

VEGANUARY 2022

CAMPAIGN IN REVIEW



VEGANUARY

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FOREWORD

Dear supporters and friends,

At Veganuary we share one common dream: We want to live in 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. A world where everyone is able to enjoy an endless variety of delicious and nutritious foods while protecting the planet and animals.

And while it will take the effort of countless people, organisations and initiatives to make this dream a reality one day, each January I can feel us get a step closer to that vision. Veganism isn't standing in the corner anymore; it's become a popular choice that many of the world's largest food businesses are embracing as the big new thing.

This 2022 campaign more people and businesses than ever participated in Veganuary, beating all of our expectations. We have seen countless Veganuary activations in major supermarkets in the UK, Spain, Argentina and Germany this year. Food giants such as Domino's, McDonald's, HelloFresh, Burger King, KFC, Subway, Papa John's and Starbucks launched new vegan products and menus with Veganuary, or promoted the idea of eating plant-based for a month with us. Thousands of media



articles were published about our work and our social media channels were buzzing all year round. Thanks to every single person who shared our vision and supported us in any way, Veganuary 2022 was our biggest campaign yet!

To all our wonderful donors, our committed partner organisations and sponsors, incredible volunteers, inspiring celebrities and influencers and everyone who has been sharing, liking and supporting through social media: I hope you take pride in reading about the progress and achievements of this year's campaign.

We do have a long road ahead, but each year we are getting a few steps closer. Please join us in celebrating the millions of people who have chosen plant-based, the thousands of media outlets showcasing the benefits of a vegan diet and the hundreds of businesses who have embraced the future.

**Thank you for sharing our vision.
Thank you for believing in us.**



In gratitude,
Ria Rehberg
CEO VEGANUARY

THE 2022 CAMPAIGN IN NUMBERS



MORE THAN 629,000 PEOPLE

worldwide officially signed up to try vegan with us during this campaign year



More than **4,351 MEDIA STORIES** were published about Veganuary around the world



MORE THAN 800 NEW VEGAN PRODUCTS

were launched for Veganuary

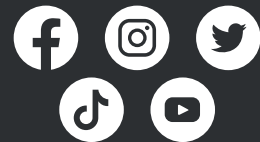


MORE THAN 740 NEW VEGAN MENUS

were added to (chain-) restaurants for Veganuary



2.4 MILLION PEOPLE visited the Veganuary website looking for helpful tips and advice on going plant-based



375 MILLION REACH across Veganuary's social media channels



The hashtag #Veganuary had **OVER 550 MILLION VIEWS** on TikTok at the end of January 2022



19.6 MILLION SUPPORT EMAILS were sent to participants during the campaign period

WHO WE ARE AND HOW WE MAKE A DIFFERENCE

Veganuary is a non-profit organisation that encourages people worldwide to try vegan for January and beyond, works with businesses to drive up vegan food provision in shops and restaurants, and makes veganism more visible and accessible through our work with national and international media.



WHY WE EXIST

Industrial scale animal farming is a leading driver of climate change, deforestation and species loss, as well as being a significant cause of pollution. It drastically increases the risk of global pandemics and antibiotic resistance while also being responsible for the deaths of billions of sentient animals each year. The current way we produce food is highly inefficient, unsustainable and won't allow us to feed a growing global population. That is why we advocate a change towards more plant-based alternatives and, ultimately, a vegan world.

We are convinced that things need to change and they need to change fast. To get closer to our vision of a vegan world, we will need to break down the main barriers to vegan eating and make plant-based foods more visible, tasty and accessible to the population. We want to see the benefits of veganism widely discussed on TV and social media every day, we want to see it in workplaces, on banners on the streets, in every supermarket, restaurant, cafeteria and petrol station.





OUR STRATEGIC AREAS OF FOCUS

To help plant-based eating reach the mainstream, we focus on three main areas of work:

- Encouraging and supporting millions of people to try vegan in January and beyond

- Creating the necessary media and social media buzz to raise awareness of the topic and the benefits of a vegan lifestyle

- Encouraging companies to promote and launch more delicious plant-based options to increase the quality, availability and visibility of vegan food

With this approach, we have contributed to the increase in popularity of veganism in several countries across the world, spared millions of animals' lives through the choices of our participants, and have made Veganuary a huge feature in the retail calendar for businesses around the world. We're especially proud of the fact that many of the newly introduced vegan products and options are set to stay on the shelves and menus after January, as businesses are reporting record sales of their vegan offerings after successful Veganuary launches. We have seen that the 'Veganuary Effect' works and we're ready to spread it across the world.

Veganuary now has official country chapters in the US, UK, Germany, Argentina, Brazil, Chile and India. We work with with partner organisations who run additional Veganuary campaigns in Italy, France, Switzerland, Singapore, Australia and South Africa.

OUR VALUES

IMPACT

We are committed to a vegan world. We will utilise research to evaluate how the highest number of lives can be spared and direct resources to that end.

EMPOWERMENT

We will optimise our outreach to support and encourage people on their vegan journey in a non-judgmental, positive, constructive and easily accessible way.

COLLABORATION

By partnering with other mission-driven organisations and working closely with businesses, we will make a bigger difference.

DIVERSITY AND INCLUSION

We know that it takes people with different ideas, strengths, interests and backgrounds to achieve our vision; we appreciate the value of this and how it brings us closer to achieving our mission.

RESPECT AND INTEGRITY

In all internal and external relationships, we will strive for genuine, honest and transparent communication.

RESILIENCE

We will continue to create a professional and sustainable (human, social, economic and environmental) organisation.

THE PARTICIPANTS

Veganuary celebrated a huge milestone this year – **more than two million people have officially signed up since the pledge began in 2014**. And a total of over 629,000 people registered on our website for the 2022 campaign alone, with participants from every country in the world except Tajikistan and North Korea (where the internet is banned).

Data from Kantar suggests that each year ten times more people actually participate and try vegan in January than register through the Veganuary website. That would mean more than six million people took part in the 2022 campaign year.



