



THE VEGANUARY BUSINESS

SUPPORT TOOLKIT

**HOW TO GET INVOLVED
IN VEGANUARY 2024**

**DOWNLOAD
THE OFFICIAL
VEGANUARY 2024
ASSETS AND LOGO
TO USE IN YOUR
MARKETING
MATERIALS HERE!**

WHAT IS VEGANUARY?

Our mission is to inspire and support people across the globe to try vegan for January and beyond! We work closely with businesses to **drive corporate change** and aim to create a global mass-movement championing compassionate food choices.

Veganuary celebrated its 10th campaign in 2023! What started with an idea around a kitchen table in York, UK has now become a powerful movement that inspires millions each year to change the way we eat to protect animals, the planet and our future.

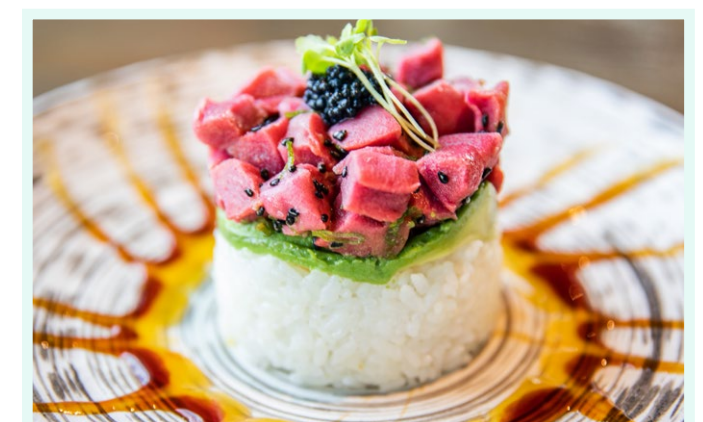
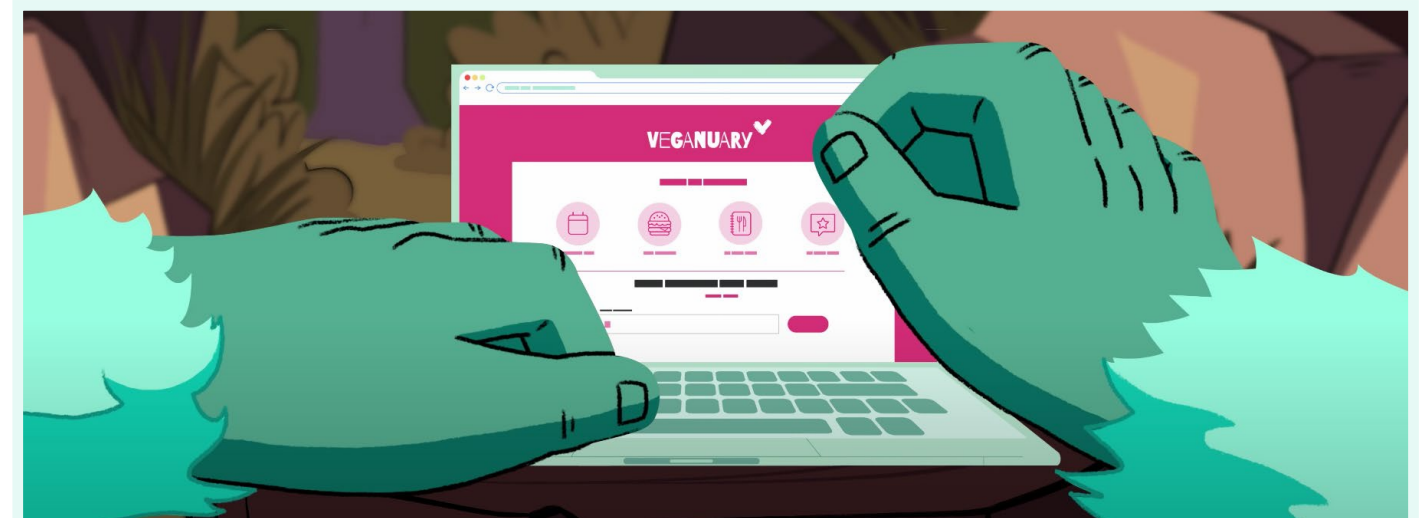
More than three million people have officially taken part in our 31-day vegan pledge since we began. However, recent YouGov data suggests **9% of British adults have participated in Veganuary** at least once since we started in 2014. Based on the current population, this is approximately six million Brits alone!

