livernaturallymagazine.com

Kroger

IN PRINT

Grocer's themed circulars and editorials around Veganuary, including this ad from Albertson's and this letter from the editor in Living Naturally, Kroger's in-store magazine.



POS SIGNAGE

Restaurants like Just Salad and Insomnia Cookies used Veganuary's name and logo on their in-store signage to encourage sales of plant-based options during January.



OTHER IDEAS

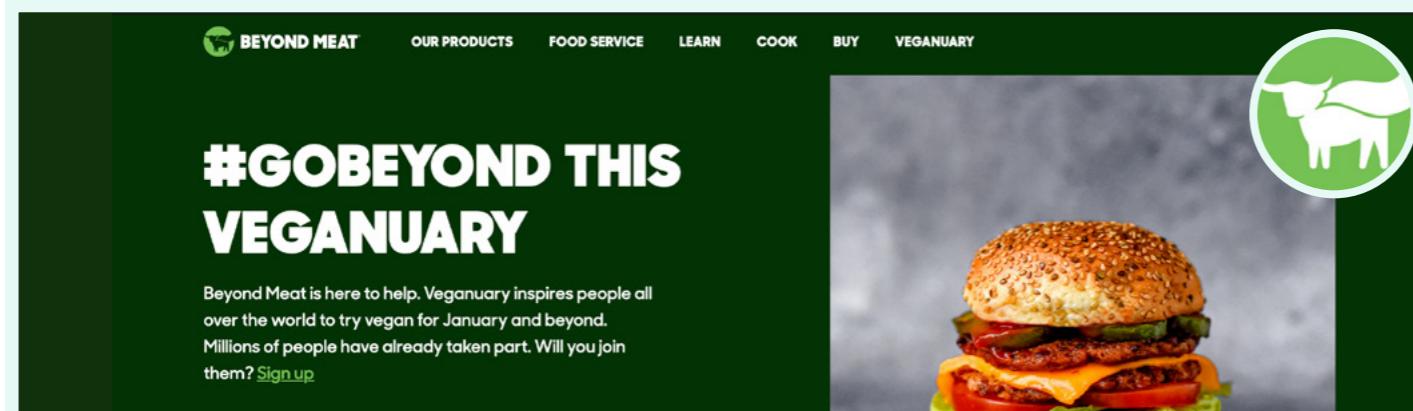
Promote special offers on your vegan range

Highlight your vegan range with feature space in-store and Veganuary signage

Reach new potential customers with out-of-home advertising

Conduct Veganuary events and samplings

DIGITAL ACTIVITY



WEB

Create Veganuary-themed web banners on your site using the Veganuary name and logo.



EMAIL MARKETING

Engage your email subscribers with your Veganuary activity.

Amy's Kitchen promotional image for Vegan Mushroom Bisque. It shows a bowl of creamy soup garnished with mushrooms and herbs. The Amy's logo is in the top right corner. Below the image is a text box with the heading "Celebrate Veganuary!" and a small plant and heart emoji.

Veganuary is an annual challenge to encourage people to go vegan for the month of January. Whether you're new to plant based eating or have been vegan for years, Amy's makes it easy to join the challenge with tasty vegan meals that are ready in minutes. This year, we're celebrating Veganuary with some new products, interesting facts and stats, fun giveaways and so much more. Ready to take the challenge?

Pacifica skincare website banner for Veganuary. It features the Pacifica logo and navigation links: NEW, BEST SELLERS, SKINCARE, SUNCARE, MAKEUP & NAIL, HAIRCARE, BATH & BODY, FRAGRANCE, SETS, SALE. Below is a purple banner with the text "happy veganuary" and an image of various Pacifica skincare products. A small circular icon with a white plant silhouette is in the top right corner.

Make a change to vegan, cruelty-free beauty! Join us this month and beyond in making a change by going vegan.