MATTHEW GLOVER, CO-FOUNDER AND CHAIR OF VEGANUARY

“When my wife Jane and I decided to launch a new year’s vegan pledge in 2014, we expected only 1,000 people to take part. More than 3,000 signed up and we were blown away.

Now Veganuary is a bigger feature in the retail calendar than Christmas, reflecting the ever-increasing number of people choosing plant-based food.

Two million official Veganuary participants in just eight years is a huge achievement, but the explosion in plant-based products that has accompanied it is truly revolutionising the future of food.”

TOP 10 VEGANUARY COUNTRIES BY NUMBER OF SIGN-UPS

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

Dragons' Den star Deborah Meaden took part in Veganuary 2020 and enjoyed it so much she not only stayed vegan but joined us as an Ambassador for our 2022 campaign. She even gave us a shout out on ITV's This Morning, urging everyone to take part!



DEBORAH MEADEN

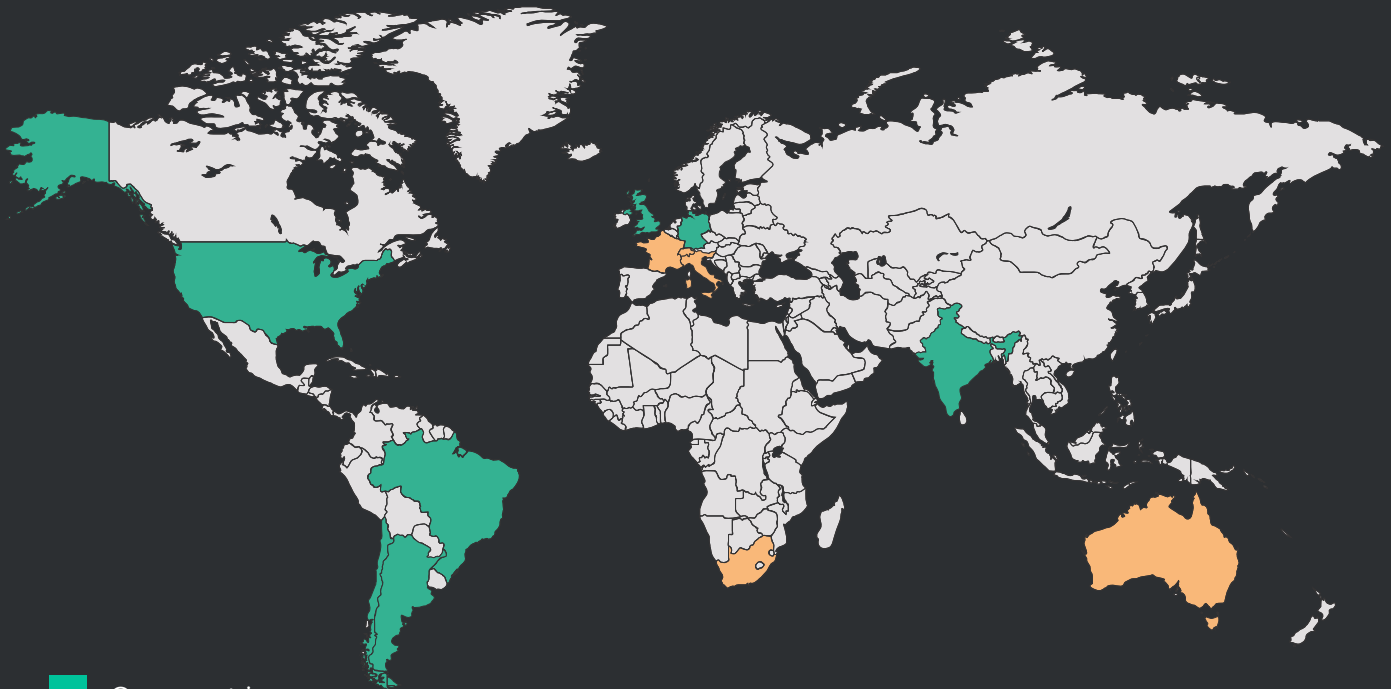
"Taking part in Veganuary helped me change how I eat, and now my diet is the best for animals, the planet and for me. If the climate crisis, animal suffering or the loss of wild places and species concerns you, sign up, take part and let Veganuary help you, too."



A LONG-LASTING CHANGE

Our follow-up survey of Veganuary 2021 participants found that six months after completing their one-month vegan challenge, 82% of those who were not vegan when they signed up had maintained a dramatic reduction in their animal product consumption. Thirty per cent were still eating a fully vegan diet; 38% were eating at least 75% less meat and other animal products than pre-Veganuary; and 14% were eating at least 50% less.

We were also incredibly excited to see that 68% reported health benefits, including more energy, better skin and improved mood after just one month of eating plant-based with us!

VEGANUARY AROUND THE WORLD



-  Our countries
-  Partner countries

VEGANUARY WORKPLACE CHALLENGE

More than 100 organisations worldwide – including Harrods, Aveda, Volkswagen Group UK, Superdrug, Sky, Adept Care Homes, Papa John’s, PWC, Allianz Germany, EY, M&S, Higgidy and Quorn – took part in the Veganuary Workplace Challenge during the 2022 campaign, encouraging their employees to try vegan in January and providing more vegan options in the workplace.



JO MACKIE, CUSTOMER AND PEOPLE DIRECTOR AT SUPERDRUG:

“At Superdrug, we were so excited to be supporting the Veganuary Workplace Challenge this year. As a business, we care deeply about our continued commitment to initiatives such as Veganuary, our vegan and cruelty-free offering, CSR strategy and being the go-to place on the high street for vegan products.”



STOFFEL THIJS, CEO DOMINO’S PIZZA GERMANY:

“At Domino’s Germany, all employees at the head office in Hamburg were invited to try a vegan diet in January, supported and motivated by a Veganuary webinar as well as a vegan group on Domino’s intranet, where a lot of information was shared and all members were actively sharing their favorite vegan dishes”.



**LIZ WILLIAMS, PAPA JOHN'S
UK MANAGING DIRECTOR:**

"2022 marks 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.

