



Paul Kenyon, Owner
Palace Premier Meats
23 Palace Ave
Paignton, Devon
TQ3 3EF

26 April 2016

Dear Mr Kenyon,

I'm writing on behalf of People for the Ethical Treatment of Animals (PETA). We were appalled to learn that you made the mind-boggling decision to offer purple sausages stuffed with dead animal parts to capitalise on the sad passing of Prince. A great friend to PETA and animals, Prince was an outspoken vegan who would never have come near your shop and certainly wouldn't want his name exploited to sell novelty sausages.

Pigs are intelligent and inquisitive animals who are known to dream, recognise their own names, learn "tricks" like sitting for a treat and lead social lives of a complexity previously observed only in primates. Many pigs even sleep in "pig piles", much like dogs. Some love to cuddle, and others prefer space.

On factory farms, pigs spend their entire lives in cramped, filthy warehouses under the constant stress of intense confinement and are denied everything that is natural and important to them. Their brief lives, spent in crowded and ammonia-filled conditions, end when the sensitive animals are hung upside down and have their throats slit, many while they are still conscious.

Pigs do not wish to be chopped up and stuffed into sausages. Prince knew that animals are all individuals who deserve kindness, not killing.

We see that your post about the revolting purple sausages has been removed, but we think you need to go a step further and take this opportunity to offer a vegan sausage at Palace Premier Meats. This would give you the opportunity to reach new customers as well as win back some you may have lost with your disrespectful stunt.

Vegan foods are better for our health, the environment and the animals, and offering a vegan sausage has never been easier: [Tofurky](#), [Vbites](#) and [Linda McCartney Foods](#) are just some of the compassionate companies producing delicious, cruelty-free vegan sausages.

And as more and more people are looking to reduce or eliminate meat from their diets, the time is right. In fact, *Marketing* magazine notes that "**more than 60% of millennials consume meat alternatives**". *GQ* magazine's [Best Burger of the Year](#)? It's vegan.

Adding a vegan sausage for sale at Palace Premier Meats could be the start of a new cruelty-free future for you and your customers – one in which sensitive animals are not mutilated and killed for profit.

Do it for animals. Do it for Prince.

May we hear from you?

Kind regards,



Dawn Carr
Special Projects Manager

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