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 campaign to brands that can provide the plant-based options they are looking for during January and beyond.

More UK brands and businesses than ever before supported Veganuary in 2023 and our logo could be seen across billboards in out-of-home advertising campaigns, social media, email marketing and in-store. Many businesses reported a significant increase in sales and customer engagement throughout the month.

In addition to driving large-scale change in the UK, we run **targeted campaigns in the US, India, 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.

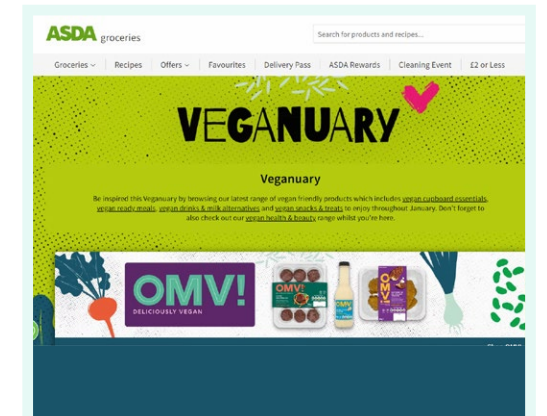


CONTENTS

- 04** **FAQ**
- 05** **THE IMPACT OF VEGANUARY**
- 06** **THE 2023 CAMPAIGN IN NUMBERS**
- 07** **VEGANUARY 2023 CORPORATE HIGHLIGHTS**
- 08** **THE RISE OF PLANT-BASED**
- 09** **VEGANUARY'S SOCIAL AND MEDIA REACH**
- 10** **HOW TO GET INVOLVED IN THE VEGANUARY 2024 CAMPAIGN**
- 11** **OPPORTUNITIES WITH VEGANUARY**
- 12** **IDEAS AND INSPIRATION: IN-STORE AND ONLINE**
- 13** **IDEAS AND INSPIRATION: PRESS STUNTS**
- 14** **VEGANUARY WORKPLACE CHALLENGE**
- 15** **MAKING A CORPORATE COMMITMENT WITH VEGANUARY**



**PLEASE TAKE
A QUICK LOOK
AT OUR BRAND
GUIDELINES**



FAQ

IS THERE A COST TO GET INVOLVED WITH VEGANUARY?

The good news is that there is no cost or fee for you to get involved and support the Veganuary campaign! Ultimately, our aim is to connect the veg-curious to businesses that can provide the plant-based options they are looking for during January and beyond.

You can access our [logos, graphics and other assets](#) for free to show your involvement and promote your vegan-friendly products both in-store and online! Essentially, the more aligned we are, the stronger the campaign will be and the more we can support each other through PR, digital and socials.

IS VEGANUARY JUST FOR VEGANS?

Veganuary is for everyone that wants to give vegan a try! From the flexitarians that want to incorporate a bit more plant-based into their diet right through to the long-time vegans. In 2023, 82% of our participants told us they were omnivores, pescatarian or vegetarian before taking part in Veganuary. Some participants choose to stay vegan after taking part and the majority significantly reduce their consumption of animal products. Our 2023 participant survey showed a whopping 72% of those who were not staying vegan would be reducing their animal-products by at least half!

WHAT OPPORTUNITIES ARE THERE FOR MY BUSINESS TO GET INVOLVED WITH VEGANUARY?

Veganuary is a great free marketing tool that helps brands, retailers and restaurants launch and promote their vegan products in January and beyond. Check out our [‘Opportunities with Veganuary’](#) page and speak to our Corporate Engagement team to see how Veganuary can support you.

WHAT DOES VEGANUARY DO OUTSIDE OF THE JANUARY CAMPAIGN PERIOD?

