



Antonio Rodríguez
Owner
Hotel Carmen

3 March 2017

Dear Mr Rodríguez,

I'm writing to you from People for the Ethical Treatment of Animals (PETA) after hearing that more than 100 people left Hotel Carmen's restaurant without paying for their food last week. We have a proposal that would offer you an opportunity to recoup your losses and help animals in the process: PETA will pay the outstanding €2,000 bill if you pledge to make your restaurant vegan.

Interest in vegan living is at an all-time high, as more and more people are leaving animal-derived foods off their plates – for animals, the environment, and their own health. This shift in public consciousness has restaurant chains and supermarkets around the world scrambling to meet the growing demand for plant-based options. If the restaurant switched to a fully vegan menu, it would be an exciting new start for Hotel Carmen and great for business.

Taking meat, eggs, and dairy products off the menu would likely increase the number of visitors to your establishment and also spare many animals a life of suffering and a violent death. On factory farms, animals are crammed by the thousands into filthy, windowless sheds and denied all that's natural and important to them. They're never allowed to raise families, root around in the soil or grass, or explore their natural habitats. Most won't even feel the warmth of the sun on their backs or breathe fresh air until the day they're loaded onto lorries headed for the abattoir.

We hope you'll choose to bypass this whole ugly business and recoup the cost of the unpaid bill by agreeing to serve your customers only delicious vegan foods that don't cost animals their lives – a win for both animals and Hotel Carmen.

May we hear from you? I can be contacted on +44 (0) 20 7837 6327, extension 264, or at HarrietB@peta.org.uk.

Thank you for your consideration. I look forward to your reply.

Yours sincerely,

Harriet Barclay
European Outreach Liaison

PEOPLE FOR
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