SOCIAL MEDIA

Tag us on social (there's a good chance we'll share your content in our stories) and use #Veganuary2023



OTHER IDEAS

Write blog content and recipes featuring your plant-based options
Mention Veganuary in your press release and ask us about getting a quote to include

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

Curate Veganuary Bundles for e-commerce

Encourage your audience to sign up at veganuary.com/en-us/ try-vegan/ - or request a trackable link so we can let you know how many participants you recruited!

CREATIVE MARKETING CAMPAIGNS

THE PRESS LOVES VEGANUARY! WHY NOT DO SOMETHING UNUSUAL TO ATTRACT BUZZ AND PUBLICITY AROUND YOUR VEGANUARY CAMPAIGN? HERE ARE SOME OF OUR FAVORITE PR STUNTS FROM AROUND THE GLOBE:



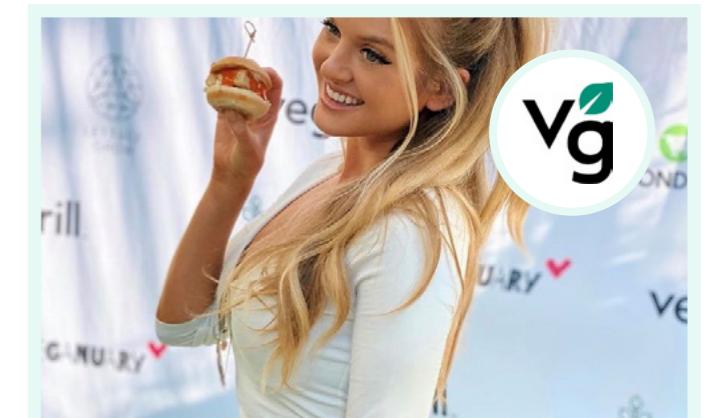
MEATLESS FARM'S 'Change The World' campaign starred everyday folk with "meaty" last names such as Chicken, Ham, and Lamb who all tell the camera that, despite their last name, they are going meatless.



SWEET EARTH partnered with Chef and former NFL pro Eddie Jackson to create a series of vegan recipes for Veganuary



STARBUCKS announced in January that it would be dropping the surcharge for plant-based milk for all UK customers.



VEGGIE GRILL held a Rookie Day in honor of Veganuary, encouraging regular customers to bring a newbie friend out for a vegan meal.

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.

BENEFITS OF TAKING PART

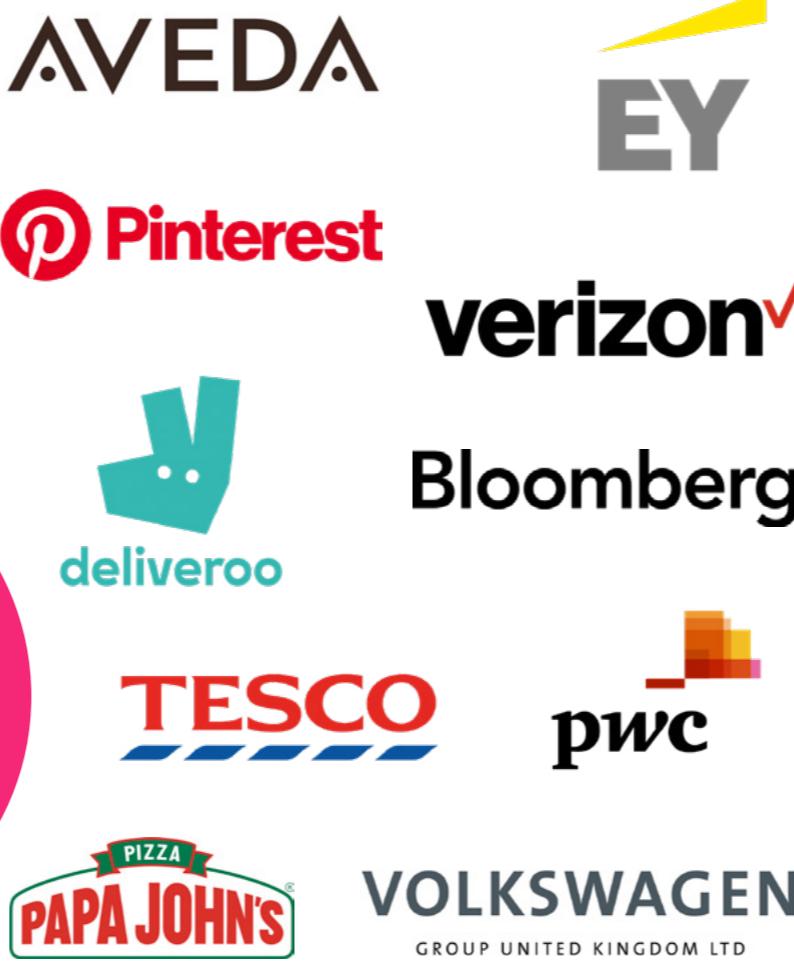
- ✓ PROMOTE HEALTH & WELLBEING AMONGST YOUR STAFF
- ✓ DO YOUR PART FOR THE ENVIRONMENT
- ✓ CREATE A FUN CHALLENGE FOR STAFF TO TAKE PART IN
- ✓ TAKE ADVANTAGE OF A GREAT PR OPPORTUNITY