Veganuary works year-round to encourage people to give vegan a try and provides free resources to make it as easy as possible. We also work with companies to help them commit to increasing the plant-based proportion of their business year-round as a key step in addressing the climate crisis. You can read more about making a corporate commitment [here](#).

Take a look at our [‘Opportunities with Veganuary’](#) page and stay in touch with our corporate team to find out how to engage with our audience beyond January, including through our regular mini campaigns.

WE’RE AN INTERNATIONAL BRAND. HOW CAN WE GET INVOLVED OUTSIDE OF THE UK?

Veganuary currently has offices in the UK, US, Germany, Latin America and India. However, we also work with partner organisations across the globe! [Drop us an email](#) and we’ll put you in touch with your local contact.



OTHER QUESTIONS?

Please send them to corporate@veganuary.com and we’ll get back to you ASAP.



THE IMPACT OF VEGANUARY

**FOR EVERY
ONE MILLION
PARTICIPANTS
WHO EAT VEGAN
FOR 31 DAYS THE
POSITIVE IMPACTS
ARE HUGE!**

Based on calculations extrapolated from
Poore & Nemecek (2018) Science

science.sciencemag.org/content/360/6392/987/



**6.2 MILLION
LITRES OF
WATER SAVED**



**405 TONNES OF
PO₄³⁻eq SAVED
(EUTROPHICATION)
the same as 1,645 tonnes
of sewage spared from
waterways**



**103,840 TONNES
OF CO₂eq SAVED
equivalent to
1.2 million flights
from London
to Paris**



**3.4 MILLION ANIMALS
SPARED FROM A LIFETIME
OF SUFFERING****

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

THE 2023 CAMPAIGN IN NUMBERS

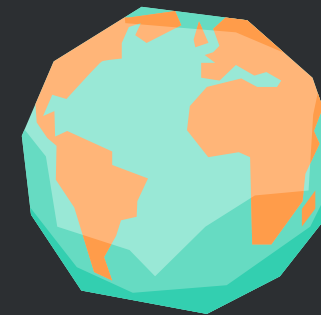
MORE THAN 3 MILLION PEOPLE

worldwide have officially signed up on our website to try vegan with us since 2014. Studies show that millions more participate without signing up!



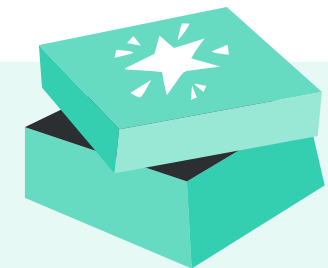
OVER 155 MILLION PEOPLE WERE REACHED

through Veganuary's social media channels internationally



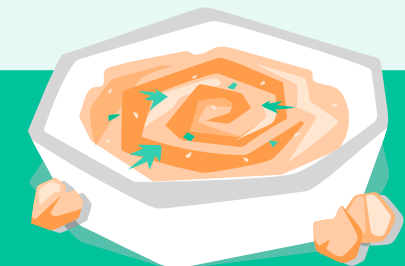
PEOPLE FROM NEARLY EVERY COUNTRY IN THE WORLD

took part in Veganuary this year (only Vatican City and North Korea had no sign-ups recorded)



MORE THAN 820 NEW VEGAN PRODUCTS

were launched for Veganuary



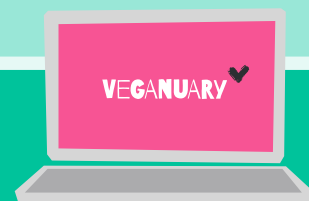
MORE THAN 790 NEW VEGAN MENUS

were added to (chain-)restaurants for Veganuary



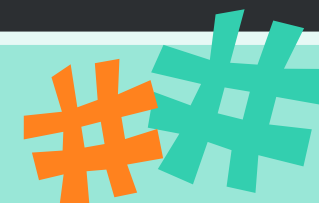
MORE THAN 6,800 MEDIA STORIES

were published about Veganuary around the world



2.3 MILLION PEOPLE VISITED THE VEGANUARY WEBSITE

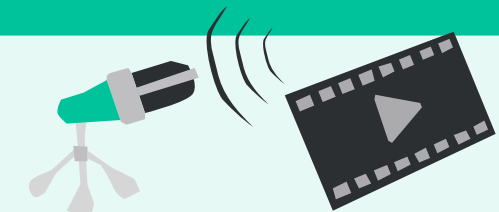
looking for helpful tips and advice on going plant-based



