

WEIRD?



VEGANUARY
PRESS PACK 2025

VEGANUARY 

ABOUT VEGANUARY

WELCOME TO VEGANUARY!

For over a decade, Veganuary has been encouraging people to try vegan for January and beyond.

Millions of people from almost every country in the world have tried vegan with us since we launched in 2014, and the food landscape has changed dramatically.

Veganuary is focused on changing consumer behaviours and attitudes, while providing all the information and practical support required to make the transition to veganism as easy and as enjoyable as possible through the month.

People can take part at www.veganuary.com/try-vegan.

Veganuary is more than a pledge: we also support brands, retailers and restaurants to expand their

plant-based options. Last year, **thousands of businesses took part** in Veganuary, while **more than 2,100 new vegan products and menus** were launched. Some of the most exciting launches were Hard Rock Cafe’s global Veganuary menu, Wagamama’s lion’s mane ‘steak’ bulgogi, Beyond Meat’s plant-based pepperoni in Pizza Hut and Costa Coffee’s range of plant-based options made in collaboration with BOSH!.

Veganuary now has official country chapters in the US, UK, Spain, Germany, India and Latin America. We also work with partner organisations who run additional Veganuary campaigns in Mexico, Italy, France, Switzerland, Austria, Singapore, Australia, South Africa, Peru and Malaysia.

VEGANUARY 2024 IN NUMBERS



MILLIONS OF PEOPLE

Since launching in 2014, millions of people around the world have taken part in Veganuary.



98%

98% would recommend Veganuary to a friend.



10,000

Our 2024 campaign featured in more than 10,000 media stories globally.



102 MILLION

Over 102 million people were reached through Veganuary’s social media channels internationally.



2,100

Over 2,100 new vegan products and menu items were launched globally during January.



1.8 MILLION

In 2024, over 1.8 million people received our resources and support through emails, social media, our podcast and YouTube channel.

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**

VEGANUARY ALUMNI



JASMINE HARMAN, TV PRESENTER, CLASS OF 2014:

"I discovered the Veganuary campaign and I thought *well, this is a good excuse to try it, and I can say to my husband 'well, I'm only going to do it for a month' and so he will be accepting of that and won't give me too much of a hard time.* And then of course, the month of January came to an end, and there was no question, I would stick with it. I feel very proud and very privileged to have been with Veganuary from the start and to be one of their Ambassadors."



CHRIS PACKHAM, NATURALIST AND TV PRESENTER, CLASS OF 2019:

"As I've become more and more aware of our impact, the impact our diet has on the environment – and of course the species that live in it – I've become increasingly concerned to minimise the negative aspects of that impact." "Being vegan is a great way to support the natural world and to live sustainably."



DEBORAH MEADEN, ENTREPRENEUR, CLASS OF 2020:

"Taking part in Veganuary helped me change how I eat, and now my diet is the best for animals, the planet and for me. If the climate crisis, animal suffering or the loss of wild places and species concerns you, sign up, take part and let Veganuary help you, too."



PETER EGAN, ACTOR, CLASS OF 2016:

"The first thing which is wonderful about Veganuary is that there is no pressure. Like people give up drinking for January, it's a very, very good idea. So you can, if you like, say 'ok I'm only going to do it for January'. I'd be very surprised if you decide to do it for January and then not do it for February because it is such an exciting and interesting way of living in terms of foods." "It is a powerful movement, it's a creative movement and I love being part of it. A growing movement, certainly."



BRIAN MAY, MUSICIAN, CLASS OF 2020:

VEGANUARY!!! Yes! It's done - and I loved it. Not a morsel of meat or fish or dairy passed my lips. It was so much easier than I expected, and gave me so much. So I am now plunging in for a Vegan February!!! I certainly don't feel like giving up this new journey of discovery. Who's with me?"

