



The Proprietor
The Slaughter House
Fenwick Street
Liverpool
Merseyside
L2 7LS

26 June 2018

Via e-mail: info@slaughterhouseliverpool.co.uk

Dear Sir or Madam,

I'm writing on behalf of People for the Ethical Treatment of Animals (PETA) with an exciting proposal: how about becoming the world's first vegan Slaughter House by switching to an all-vegan menu?

Since vegan living is booming in the UK – new research shows that the number of vegans here has risen by [700 per cent in the past two years](#) – offering a wide variety of delicious plant-based meals would put The Slaughter House at the cutting edge of modern cuisine. Companies are investing billions in innovative vegan products, including meat-free burgers that "bleed", and the list of animal-free dishes on restaurant menus is expanding exponentially to meet demand.

From Laughterhouse veteran [John Bishop](#) to Romesh Ranganathan, [Sara Pascoe](#), and [Michael Legge](#), it seems everyone on the comedy circuit is going vegan or vegetarian these days. Why are so many people axing meat, eggs, and dairy "products" from their meals? Many are concerned about animals. PETA has documented that the treatment of animals used for food is no laughing matter: fish slowly suffocate or are cut open alive, chickens' throats are slit while they're still conscious, piglets' tails are cut off without painkillers, cows are hung upside down and often skinned alive, and calves on dairy farms are taken from their mothers within hours of birth. Each person who goes vegan spares the lives of more than 100 animals each year.

Others want to save their own necks: according to the British Medical Association, those who ditch meat slash their risk of suffering from obesity, heart disease, and high blood pressure. A 2015 World Health Organization report reveals that consuming processed meats such as bacon and sausages increases the risk of cancer. Vegan meals are greener, too, as animal agriculture is a leading producer of greenhouse-gas emissions. And the United Nations has concluded that a global shift towards a vegan lifestyle is necessary to combat the worst effects of climate change.

Liverpool native Paul McCartney has said, "If slaughterhouses had glass walls, everyone would be vegetarian," but if The Slaughter House made this change to its menu, everyone would be vegan – no glass walls

PEOPLE FOR
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PEOPLE FOR THE ETHICAL
TREATMENT OF ANIMALS (PETA)
FOUNDATION – a charitable
company limited by guarantee,
with its registered office at
Cannon Place, 78 Cannon Street,
London EC4N 6AF.
Registered in England and Wales
as charity number 1056453,
company number 3135903.

Affiliates

- PETA US
- PETA Asia
- PETA India
- PETA France
- PETA Australia
- PETA Germany
- PETA Netherlands



necessary! You wouldn't be sticking your neck out: by offering vegan gastro-grub, you'd be making a name for yourself as a dining destination and be laughing all the way from the basement to the bank.

To sweeten the deal, we'd be happy to provide free veggie burgers to serve on the first night that you give meat, eggs, and dairy "products" the chop – as well as a supply of our vegan starter kits to help patrons make more compassionate, healthy food choices.

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

Kind regards,

Elisa Allen
Director

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