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 have been supported through January and beyond with helpful tips and plant-based recipe inspiration."



**PETER DEKKERS, EXECUTIVE VICE
PRESIDENT AT UNILEVER MIDDLE
EUROPE:**

"Plant-based diets are better for us and our planet. This conviction is reflected in our portfolio - Unilever aims to increase sales of plant-based products to €1 billion in the next few years - and also shared by our employees. Many, like me, already enthusiastically participated in the Veganuary Challenge last year."



**BARBARA DE LAERE,
AVEDA GLOBAL BRAND PRESIDENT:**

"Aveda was founded on an environmental mission, and every year we set a number of goals to help us lessen our impact on the planet. Though our use of animal ingredients was very limited previously (namely beeswax), transitioning to 100% vegan last January was important to us because we want to make the choice easier for consumers. 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."



THE BUZZ AROUND THE CAMPAIGN

VEGANUARY GRABBED GLOBAL MEDIA ATTENTION ONCE AGAIN

UK

MORE THAN 1,060 MEDIA STORIES

Including interviews on Sky News and Euronews; exclusive features in the Observer, Guardian and i News; as well as over 100 other national media stories and 450 regional stories.

LATIN AMERICA

MORE THAN 280 MEDIA STORIES IN 11 COUNTRIES

Including an appearance on Chile's national television station Televisión Nacional, Spain's second largest newspaper El Mundo and Brazil's largest daily newspaper Folha.

USA

MORE THAN 680 MEDIA STORIES

In US media outlets, including Los Angeles Times, AdWeek, Today.com, Shape, InStyle and Cheddar News.

INDIA

MORE THAN 700 MEDIA STORIES

Including leading national dailies like Times of India, Indian Express and Hindustan Times, as well as 26 curated articles in lifestyle and regional publications like GQ India, Vogue India, Mint Lounge, Forbes India and Upper Crust.

GERMANY SWITZERLAND, AUSTRIA

MORE THAN 1,490 MEDIA STORIES

Including interviews and features e.g. in national TV programme ARD Brisant and regional TV programme HR, in renowned media outlets Spiegel Online, Stern Online, Frankfurter Allgemeine Zeitung, Süddeutsche Zeitung, WirtschaftsWoche and Welt am Sonntag; as well as a vegan cooking show with popular TV chef Stefan Henssler on TV channel RTL.

Veganuary commissioned surveys with YouGov in the UK, US and India this year to understand more about the respective populations' attitudes towards giving up animal products. The polls found that around **one-third of Brits are interested in becoming vegan; nearly one-third of Americans plan to eat more plant-based/vegan foods in 2022; and a whopping 65% of Indians plan to eat more vegan foods this year.** The research was featured in countless media articles and filled almost the entire page six of the Observer newspaper on Boxing Day.



Veganuary was the top story on **SKY NEWS** on 2nd January and our Head of Communications Toni Vernelli was interviewed live about the growing success of the campaign.

To coincide with World Vegan Day on 1st November, we released an updated edition of our best-selling book, *How to Go Vegan*, which covers all the whys and hows of going vegan presented in Veganuary's trademark friendly and non-judgemental way. It also includes brand new recipes and a foreword by actor and Veganuary Ambassador Evanna Lynch.

In Germany, Veganuary commissioned a cost study from the renowned institute IFPE (Institute for a plant-based diet), which was able to show the price advantages of vegan variants compared to omnivorous dishes that are typical for German households and canteens. This cost study was first published exclusively by Stern Online, one of the leading news portals in Germany.



Even **THE DAILY SHOW WITH TREVOR NOAH** referenced Veganuary with their very own humorous take on the difficulties of pronouncing the challenge and shared the video to their millions of followers.



HOUSTON, WE HAVE A SOLUTION!

In November, we ran ads declaring 'Houston, We Have a Solution' on public transport and billboards across Glasgow to send a message to global leaders gathered for COP26. The striking ads highlighted the simple solution already available to help halt climate chaos – changing our diets.

Our call was backed by over a dozen scientists and environmentalists, including US rocket scientist Olympia LePoint; British aeronautical engineer Vijay Singh; German astronomer Anna Frebel; Science Director of Scotland's ClimateXchange Professor Peter Smith; as well as Chris Packham and Greenpeace UK who all signed an open letter stating:

"Tackling the climate crisis isn't rocket science! We already have a solution that can drastically reduce greenhouse gas emissions – moving to a plant-based diet. What we need now is for politicians and policymakers to prioritise diet change to protect our planet."

The campaign attracted widespread media attention including 18 radio interviews featuring our Head of Communications alongside Veganuary Ambassador Dale Vince OBE discussing the damaging climate impact of animal agriculture and how Veganuary helps people make a lasting change to their diet.



OUR VERY OWN BIGFOOT CINEMA AD

This year we produced our first-ever cinema ad which saw Bigfoot – voiced by Oscar-nominated actor James Cromwell – sign up to Veganuary to help cut his carbon Bigfoot-print. The animation was shown in over 500 cinemas across the UK, streamed on Hulu and NBC Universal in the US and reached widespread media attention for our respective versions in German, Spanish and Portuguese. The ad was also viewed over 500,000 times on Veganuary’s social media channels alone.