The hashtag #Veganuary was viewed on TikTok

MORE THAN 894 MILLION TIMES

by the end of January 2023



Our new YouTube series and Veganuary podcast received

TENS OF THOUSANDS OF VIEWS AND LISTENS

throughout the campaign

VEGANUARY 2023 CORPORATE HIGHLIGHTS

OVER 820
NEW VEGAN
PRODUCTS WERE
LAUNCHED IN
VEGANUARY
2023

MORE THAN
790 NEW
MENU ITEMS
LAUNCHED
TOO!

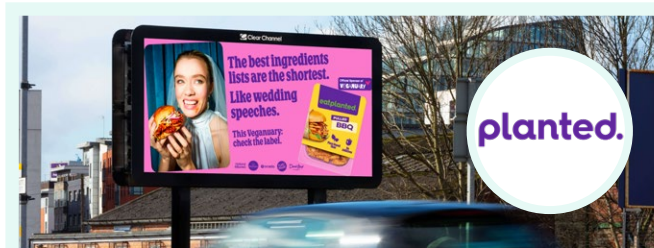
See our full round-up of Veganuary corporate highlights by watching our end of campaign video [here](#).



Veganuary supporter, **DELIVEROO**, has taken part for the last four years and this year was its biggest Veganuary campaign to date! Over 23,600 restaurants and grocers participated, and the delivery company saw a 14% YoY increase in demand for orders containing vegan items in January 2022.



KANTAR reported that sales of supermarket own-brand ranges labelled as plant-based or vegan rose by 21% during January 2023.



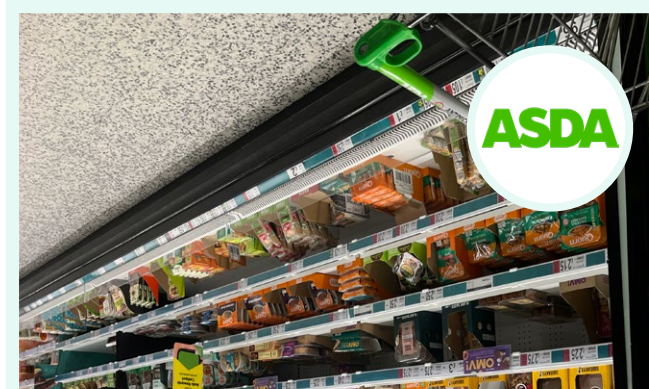
Veganuary official sponsor, **PLANTED**, kicked off January with its first major supermarket listing in Morrisons. It launched a marketing campaign which included the Veganuary logo across out-of-home advertising and had a total reach of over 2.6 million.



EMIRATES AIRLINES issued a press release during Veganuary to report that vegan meal requests had increased by 154% year on year.



Long-time Veganuary sponsor, **CAULDRON**, saw social media engagement rates increase by 19% since 2022 as it shared fantastic recipes from fans and influencers to help provide inspiration to people looking to eat more plant based.



Supermarket giant **ASDA** kicked off Veganuary 2023 by launching over 80 new products across its new vegan ranges OMV! and Plant Based by Asda. Its OMV! Vegan No Prawn Cocktail Sandwich and Plant Based by Asda Chickenless Tikka & Onion Bhaji wrap were immediate customer favourites and vegan-food-to-go lines performed +200% YoY.



Veganuary official sponsor, **HIGGIDY** saw a strong performance during January with vegan products accounting for 18.1% of total volume sales. Its range is now 75% meat free!



ALDI had another fantastic Veganuary with nearly 3 million vegan products sold this January. The supermarket chain launched its biggest ever vegan range and saw sales of its Plant Menu Frozen range increase by 200% verses 2022. Not only is Aldi seeing high demand for its plant-based products in January but throughout the year too.

