



Pat Jenkins, Owner  
Mason's Butchers  
1103 Christchurch Road  
Bournemouth  
BH7 6BQ

14 January 2019

Dear Mrs Jenkins,

Greetings from People for the Ethical Treatment of Animals (PETA). We heard the news of the decline in custom at Mason's Butchers and understand that you're attributing this, in part, to the increased interest in vegan eating. As one of the driving forces behind the vegan revolution, we wanted to suggest a plan to save your business – one that would engage a new legion of loyal customers and capitalise on one of the world's fastest-growing consumer markets: become Britain's first all-vegan butcher's.

Successful businesses adapt to the times, and UK supermarkets and high-street retailers are falling over themselves to keep up with the demand for vegan fare.

For example, just last year, London's Sutton and Sons – a traditional fish and chip shop – converted one of its locations to an all-vegan eatery and was met with international news coverage as well as queues out of the door. Vegan brand The Vegetarian Butcher offers innovative meat substitutes with a spectacular bite and texture, which it sells to a *global* market. And I'm sure you've seen the phenomenal success of Greggs' recent vegan sausage roll launch.

Harrods recently caused a stir when it launched its Vegetable Butchery, offering top cuts of prime plants, but Mason's could be the first to exclusively offer vegan meats.

There is a huge, exciting variety of vegan meats available – from tofu hot dogs to “bleeding” burgers, steaks, faux gras, sausages, and even fakin' bacon. Rebranding as Mason's Vegan Butchers and switching to offering plant-based meats could see the business thrive for the next 60 years and beyond.

I'd love to have the opportunity to discuss this exciting possibility with you. What do you think?

Kind regards,

Dawn Carr  
Director of Vegan Corporate Projects

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