THE 2024 CAMPAIGN IN NUMBERS



25 MILLION PEOPLE
WORLDWIDE

tried vegan during
January 2024 (based
on YouGov surveys and
population data in our
core countries)

102 MILLION
INTERNATIONAL
social media
reach



OVER 2,100 NEW VEGAN
PRODUCTS & MENU ITEMS
launched for Veganuary
2024 globally



OVER 10,000
MEDIA STORIES
featured Veganuary
around the world

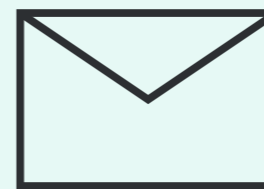
1.8 MILLION PEOPLE
WORLDWIDE

received our resources
& support through
emails, social media,
our podcast and
YouTube channel



300
BUSINESSES AND
ORGANISATIONS
took part in the
Workplace Challenge

17.5 MILLION
COACHING EMAILS
were sent

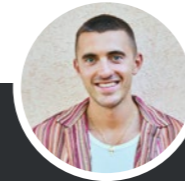


WHO'S SUPPORTING VEGANUARY 2025



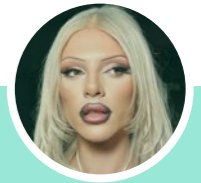
JOANNA LUMLEY, ACTOR:

"Veganuary's mission is to make the world a kinder, safer, happier place for all, which makes their January campaign utterly irresistible. I'm in awe of every single person taking part for the climate, our rivers and oceans, forests and wild places, animals and people. You're all angels."



GIUSEPPE 'SEPPS' FEDERICI, COOKBOOK AUTHOR:

"Veganuary is the perfect time to step into the kitchen and discover just how exciting plant-based eating can be. Give it a try this January – you might just love it!"



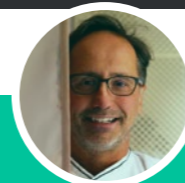
BIMINI BON BOULASH, ARTIST & AUTHOR:

"Babes! You know what's chic right now? Being vegan for January! Kindness is in, compassion is sexy and being healthy makes you a hottie. Serve it up for the animals, the planet and our fabulous selves. If you've ever thought about living it up plant-based, Veganuary is your chance to show the world!"



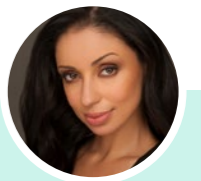
IMOGEN GRANT, OLYMPIC CHAMPION ROWER:

"Eating vegan or reducing meat and dairy consumption is the single biggest personal impact we can make on our emissions. I had been vegan for 18 months leading up to the Paris Olympics and had PBs on the rowing machine and in the gym. Veganuary is a great way to start – that's how I did!"



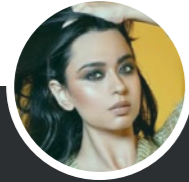
ALEXIS GAUTHIER, MICHELIN-STARRED FRENCH CHEF:

"Going vegan in 2016 was one of the best things I've ever done for myself, so I decided to share that joy the best way I knew how - by turning my whole fine-dining restaurant fully vegan, too. This January, you can experience that same joy for yourself by trying veganism - it's healthy, it's delicious, and it's an act of kindness to this planet and the amazing creatures we share it with. All you have to do is give it a try!"



MÝA, SINGER, SONGWRITER, DANCER, AND ACTOR:

"Veganism is the first step we can all take to a healthier planet and a healthier us from food, fashion to overall lifestyle. The most important film to watch is 'Eating Our Way to Extinction,' connecting the dots of our global impact and understanding why we must act now. I hope you'll get started this January."



**SOUNDARYA SHARMA,
BOLLYWOOD ACTOR:**

"I am vegan, I feel fabulous, and I have the energy to slay it on camera every single time. Veganuary's 31-day pledge helps you make a smooth transition to a plant-based diet, for your health, for animals and for the planet. Join my squad, try vegan today!"



KELLIE BRIGHT, ACTOR:

"I choose a plant-based diet because we all win. The animals, the planet and my health all benefit. There is NO better thing we can do to reduce our carbon footprint and the time to do that is NOW. My children deserve a future and so do yours. If you care about climate change, make a difference and do Veganuary."



**RICHA MOORJANI,
ACTOR:**

"Veganuary is an excellent opportunity to try a plant-based diet, while feeling motivated and supported on your journey by a community of extraordinary people who share similar values and are cheering you on as you join this incredibly rewarding (and vital) movement."



**KUNTAL JOISHER,
MOUNTAINEER**

"I have never eaten meat in my entire life and turned vegan 17 years ago. I was successfully able to build top of the world level muscle and endurance and not only survive but thrive in the -50C temperatures on top of Everest, not just once, but twice! Goes to show that no animal needs to suffer or die for our dreams to come true."