THE RISE OF PLANT-BASED

RETAILERS, BRANDS AND CONSUMERS HAVE SEEN PLANT-BASED FOOD SALES UP 230% IN 2022

In the run up to Christmas, plant-based food alternatives have become more popular as searches for 'Christmas vegan' more than tripled via Ocado's website, rising by 389%. Meanwhile, searches for 'Vegan Christmas Food' at Waitrose also surged by 188%.

Source: Grocery Gazette



THE GLOBAL VEGAN FOOD INDUSTRY WILL EXCEED A STAGGERING \$91 BILLION BY THE YEAR 2027

thanks to growing 'consumer demand'. The new analysis also hails vegan food for 'reducing the risk of zoonotic disease and antibiotics' as well as the ability to 'feed more people with fewer resources'.

Source: Research and Markets



PLANT-BASED MEAT SALES GREW BY 21% BETWEEN 2020 AND 2022, WHILE CONVENTIONAL MEAT SALES DECREASED BY 8%

Inflation has caused a 1% rise in plant-based meat prices, while animal meat prices have risen by 11%.

Source: GFI Europe



IN THE LAST TWO YEARS ALONE, MEAT-FREE SHOPPERS HAVE INCREASED BY 6.5%

Health and environmental factors are the biggest driving forces behind purchase: 37% and 31% of consumers cited these reasons respectively.

Source: Talking Retail



THE UK VEGAN FOOD MARKET IS GROWING CONSIDERABLY AT A RATE OF 9.58%

Largely driven by increased health awareness, one in four Brits have reduced their animal product consumption since the start of the pandemic.

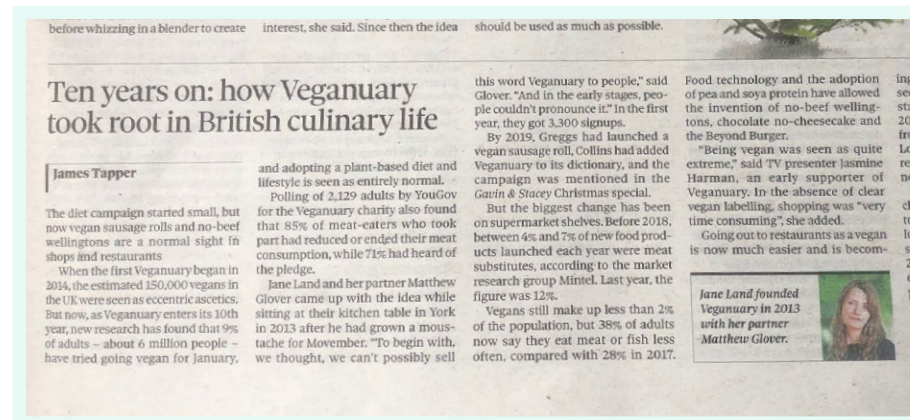
Source: Straits Research



FIND MORE STATS ON THE VEGAN MARKET HERE.

VEGANUARY'S SOCIAL AND MEDIA REACH

ONCE AGAIN VEGANUARY GRABBED GLOBAL MEDIA ATTENTION. HERE'S SOME OF THE COVERAGE WE RECEIVED IN THE UK...



VEGANUARY'S REACH & FOLLOWING

- 2023 campaign featured in **MORE THAN 6,800** media stories
- English language email subscribers: **695K+**
- 2023 social media reach: **155 MILLION**
- #Veganuary views on TikTok: **894M**
- Facebook: **369K**
- Instagram: **455K**
- Twitter: **88K**

*as of May 2023

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 GET INVOLVED IN THE VEGANUARY 2024 CAMPAIGN

1) UTILISE THE FREE VEGANUARY ASSETS

Show your participation in the campaign by adding [Veganuary's logo](#) to your marketing materials including socials, point of sale, instore and online, and on pack. You can check out our brand guidelines [here](#) and use our free ready-to-use Veganuary [marketing materials](#).

2) ACTIVATE VEGANUARY AND BRING IT TO LIFE

Veganuary activation is about collaboration between brands, restaurants and retailers to bring the campaign to life for the consumer. Connect with your buyers or commercial teams to discuss how you can get involved in their plans or ways to collaborate.