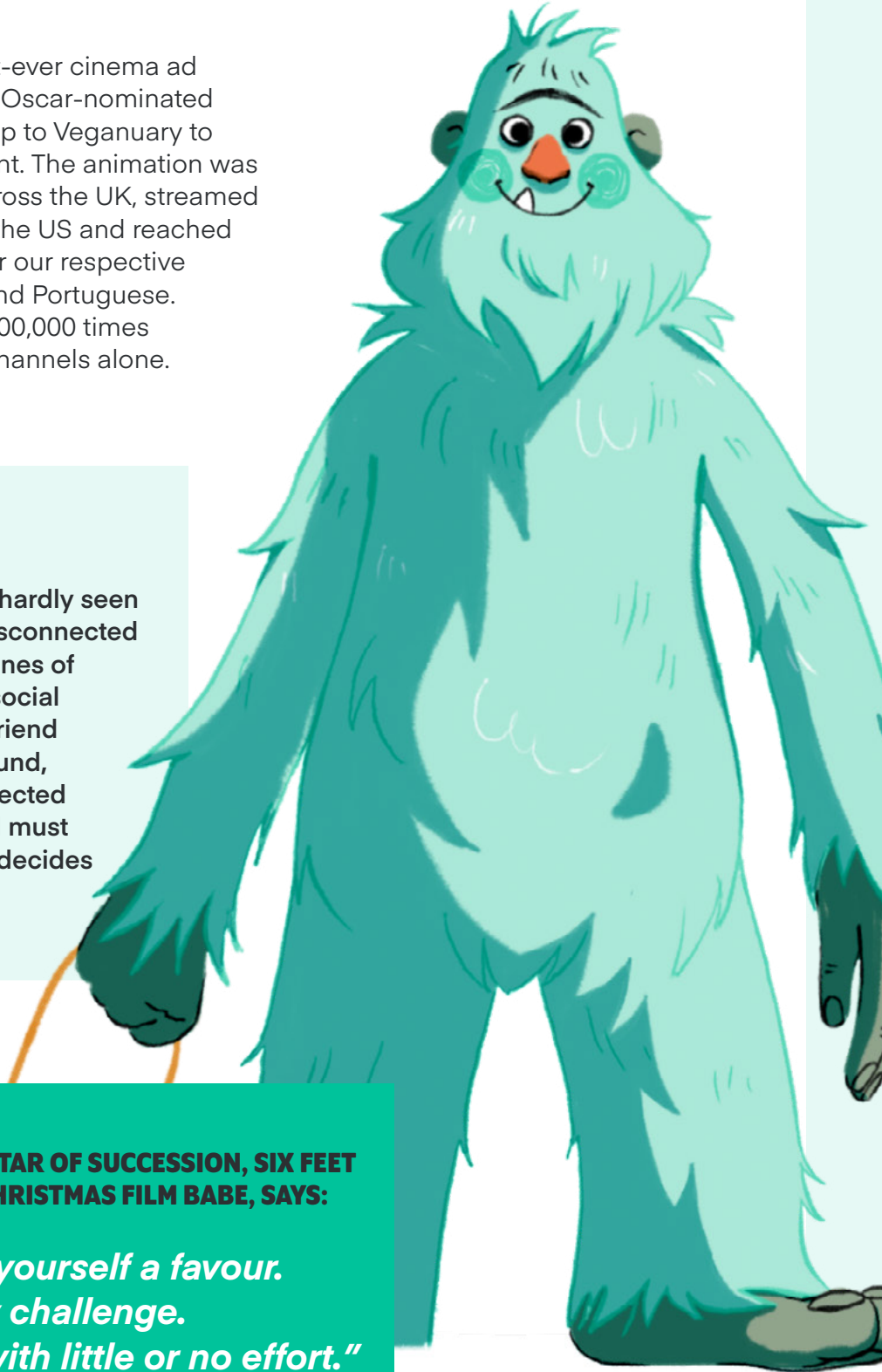
THE STORY

Living alone in the woods, hardly seen by anyone, Bigfoot feels disconnected from the world and the scenes of climate chaos he sees on social media. But when his best friend Snowman melts to the ground, Bigfoot realises he IS connected to the rest of the world and must do his bit to save it. So, he decides to change his diet with the help of Veganuary.



ACTOR JAMES CROMWELL, STAR OF SUCCESSION, SIX FEET UNDER AND THE CLASSIC CHRISTMAS FILM BABE, SAYS:

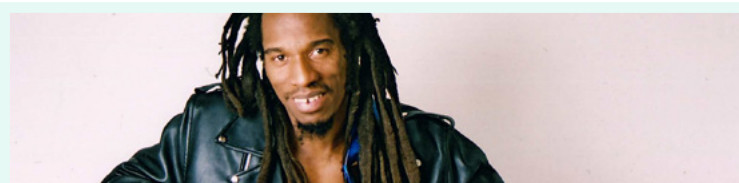
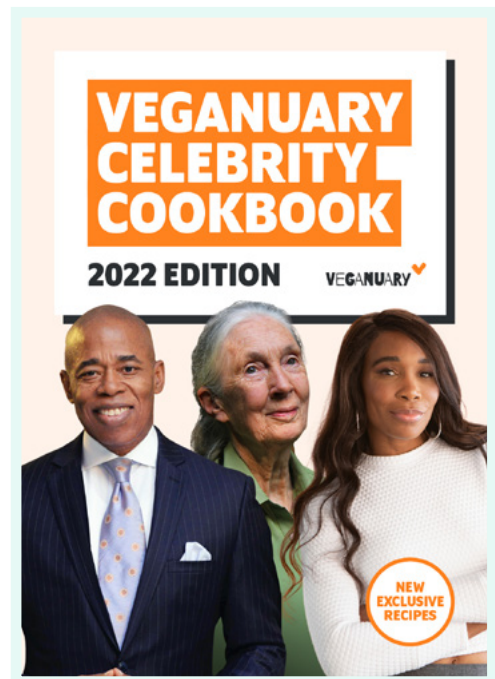
*“Do the planet and yourself a favour.
Take the Veganuary challenge.
Make a difference with little or no effort.”*



“TAKE CLIMATE ACTION INTO YOUR OWN HANDS!”

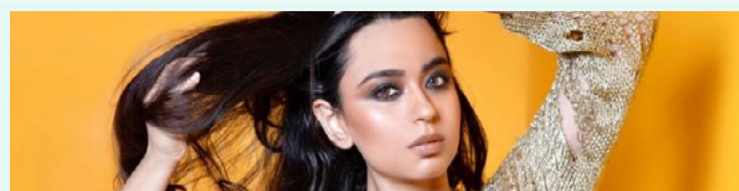
HUNDREDS OF CELEBRITY SUPPORTERS AND INFLUENCERS HELPED SPREAD THE MESSAGE

International backers of Veganuary continued to grow with Joanna Lumley, Benjamin Zephaniah, New York Mayor Eric Adams, world-renowned chef Matthew Kenney (who recently opened Adesse in Selfridges) and Dragons’ Den’s Deborah Meaden joining the 2022 campaign. Venus Williams, Jane Goodall, Sadie Frost, Bella Ramsey and Bryan Adams donated their favourite vegan recipes to Veganuary’s 2022 cookbook which all participants receive.