JAMES MOORE, ACTOR:

"What an honour to be chosen to be an Ambassador for Veganuary. I'm vegan all year round but if you give it a go in January you will help the planet, animals, and especially your health. What do you have to lose?"



EVANNA LYNCH, ACTOR:

"I've loved Veganuary's work for a long time because I know, having been a vegetarian who was intimidated by veganism, that so many people just won't start because they think it's too hard and that they're going to fail. And Veganuary kind of presents you an opportunity to do it with other people, with a community, and it's not saying it's a lifelong commitment, you know, it's saying 'try it for a month and see how you feel!'"

2025 CAMPAIGN HIGHLIGHTS

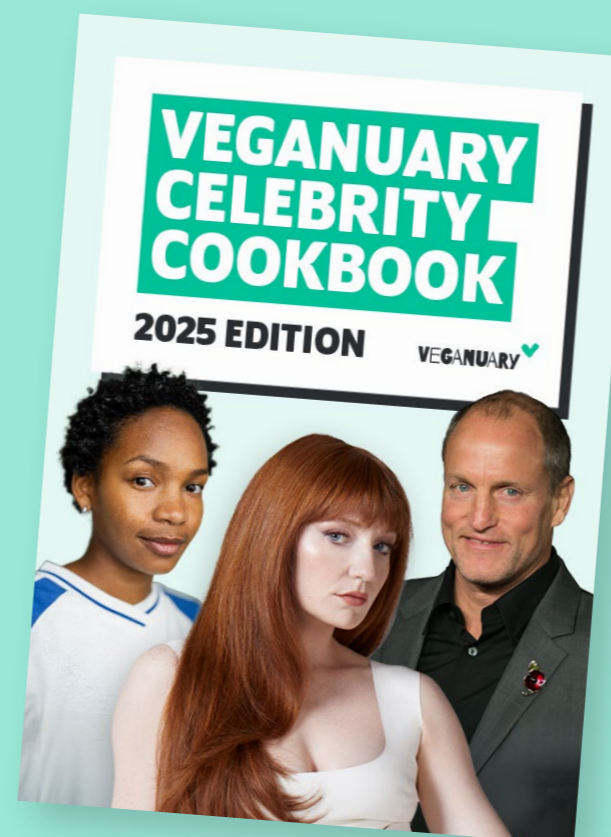
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TRY VEGAN THIS JANUARY VEGANUARY

THE OFFICIAL VEGANUARY COOKBOOK

The Official Veganuary Cookbook demonstrates how easy it is to make eating vegan simple and delish. Our debut cookbook brings 10 years of Veganuary's tried and tested recipes into one beautiful resource.



THE OFFICIAL VEGANUARY PODCAST

Our popular weekly podcast will feature celebrity guests including India Reynolds, Freya Cox and Maggie Baird, and we'll answer questions from Veganuary participants.

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TRY VEGAN THIS JANUARY VEGANUARY

MEAL PLANS & NUTRITION GUIDES

People who join our free 31-day email series get 10 meal plans, nutrition guides and much more to support them through their journey.



2025 CELEBRITY COOKBOOK

A collection of mouth-watering plant-based recipes written or inspired by celebrities with new additions from Woody and Laura Harrelson, Hugh Fearnley-Whittingstall, Nicola Roberts, Bethany Antonia and Victoria Ekanoye.

NEED VEGANUARY CONTENT?

For the 2025 campaign, we have pre-written articles, new recipes, celebrity quotes and other assets you can use to create your stories for Veganuary.

Content includes:

- Tips from Veganuary Ambassadors
- Plant-based cooking tips from chefs and content creators, including Ainsley Harriott and Hugh Fearnley-Whittingstall
- Recipes using kitchen staples like peanut butter, Marmite and hummus

Find all content and images [here](#).



HOW TO CONTACT US

We'll be issuing regular news releases throughout December and January. To be added to our press list please email your details to: media@veganuary.com.

For urgent press enquiries please ring 07505 866 548.

You are welcome to use our brand assets when writing about Veganuary, provided that you follow our brand guidelines. Find our brand assets, guidelines and images to illustrate a Veganuary story [here](#).

All of the celebrity photos in this press pack can be downloaded directly, just click on the photo.

General images to illustrate a Veganuary story can be downloaded [here](#).