3) TAG US ON SOCIAL AND USE #VEGANUARY2024

Use the hashtag #veganuary2024 on socials and tag us across social media (including LinkedIn!) so that our social media team have a chance to engage and repost your content.



4) JOIN THE CAMPAIGN GLOBALLY!

Veganuary runs targeted campaigns in the US, Germany, Latin American, India and (new for this year) Spain. We work with partners in several other countries to create a coordinated global campaign. [Drop us an email](#) to discuss working with us internationally.

5) TAKE ON THE VEGANUARY WORKPLACE CHALLENGE

Give Veganuary a go in your workplace and let us support you throughout January! It's a fun staff challenge that shows you're doing your bit for the environment and there's some great PR opportunities too if you'd like to get involved publicly. Check out the Workplace Challenge Guide [here](#).

6) MAKE A CORPORATE COMMITMENT

Veganuary is working with businesses to help them develop a plant-based commitment as part of their corporate social responsibility or sustainability initiatives. Head to page 14 to find out more!



Interested in sponsoring Veganuary? **GET IN TOUCH** to find out about the last remaining spots for 2024 and opportunities for 2025!

OPPORTUNITIES WITH VEGANUARY

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. SO HOW CAN WE HELP SUPPORT YOU?



SHARE YOUR NEWS WITH US

[Send us](#) your press releases for Veganuary and beyond! Whether it's a new product or menu launch, an exciting collaboration or brand news - send us your press release and high-res images and the marketing team may post to socials from an editorial perspective.

GET A QUOTE FOR YOUR PRESS RELEASE

Our International Head of Communications & Policy is available to provide a quote for you to include in your press release to support and endorse your Veganuary activity.

JOIN VEGANUARY'S RESTAURANT GUIDE

If you are a UK eatery chain, send us details of your vegan options to be added to our [Restaurant Guide](#), a resource on our website that gets millions of visitors!

DEVELOP VEGANUARY SPECIAL OFFERS

Create enticing promotions for your customers for January 2023. We feature our Supporting Brands on our Special Offers web page throughout Veganuary, promoting it through our social channels and email series for consumers to find out about all the latest launches from brands and special offers.

CREATE UNIQUE AND EXCLUSIVE RECIPES FOR VEGANUARY

Our participants love to utilise the [recipes](#) we share on our website and we regularly re-share across our email series and social media throughout the year too. If you'd like to create an exclusive recipe for our website (recipe must not be listed anywhere else online as this will damage our website's SEO performance as well as wherever else the recipe is listed) then we'll just need the recipe along with high-res images.

KEY DATES & DEADLINES

8 DEC

Submit special offer details for website inclusion

15 DEC

Submit all press releases for major news with embargo dates and details

EARLY DECEMBER

Veganuary 2024 campaign officially launches

8 DEC

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

THROUGHOUT 2024

Get involved with Veganuary throughout the year and join our mini campaigns:

CHOOSE CHICKEN-FREE WEEK

8-14th April

CHOOSE FISH-FREE WEEK

3-9th June

CHOOSE DAIRY-FREE WEEK

19-25th August

REQUEST A QUOTE FOR YOUR PRESS RELEASE

Our International Head of Communications and Policy would be happy to provide a quote for you to include in your press release to support and endorse your Veganuary activity.

IDEAS AND INSPIRATION: IN-STORE AND ONLINE

Show your participation in the campaign by adding [Veganuary's logo](#) to your marketing materials including socials, point of sale, instore and online and on pack

Conduct samplings, pop-ups and giveaways to get people trying your vegan dishes or items

Mention Veganuary in your press release and don't forget to request a quote from us to include too

Launch new products or menu items

Tag us on social media and use the hashtags [#Veganuary](#) and [#Veganuary2024](#)

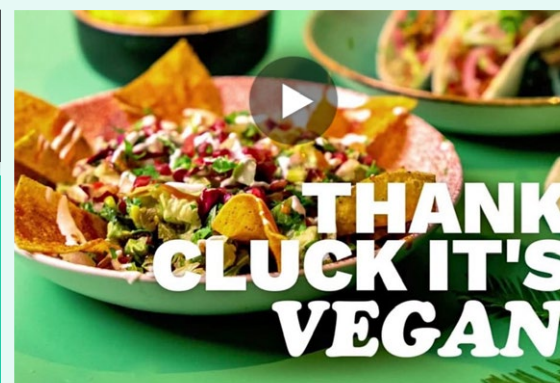
Speak to your buying teams to create special promotions and get involved with any activations they are planning instore, in magazines or online