BENJAMIN ZEPHANIAH, AUTHOR AND POET:

“I originally went vegan at the age of 13 because of my love of animals. The world now knows that vegan is the way to go. It’s the one thing we can all do to help heal the world and ourselves. Veganuary is a great way to start the year, and it’s also a great way to start the future.”



SOUNDARYA SHARMA, BOLLYWOOD ACTOR:

“Veganuary’s 31-day pledge helps you make a smooth transition to a plant-based diet for your health, for the animals and for the planet. I feel very proud and very privileged to have been with Veganuary from its official launch in India and I’m hopeful we will make healthy vegan lifestyle even more popular in our country.”



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.”



**L.A. LAKER,
DEANDRE JORDAN:**

“What you put in your body has a huge impact on your overall well-being. Luckily, eating plant-based is much simpler than people think. Find out for yourself this January.”



**CAMILA MUSANTE, CHILEAN
CONGRESSWOMAN AND
VEGANUARY PARTICIPANT:**

“Veganuary was an extremely valuable experience that made me acquire much more awareness not only about the food that we eat, but also the respect towards non-human animals in every way.”



**ANDRÉ CARVALHAL,
BRAZILIAN WRITER AND
VEGANUARY PARTICIPANT:**

“It was very important for me to participate. During this time, I not only learned tips on how to change my diet and wonderful recipes that I could never imagine, but mainly I felt part of a powerful network of people who want to change the world from their plates.”



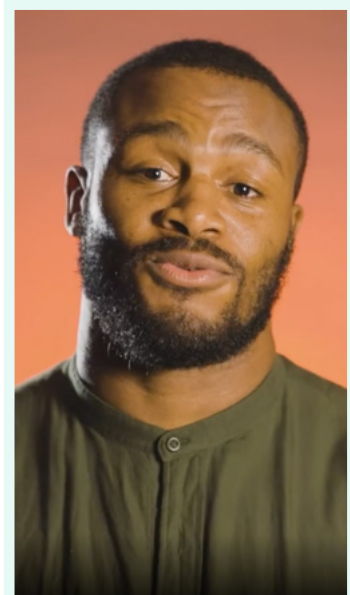
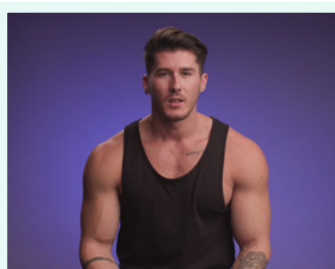
Credit: Julian Feldmann

**DR ECKART VON HIRSCHHAUSEN
(PHYSICIAN, COMEDIAN AND FOUNDER
OF THE GERMAN FOUNDATION GESUNDE ERDE
– GESUNDE MENSCHEN):**

“Being a doctor and a fan of the ‘planetary health diet,’ I know we could prevent 150,000 deaths in Germany every year just by adopting a plant-based diet. So, eating less meat is a real sacrifice – but only in terms of sacrificing my risk for heart attacks and strokes. That’s something everyone can happily do without, right?”

Excessive meat consumption not only makes us sick, it also destroys our environment and our climate. My team at the foundation Gesunde Erde - Gesunde Menschen (‘Healthy Earth - Healthy People’) and I are happy to participate in Veganuary. Because if you ask yourself “What can I do to protect the climate?” then eating less meat is a pretty good start.”

As part of Veganuary 2022, athletes worldwide shared the benefits that going vegan has had on their strength, endurance, and overall well-being. To motivate people to try vegan in January and beyond, ultra-athlete Rich Roll, bodybuilder Nimai Delgado and Olympic boxer Cheavon Clarke were featured in a digital video series hosted by Veganuary.



TAKING TO THE STREETS

HUNDREDS OF BILLBOARDS, POSTERS AND BANNERS MADE SURE VEGANUARY COULD NOT BE MISSED ANYWHERE THIS YEAR.



Our billboards at 60 bus stops and highly frequented areas in **SANTIAGO DE CHILE** raised awareness of the link between climate change and a diet heavy in animal products, and encouraged people to protect the planet with their forks.



GERMAN BRAND RÜGENWALDER MÜHLE asked people to join Veganuary through out of home campaigning.



In **ARGENTINA** our subway ads encouraged thousands of people to give a plant-based diet a go for January.



Food delivery company **DELIVEROO** ran these large billboards to promote their Veganuary-themed campaign in the UK this year.



ROSSMANN, one of the largest drug store chains in Europe, promoted their Veganuary campaign and their newly launched vegan products, while also taking part in the Workplace Challenge.



Our thought-provoking light projection in the streets of **BUENOS AIRES** had people's heads turning!



We could not be missed in **GERMANY** this year! Dozens of large billboards encouraged passers-by in five of Germany's major cities to join Veganuary. From north to south and east to west – Berlin, Hamburg, Leipzig, Cologne and Munich were adorned with the bright Veganuary colours.

CORPORATE ENGAGEMENT IN THE UK

In the UK alone, more than 770 new vegan products and menu items were launched with reference to Veganuary in January 2022. **The highlights included vegan versions of Babybel and Philidelphia cream cheese; three new vegan Krispy Kreme donuts; new vegan offerings at McDonald's, Burger King, KFC and Nando's; new vegan pizzas at Domino's, Papa John's, Pizza Hut and Pizza Express; vegan fish and chips at Wagamama; and new vegan sandwiches at Costa, Starbucks and Caffè Nero** – with Starbucks also dropping their surcharge on plant milks permanently.

We also saw new product launches from huge brands such as Cadbury, Marks & Spencer and Lindt as well as incredible marketing campaigns from companies like Deliveroo, THIS™ and Meatless Farm.

