

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

To: Ben Denner, Lucky Chip
From: Dawn Carr, PETA

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Dear Mr Denner,

Info@peta.org.uk

I'm writing on behalf of People for the Ethical Treatment of Animals (PETA), as it's come to our attention that you're selling a portobello mushroom cheeseburger you have named the "Woody Harrelson".

I suspect you were aiming to honour Woody's environmental and animal-loving credentials by naming a *vegetarian* burger after him, but Woody, who's a great friend to PETA and animals, is actually a *vegan* and therefore wouldn't eat such a burger.

We know there was a bit of a hoo-ha earlier this year after you named a burger for Mark Wahlberg, but neither PETA nor (as far as we know) Mr Harrelson wish to see his name removed from your menu. We simply ask that you make this a fitting tribute and tweak the recipe so as to make the burger suitable for vegans.

Just pop that bad boy on a vegan bun with some egg-free aioli, drape a slice of vegan cheese over it – and wham! You'll have a burger even Woody would love – one in keeping with his concern for animal welfare and the environment, as the dairy and egg industries have some of the worst scorecards in those respects.

There's no doubt that interest in vegan food is booming, and unlike vegetarian dishes, vegan food is suitable for everyone, including those with dairy or egg allergies.

We'd love to have the opportunity to share the news with London's hungry vegans that they could head on down to Lucky Chip for a vegan Woody Harrelson burger. And you'd be in good company: *GQ* magazine's Best Burger of the Year? It's vegan.

May we hear from you?

Kind regards,

Dawn Carr
Special Projects Manager

PEOPLE FOR THE ETHICAL
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