Liaise with retailers' press teams to ensure your brand is included in publications, socials or Veganuary round-ups they are planning

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

Engage your email subscribers with Veganuary activity

Highlight your vegan range with feature space instore or online



IDEAS AND INSPIRATION: PRESS STUNTS

VEGANUARY IS THE PERFECT TIME FOR A PRESS STUNT TO ATTRACT BUZZ AND PUBLICITY AROUND YOUR PLANT-BASED OPTIONS. HERE'S SOME INSPIRATION TO GET YOUR STARTED...



THE BREAKFAST CLUB converted its Berwick Street branch into a meat-free restaurant for January. The stunt was called 'No Meat on Berwick Street' and it only served veggie and vegan options throughout the month.



FLOOZIE COOKIE partnered with influencer Plant Based Bloke to create a fry up simply using cake and sweet treats. The recipe can now be found on the Veganuary website!



French vegan bacon brand, **LA VIE** took a cheeky swipe at the competition as it launched its out-of-home campaign to coincide with its much anticipated Burger King collaboration.



BEYOND MEAT partnered with 90s legend, Peter Andre, this January to encourage people to switch out animal-based mince and burgers for Beyond. It also ran a competition for a lucky winner to cook with Peter.



To celebrate the launch of its 'game changing' streaky bacon, in true **THIS** style, the brand held a funeral for bacon. The PR stunt featured a funeral car, flowers and coffin being laid to rest and the advert ran on the side of London buses.

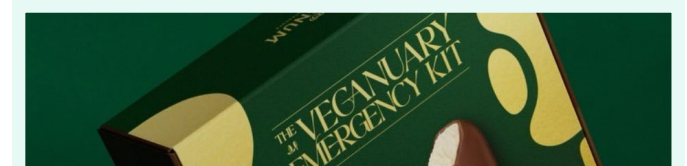
AT UNITY DINER NON-VEGANS CAN EAT FOR FREE THIS VEGANUARY

Restaurant chains, **WAHACA, PUREZZA AND UNITY DINER** launched 'try vegan for free' initiatives throughout the month.

NEW YEAR, NEW MEAT

The World's First Plant-Based Steakhouse

The South Wales pub that turned vegan after Veganuary 2022, **THE QUEEN INN** launched 'The World's First Plant-Based Steak House' in collaboration with Redefine Meat.



MAGNUM launched Veganuary 'emergency kits' for when you feel the temptation to give up on Veganuary.

THE VEGANUARY WORKPLACE CHALLENGE

The Veganuary Workplace Challenge is a 31-day pledge that encourages your workforce to give vegan a go for the month of January by [signing-up to Veganuary](#) and offers lots of support to help you succeed.

BENEFITS OF TAKING PART

- ✓ **PROMOTE HEALTH & WELLBEING AMONGST YOUR STAFF**
- ✓ **DO YOUR BIT FOR THE ENVIRONMENT**
- ✓ **CREATE A FUN CHALLENGE FOR STAFF TO TAKE PART IN**
- ✓ **TAKE ADVANTAGE OF GREAT PR OPPORTUNITIES IF YOU'D LIKE TO GET INVOLVED PUBLICLY**

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

If you'd like to learn more or are interested in discussing PR and media opportunities please email us at

CORPORATE@VEGANUARY.COM

In January 2023, more than 100 organisations worldwide – including Mars Food Europe, Just Eat Takeaway, Ministry of Defence Veg Network, Adept Carehomes, London Northern Eastern Railways, ODEON Cinemas and Civil Service Veg Network – took part in the Veganuary Workplace Challenge, encouraging their employees to try vegan in January and providing more plant-based options in the workplace.