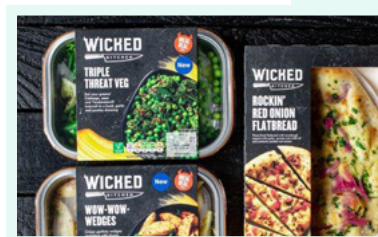
The Veganuary logo could be seen on packaging, online adverts and magazine articles this year. Supporting brands, retailers and restaurants like Zizzi, Hotel Chocolat and Asda used our logo on their in-store POS and advertising campaigns.

Our official sponsors in the UK this year included Violife, Wicked Kitchen, Beyond Meat, Cauldron, VFC, Pacifica and Aveda.

UK sponsor Violife launched a 'Change Your Cheese' campaign for Veganuary, which encouraged people to swap dairy cheese for their plant-based alternatives to reduce their impact on the climate.

Our global sponsor Wicked Kitchen launched an £8 Meal Deal offer for two people in Tesco this January. **The supermarket credited Veganuary for their plant-based sales boom which has seen demand double.**

Beyond Meat started off the year with a bang, collaborating with multiple restaurants this January including BrewDog, Yard Sale Pizza and Oowee. However, their biggest launch was the McPlant, which is now available in 1,300 McDonald's across the UK.





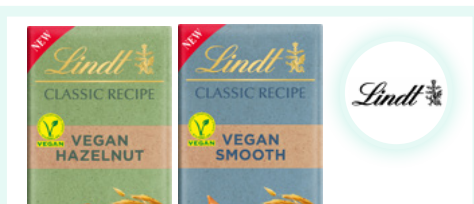
MCDONALD'S MCPLANT

After a successful trial, the McPlant rolled out nationwide in January. The vegan burger is a collaboration with Veganuary's official sponsor Beyond Meat.



CADBURY

The Plant Bar and Plant Bar with Salted Caramel launched in October and rolled out nationwide in January.



LINDT

The Vegan Smooth and Vegan Hazelnut chocolate bars were rolled out in January and Lindt UK also took part in the Workplace Challenge.



ALDI

Launched 40 new products for January (including their own-brand mature cheese) and saw a 500% increase in sales versus last January.



DELIVEROO

They saw a 117% increase in plant-based ordering during Veganuary 2022 versus Veganuary 2021.



BABYBEL

A vegan version of the snacking cheese launched in January.



STARBUCKS

They offered new plant-based options for January and announced that they had permanently dropped the additional charge for non-dairy milks.



WAGAMAMA

Their collaboration with OmniFoods saw their Veganuary special, fish and chips, become Deliveroo's number-one selling vegan main.



THE QUEEN INN, SOUTH WALES

This country pub went completely vegan in January and had such a successful month that they decided to stay 100% vegan permanently, sparking social media interest nationwide.

CORPORATE ENGAGEMENT IN GERMANY

More than 426 brands, restaurants and retailers promoted Veganuary with product launches, new menu items, in-store promos, digital marketing campaigns and Veganuary specials such as podcasts and consumer magazine issues. Not only could Veganuary dishes and options be found at popular restaurant chains around the country, but no less than eight major food service and catering companies also participated in Veganuary for the first time.

307 NEW VEGAN PRODUCT LAUNCHES

301 NEW VEGAN MENU LAUNCHES

426 COMPANIES JOINED THE VEGANUARY CAMPAIGN



BURGER KING

Launched the new plant-based Long Curry exclusively for Veganuary.



SUBWAY

Their Meatless Chicken Fajita hit the market in January.



Credit: Dussmann Service/Joanna Nottebrock

Food service businesses and caterers such as **ARAMARK, DUSSMANN, EUREST, TRANSGOURMET, SV GROUP, KLÜH, KRUSCHINA AND UNILEVER FOOD SOLUTIONS**

launched hundreds of new vegan menu options that became available to thousands of employees in office canteens and working spaces throughout Germany, Austria and Switzerland.

BJÖRN KUSE, MANAGING DIRECTOR DACH AT HELLOFRESH:



Meal kit service HelloFresh, promoting vegan menu options as Veganuary dishes throughout Veganuary for the first time, saw people embrace vegan eating at the beginning of the year: "31 % of our meal kits ordered in the first week of January contained at least one vegan recipe - that's amazing! Our Veganuary recipes - and many additional vegan options - will become an integral part of our menu in the future."



LIEFERANDO

Partnered with Taste & Soul and launched the exclusive Jimi Orange Bowl created by German celebrity and Veganuary participant Jimi Blue Ochsenknecht.

SILKE KRÜGER, HEAD OF BRAND AT DOMINO'S PIZZA GERMANY:

"The pizza 'Las Vega', our vegan salami pizza launched at the beginning of January, has so far exceeded all expectations! We have received overwhelmingly positive feedback from the community, and the pizza is even selling twice as well as expected."



RÜGENWALDER MÜHLE

Promoted their vegan product line with a touching clip for Veganuary 2022.



RÜCKER / VEGALECKER

Insa Rücker, co-owner of the dairy company Rücker, participated in Veganuary, putting the VegaLecker product line in the spotlight.



DOMINO'S PIZZA GERMANY

Added a new vegan pizza to their menu.

LAURA KRISTIN KAISER, MANAGER CORPORATE RESPONSIBILITY/ QUALITY ASSURANCE GERMANY AT ALDI NORD:

"Aldi has been supporting Veganuary since its German premiere in 2020: the initiative is getting bigger every year and was a great success again in 2022."

DR. ANNETT WERNY, MANAGER CORPORATE RESPONSIBILITY AT ALDI SÜD:

"We have been able to double our range of plant-based products compared to 2019."



KATJES

They announced their exciting "veggie goes vegan" news with influencer Bonnie Strange. The German confectionery brand will strive to veganise most of their products throughout 2022.