**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

In January 2022, over 75 companies and institutions from around the world 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 participated...



AVEDA

AVEDA'S GLOBAL BRAND PRESIDENT BARBARA DE LAERE:

"We were thrilled to partner with Veganuary again this year for the annual Workplace Challenge, as we believe that it is one of the most effective ways we can understand our individual impact and remind us to examine our everyday items -- beyond what's on our plate -- and what they're made from. We look forward to growing our collective impact...and inspiring others to join us!"



LIZ WILLIAMS, PAPA JOHN'S UK MANAGING DIRECTOR (SPEAKING ON BEHALF OF PAPA JOHN'S INTERNATIONAL):

"2022 marked the first year of the Veganuary Workplace Challenge at Papa John's, and another small step in our Plant Love mission. Through this global campaign, our aim is to plant love for the people, planet and communities we serve, and in doing so, demonstrate the benefits of plant-based food and how nature makes many pizza ingredients better. Milestones in our Plant Love pledge include the ongoing expansion of our plant-based and flexitarian offering, as well as plant-based and vegan industry award wins in the UK and Middle East. The call to sign-up to Veganuary's 31-day challenge has been shared with colleagues in over 45 countries, many have answered, and they will be supported through January and beyond with helpful tips and plant-based recipe inspiration."

FAQ

WHAT IS A VEGAN?

Veganism is often defined by what we don't eat: Meat, fish, eggs, and dairy, plus some of the animal ingredients that are hidden away in products, such as whey (from milk) and gelatin (from animal bones). But we like to focus on what we do eat, which is an incredible variety of delicious plant-based foods!

WHAT DOES VEGANUARY DO THROUGHOUT THE REST OF THE YEAR?

The Veganuary team works year-round to encourage people to try vegan and provide free resources. Stay in touch with our corporate team for the opportunity to engage with our audience beyond January, including through our regular mini campaigns.

IS THERE A COST?

No! There is no cost to participate in Veganuary. As a nonprofit, we want the campaign to spread far and wide to help as many people as possible find, and try, plant-based foods.

DOES MY BRAND NEED TO BE 100% VEGAN TO PARTICIPATE IN VEGANUARY?

Brands do not need to be fully vegan to participate, as long as the product being promoted is fully vegan. In fact, we love working with non-vegan brands to help them increase their number of vegan offerings, and even major chains like Burger King and KFC have taken part.

WE'RE AN INTERNATIONAL BRAND. HOW CAN WE GET INVOLVED OUTSIDE OF THE U.S.?

Veganuary currently has offices in the UK, US, Germany, Latin America, and India. Just email corporate@veganuary.com and we'll put you in touch with your local office.

OTHER QUESTIONS?

Please send them to uscorporate@veganuary.com and we'll get back to you ASAP.



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

CONTACT: USCORPORATE@VEGANUARY.COM



Bree Cannon
SENIOR MANAGER OF CORPORATE ENGAGEMENT, US