JAZ RABADIA – GLOBAL HEAD OF RESPONSIBLE BUSINESS & SUSTAINABILITY, JUST EAT TAKEAWAY:

“Our mission at Just Eat Takeaway.com is to empower every food moment. With our global scale, we want to inspire our consumers as well as employees to try plant-based dishes in the month of January and beyond. This is why throughout the month we will be bringing awareness of Veganuary as a challenge to our audiences internally and externally: promoting vegan and vegetarian meals on our platform, offering promotions and special deals to support anyone who wants to embark on this journey with us. This includes our workplace wellbeing challenge that encourages our employees to explore different plant-based foods to help keep their bodies and minds feeling at their best.”



DAVE DUSANGH – GENERAL MANAGER, MARS FOOD EUROPE:

“At Mars Food, we know the importance of what we eat, where it comes from and who we share it with. We believe a better world tomorrow is one where everyone has access to nutritious and planet-friendly food, and that’s why we are encouraging our associates to participate in Veganuary, something that I am personally excited about taking part in.”

MAKE A CORPORATE COMMITMENT WITH VEGANUARY

Veganuary is working with businesses to help them commit to increasing the proportion of their business that is plant-based. Many brands and businesses have ambitious sustainability targets, and committing to concrete changes that result in a reduction of animal product consumption are vital to achieving global climate goals and halting biodiversity loss. We would love to help you incorporate plant-based commitments into your plans.

Making a plant-based pledge with Veganuary could be a part of your corporate social responsibility strategy or sustainability pillars and shows your business is dedicated to tackling the climate crisis and biodiversity loss. [Get in touch with us today](#) to discuss what a corporate commitment could look like for your business and to review PR opportunities too.



MANY BUSINESSES HAVE ALREADY COMMITTED

- [Sodexo](#) – Committed to making 33% of their menus plant-based by 2025 to promote sustainable eating.
- [Lidl](#) – aims to increase sales of its own brand meat free and milk alternative range by 400% by 2025. The initiative comes as Lidl identifies the need for food security with the increasing global population.
- [Wagamama](#) – became the UK's first high street restaurant to offer an equal plant-based menu. The menu is now 50% plant-based as a part of the chain's pledge to combat climate change.
- [University of Sterling](#) – The university became the first to ban animal products in campus outlets. Students voted, and as a result, only plant-based products will be served by 2025.
- [Ikea](#) – In a bid to become a 'climate positive business' by 2030, fifty percent of Ikea's main meals served in its restaurants will be plant-based by 2025.
- [Burger King UK](#) – Pledge to make 50% of its menu meat-free by 2030 to achieve their sustainability targets.
- [Unilever](#) – Committed to an annual €1.5 billion sales target from plant-based meat and dairy alternatives by 2025.

ADDITIONAL EXAMPLES OF WHAT A LONG-TERM CORPORATE COMMITMENT MIGHT LOOK LIKE:

- ✓ **COMPANY OR CATERING TO GO FULLY PLANT-BASED BY 2025**
- ✓ **FIFTY PER CENT OF COMPANY'S FOOD OFFERINGS (PRODUCTS/MENUS) TO BE PLANT-BASED BY 2028**
- ✓ **FASHION BRAND TO DITCH FUR, LEATHER, WOOL, FEATHERS AND OTHER ANIMAL FIBRES BY 2026**
- ✓ **COMPANY REMOVES A SPECIFIC ANIMAL-DERIVED INGREDIENT (E.G. EGGS OR WHEY POWDER) FROM A PRODUCT RANGE TO MAKE IT VEGAN**
- ✓ **CATERING PLEDGES TO MAKE 33% OF ALL OPTIONS VEGAN AT EVERY OUTLET (STADIUMS, THEME PARKS, UNIVERSITIES, CANTEENS, ON-SITE RESTAURANTS)**
- ✓ **MAJOR EVENT (E.G. OSCARS, BRIT AWARDS) TO SERVE ONLY VEGAN FOOD FROM 2024**

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



Anusha Lakha
**CORPORATE ENGAGEMENT
& V-LABEL COORDINATOR
PROVEG SOUTH AFRICA**

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ProVeg South Africa is an official partner
of Veganuary, representing the Veganuary
campaign in South Africa.

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