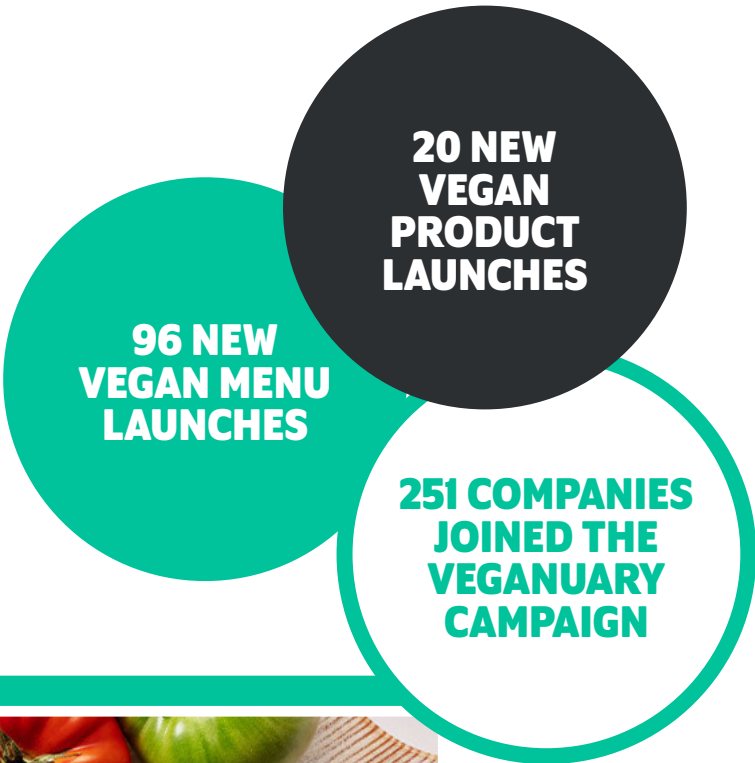


EDEKA, ALDI, LIDL, KAUFFLAND, REWE AND PENNY

All of Germany's largest retailers and retail groups were part of Veganuary, launching many new options and focusing on promoting their growing vegan product ranges.

CORPORATE ENGAGEMENT IN THE US

At least 251 brands, restaurants and retailers promoted Veganuary with product launches, new menu items, in-store promos and digital marketing campaigns in the US. Veganuary specials could be found at popular restaurant chains around the country during January. In addition to support from our global sponsors, the US campaign was sponsored by both Violife and Miyoko's.



96 NEW VEGAN MENU LAUNCHES

20 NEW VEGAN PRODUCT LAUNCHES

251 COMPANIES JOINED THE VEGANUARY CAMPAIGN

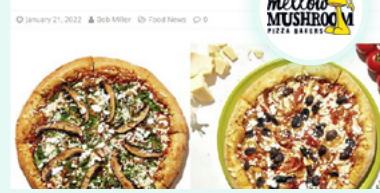


“Veganuary was an extremely successful campaign that brought awareness to vegan sushi and allowed guests to try new plant-based seafood options that we featured including our much-anticipated vegan shrimp.”

**NESTOR REBOLLEDO,
CORPORATE
CHEF AT BLUE
SUSHI SAKE
GRILL**



Mellow Mushroom Introduces New Miss Mushroom And Greek Goddess Pizzas



MELLOW MUSHROOM

Partnered with Follow Your Heart and Spork Foods to launch two new vegan pizzas – the ‘Miss Mushroom’ and the ‘Greek Goddess’ – at their 200+ locations for Veganuary.



JUST SALAD

Used Veganuary’s logo prominently on the menu board, encouraging customers to try plant-based options.



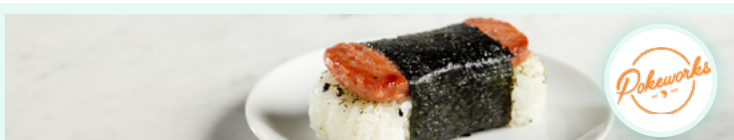
INSOMNIA COOKIES

The popular national cookie chain launched two new vegan cookies in honour of Veganuary and promoted to customers via in-store displays.



HAPPYCOW

The world’s largest map of vegan businesses added a dedicated #Veganuary feed on their app and website for Veganuary 2022. They also encouraged users to take the pledge, leading to over 1,000 sign-ups!



POKEWORKS

Partnered with OmniFoods, makers of OmniPork, to reimagine their fan-favourite Garlic Spam Musubi as a vegan option.

**NICOLE TOWNER, BRAND MANAGER,
MAGNUM ICE CREAM U.S.:**



“Magnum ice cream is excited to join the Veganuary movement because we believe everyone should be free to indulge in the lifestyle they choose, and that of course includes treats from the chocolatiers of ice cream. We are continuously releasing new non-dairy offerings that allow everyone to experience the decadence of Magnum ice cream.”

**DAN HUA, DAIYA
FOOD’S VP OF
MARKETING:**



“Veganuary 2022 was a delightful way to kick off the New Year for us here at Daiya. We launched our Mac & Cheeze refresh and new Roasted Garlic & Herb Cream Cheeze flavor, had our Food Service offerings and ongoing partnership with FAT Brands featured in Buzzfeed, and to our surprise, were organically featured on Jimmy Fallon’s Tonight Show! The true highlight however? Seeing one of our new Instagram followers comment that we were making her ‘transition to veganism so much easier’ – the epitome of any Veganuary campaign, wouldn’t you agree?”

CORPORATE ENGAGEMENT IN LATIN AMERICA

Our team in Latin America succeeded in bringing together 127 companies, and brands from 13 countries (spanning Latin America, Spain and Portugal) that joined Veganuary. For the first time, three large supermarkets participated: Jumbo in Chile, Lidl in Spain and Walmart in Argentina. All of them launched successful promotions and special offers during Veganuary 2022, which indicates substantial increases in the sales of vegan products. Subway, Starbucks and Aldi were other major companies that were part of Veganuary's success.



12 NEW VEGAN PRODUCT LAUNCHES

5 NEW VEGAN MENU LAUNCHES

127 COMPANIES JOINED THE VEGANUARY CAMPAIGN



SUBWAY, SPAIN

The famous fast food chain said: "With the new vegan cheese and our alliance with Veganuary, we want to promote a healthy lifestyle for people while respecting the environment."



WALMART, ARGENTINA

The world-renowned company promoted their catalogue of plant-based products in Argentina through a discount campaign for Veganuary.



JUMBO, CHILE

One of the country's leading supermarkets launched a series of vegan product offers on their website for Veganuary and saw a significant increase in sales during January.



LIDL, SPAIN

One of the major discount supermarket chains in the country launched special promotions for Veganuary with large advertisements of our campaign on their shelves.

CORPORATE ENGAGEMENT IN INDIA

The India team succeeded in bringing 50 businesses on board for the inaugural Veganuary campaign in the country. A total of 40 special offers were introduced and 10 new products were launched especially for Veganuary. India's leading plant based meat companies GoodDot and Blue Tribe foods joined Veganuary with new products and discounts. All the companies actively promoted Veganuary and their offers on social media, using it as a unique marketing opportunity.

Veganuary's corporate participation was covered in more than 200 news articles, and included leading publications such as Mint Lounge, The Print, Business Standard and New Indian express.

10 NEW VEGAN PRODUCT LAUNCHES

2 NEW VEGAN MENU LAUNCHES

50 COMPANIES JOINED THE VEGANUARY CAMPAIGN

"GoodDot is proud to work with Veganuary to encourage people to try going vegan this January. Veganuary is a great way to encourage people to witness for themselves that going vegan is very easy these days and everyone can contribute to a better planet by going vegan".



GOOD DOT



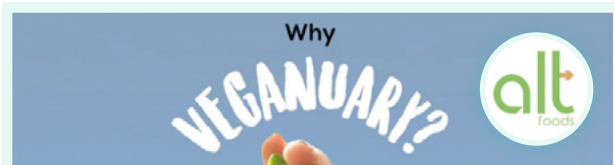
SANTE SPA

The popular chain restaurant launched their exclusive vegan platter that included starters, main course and desserts.



BODHI GREENS CAFE

Launched plant based mutton biryani.

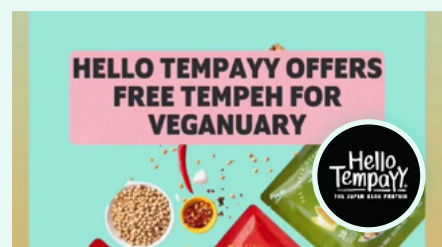


ALT FOODS

Who introduced their new plant milks for Veganuary 2022 said "Veganuary has absolutely made it a lot easier for people to be more aware of and to try vegan products. Through our mission of creating great tasting alternatives, alt foods hopes to continue supporting the journey of individuals seeking a better diet for themselves and the planet. BIG thanks to the entire Veganuary team for helping make this such a huge success for alt foods."

HELLO TEMPAYY

Which launched special offers for Veganuary, said "Veganuary has been a great success in India this year and we were thrilled to be a part of it. Our mission is to offer tasty, versatile and nutritious food across cuisines which is critical to deliver the choice that Indian consumers increasingly are looking for."



OUR PARTNERS FOR VEGANUARY 2022

We worked with 14 official partner organisations all over the world to launch or amplify the Veganuary movement. Thanks to their amazing efforts, we were able to extend the reach and impact of the campaign to six continents.



SWITZERLAND

Our partner organisation Vegane Gesellschaft Schweiz ran a successful advertising campaign with classic and digital posters, including hanging signs in buses and trams in five major Swiss cities. They achieved widespread media attention through their campaign activations with over 60 media articles in Switzerland.

Over 100 new vegan products were launched thanks to Vegane Gesellschaft Schweiz' corporate engagement elements of the campaign and Coop, one of the largest retailers in Switzerland, published an 80-page Veganuary magazine that was distributed in around 2.5 million households across the country.

Around 850 restaurants, canteens and cafeterias in Switzerland created and offered special Veganuary menus, including major companies such as the SV Group, ZFV companies, Coop restaurants and IKEA.

FRANCE

Our partner organisation L214 brought Veganuary to France for the second year – with outstanding achievements! More than 80 companies participated in Veganuary in France with household names such as Starbucks, Alpro and Carrefour joining in, as well as a large variety of small restaurants and local brands.

Veganuary was also promoted to the French public with a billboard campaign in Paris and through advertising in the renowned Le Parisien and Les Echos newspapers, and over 100 media articles were published about the challenge.



SOUTH AFRICA

ProVeg South Africa engaged with dozens of businesses as part of their Veganuary activations, with 98 new vegan menu items launched, two brand new fully vegan restaurants launching in January, and 44 new vegan product launches associated with Veganuary. They also organised nine physical Veganuary dinner parties in collaboration with influencers, with special menus across two provinces.



l'Adige.it

Salute / Alimenti

Non è mai troppo tardi per diventare vegani: siamo in "Veganuary", il mese della prova

In Italia cresce il pubblico disponibile a consumare meno carne e pesce: fra chi ha fatto la scelta «radicale» e chi l'ha provata almeno una volta, ed è boom dei ristoranti vegan

#Veganuary #Dieta Vegana #Vegan



ITALY

Italian animal protection organisation Essere Animali managed to make their 2022 Veganuary campaign so successful that they ended up in the top five countries worldwide for Veganuary sign-ups! They also had 45 companies join the campaign in Italy this year, among them three supermarket chains. They have managed to create a huge social media and media buzz this year, making Veganuary a well-known phenomenon among the Italian population.

A huge thank you to all of our wonderful partner organisations for making the Veganuary movement truly international and driving incredible progress for animals!

IF YOU WOULD LIKE TO DONATE TO VEGANUARY PLEASE VISIT

WWW.VEGANUARY.COM/DONATE



**DEAR FRIENDS AND
SUPPORTERS, THANK
YOU FOR BELIEVING
IN VEGANUARY
AND HELPING TO
MAKE ALL OF THIS
PROGRESS POSSIBLE.**

Veganuary is a charity registered
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VEGANUARY 